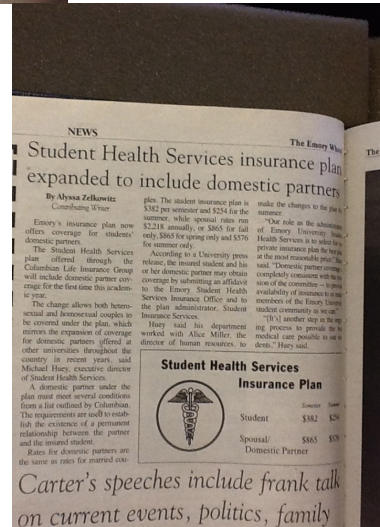
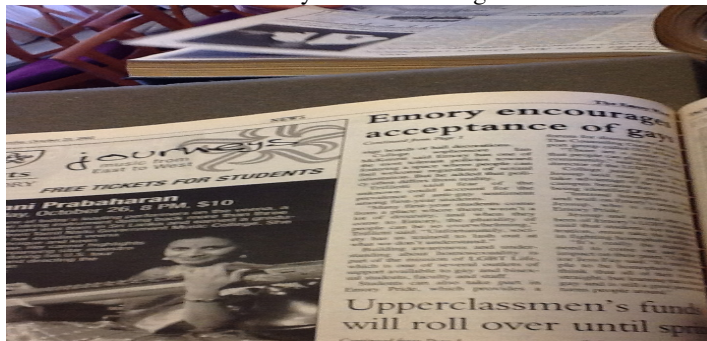


Last week in the archives, we looked at Pictures of the Emory Wheel from 1984. After looking through this publication, one can get an idea of the basic advertising culture of the times. One can also get an idea of prevalent issues on campus during the times.

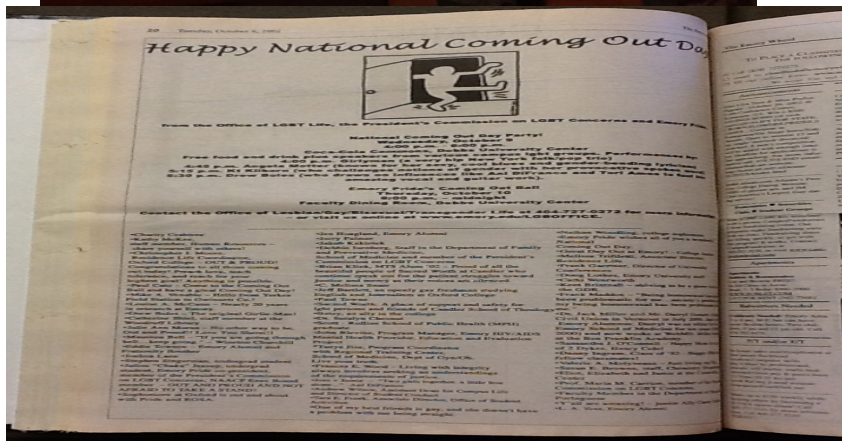


All of these things paint a picture of social times and how the public view is shaped. Social media helps shape mass social consensus and thus self-association and sexual identity.

Much is said about Gay and Lesbian rights.



Carter's speeches include frank talk on current events, politics, family



There are plenty of pictures about LGBT and racism but one picture..



..I think captures a major point that is often not focused on. After looking into the past I see a much denser and complicated hate for and in between Black and Gay people.

anyone who actually gets arrested for driving drunk probably never drank before. Third, it will bring public attention to the problem of drunk driving and inspire people to be more aware of it. Wheel won't stop the driver, but intoxicated friends will convince him not to drink and drive. It will make any major difference to the drinking habit of the driver. It will make no difference to the person who is driving while intoxicated, however, then.

I don't expect to be popular for my decision to write this column. I expect that it will stimulate an intelligent discussion about drunk driving.

To the Editors:

[illegible]

I still feel that in today's society that race and sexual preference plays far too great a role in an individual's identity (self-identity and the public's associated-identity for that group). There is more to a person's identity besides skin color and sexual preference. I have a couple Black homophobic friends and a gay racist friend, and I honestly feel like 20-30 years ago the number of friends in each of those very specific groups would be greater. It was interesting to see how this hate in between two has played out since the mid 1980's. In many ways this was one of the first battles towards internal and external acceptance, and toward reaching a self-sexual-identity that could be accepted by oneself and the people around an individual. I imagine life for a gay black person to be difficult in the mid 1980's.

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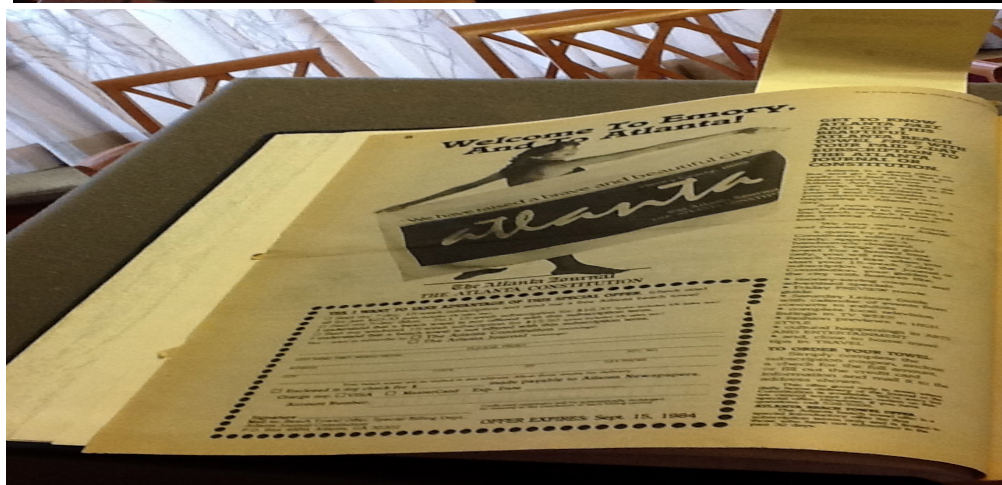
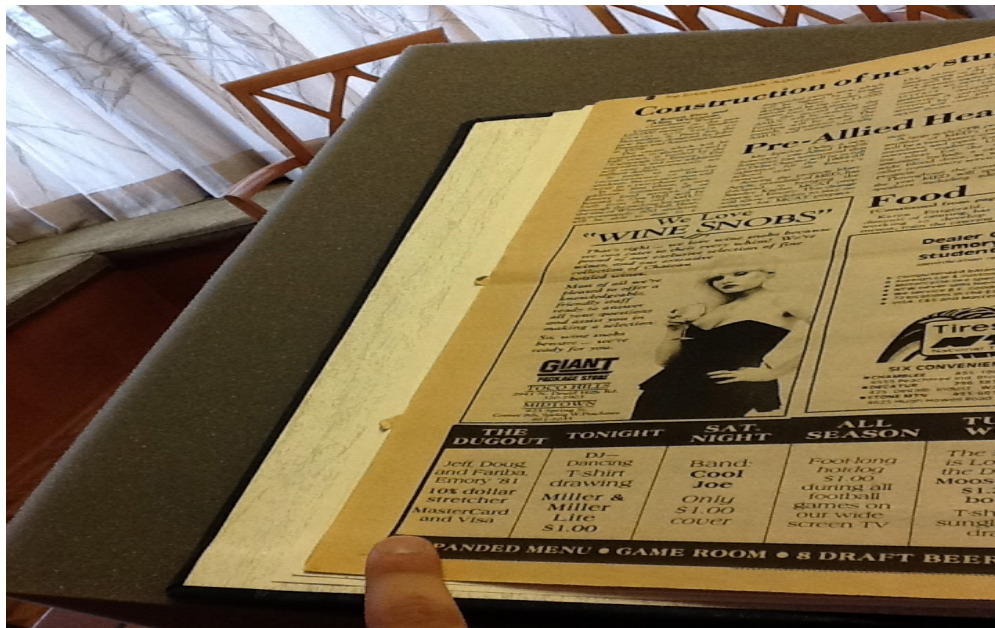
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than the hand
can feel.





Sex sells and advertisers will place people in advertisements based off how they think those paid representatives would make a product appeal to people. In the “we love wine snobs” advertisement, the picture of a woman holding the glass says nothing about the wine, and everything about how you’re supposed to look if you drink it. The appeal is in the appearance. Honestly, appearances are the most important thing in terms of shaping and molding ones sexual, social, and personal identity. For a person who does not know too much about black culture and black people, their opinion of black America will be painted by the media and social news. In the 1984 Emory Wheel there were only three pictures of black

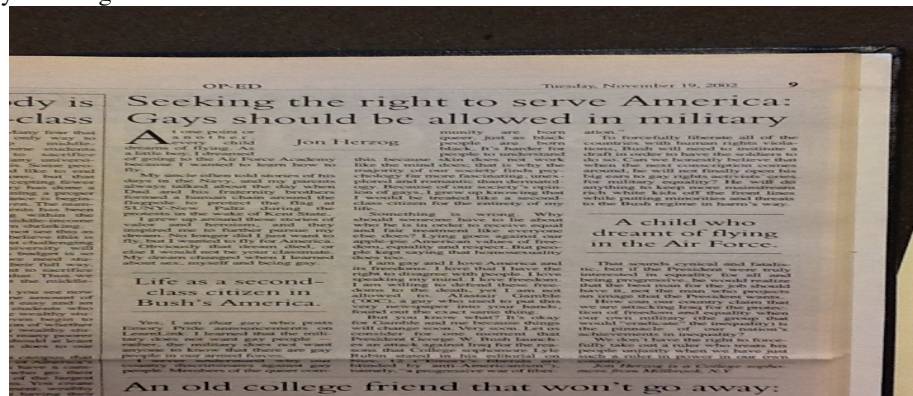
individuals that I came across: one in a comic, one of Nelson Mandela, and one of a rapist.



I see a black man fighting for rights, a black man meant to entertain, and a black man that was a threat. Also, the picture of the rapist is a drawing my black friends called extremely stereotypical.

Media plays a crucial role in determining what is desirable and socially acceptable. What one sees in advertisements often lays out what one desires in life. What one desires in life will determine who one tries to date. Ultimately, what one sees in social media determines one's opinion, which thus, helps determine what one wants and desires. This desire defines who and what a person would associate with, and this self-association determines everything from a person's future husband/wife to how a person dresses, talks, and acts. The things a person sees in the media helps that person figure out exactly where the majority wants to place them.

More so than anything, this week in the archives has shown me that in order for a group of people's social identity to change..



..there will often be something in social media that will reshape and help redefine the parameters and limitations set upon that group. Regardless of race, religion, sexual preference, and gender it is things like a college newspaper that help craft and transform a person's social, public, and sexual identity.