

Higher Education

The total cost of attending a public college or university has risen 34 percent in the last four years, according to the Student Loan Marketing Association. Comparitively, the rise in consumer prices has been less than 20 percent over the same period.

S.A.D. News

Everyone knows that too much sun can cause skin cancer, but now researchers say there's something to worry about if you

don't get enough exposure to sunlight.

The National Institute of Mental Health says they have demonstrated a strong connection between lack of sunlight and seasonal affective disorder (S.A.D.). Commonly referred to as 'cabin fever' or 'the winter blues,' symptoms of the ailment include an inability to concentrate, lethargy and depression.

Future Shock

In his 1919 booklet, *Prophesies of Eugene's Future As*

They Are Written in History, author Sam Rugh wrote that Eugene was "a city morally and physically clean, whose inhabitants may worship God under their own vine and fir tree; according to the dictates of their own conscience without the slightest odor from a blind pig."

Changing Times

The values of college freshmen on careers and life in general have changed over the past 20 years. According to an ongoing study being conducted

by Cooperative Institutional Research Program at UCLA, 25 percent of 1985 freshmen said they plan to major in business, compared to 14 percent in 1966. On the other hand, those who said they intended to teach at the elementary or secondary school level changed from 24 percent in 1968 who said they would to only 6 percent of 1985 freshmen.

Old News

Twenty years ago, the front page stories in the Oregon Daily Emerald covered the new rating

system for faculty positions, construction of the "new" computer center across from the bookstore and the State Board of Higher Education was considering raising tuition to \$125 a term — an increase of \$13 at the time.

In the classifieds, a new Volkswagon with only 4,800 miles was selling for \$1495, coffee was .69¢ a pound and "The Virgin Tammy" wished Jim a Merry Christmas.

Cartoons

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year.

Marjorie Taylor, assistant professor of psychology at the University, says tie-ins can confuse children.

There is some evidence that children under the age of 7 can pick up some cues that help them differentiate between commercials and shows, she says. But "to the extent that these cues are reduced — such as when you're using the same character in the show as in the commercial — it's quite likely they're not going to be making the separation between the commercial and the content of the show."

And research indicates preschoolers generally have problems distinguishing between what is real and what isn't, she says. Before the age of 7, most

children tend to accept everything they see on television as fact, she says.

"Until second grade, they really don't understand about TV economics at all," she says, "and part of understanding TV economics is understanding commercials." For instance, preschoolers don't understand that actors are paid to be in commercials, she says.

Children aren't the only ones affected by the practice. Parents are the ones children pressure to buy the toys.

"I think it's really hard on the parents... especially when these are the toys that tend to be overpriced," Taylor says.

And even though buying the toy legitimizes toy makers' use of tie-ins, the answer isn't as

easy as simply not purchasing the toy. It's easy to say, "Don't buy that toy," Taylor says, but when that's the toy your child wants, it's hard to say no.

As for changing the FCC's view of tie-ins, Charren has resigned herself to waiting out the Reagan administration, which appointed the FCC's current administrators.

"This administration has indicated that it does not care," she says.

She also says parents can make the best of the situation by picking the best of what's available, knowing when to turn the television set off, and by helping their children understand what they're watching.

— MICHELLE BRENCE

Christmas

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day of Advent, and I tried to get people aware of the fact that they do need to find the real purpose of what Christmas is about. And I told them that it's kind of impossible to go against the grain of what's happening around them, but I kind of suggested things like, "Think of the person first and get something, if you have to get something that will benefit that person."

For those concerned with the direction Christmas has taken in 20th century America, there is hope that the meaning of Christmas can somehow survive and be retained.

"The important thing is for every person to decide what

is important about the celebration. You have to be kind of disciplined about that, you need to set aside some time, be quiet, fantasize about the perfect Christmas, something that will let you look inside yourself to what it is you need and want from the celebration," Robinson says.

"I think the trick is always to make ourselves aware that there is something else going on here. And while the commercialism isn't bad in itself, if it becomes the only thing, why celebrate Christmas? People need to discover why Christmas is the way it is and let it go through the rest of the year." Rustia says.

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