

More than money

As an avid Star Wars fan, I am pleased to read anything about "Star Wars," and the article in Tuesday's paper was no exception (Feb. 4, ODE). I must, however, take exception with some of the opinions of Ashley Bach that are implicit, if not explicit, in the piece. By arguing that the reissue of "Star Wars" is nothing more than a way to make more money, Bach makes a common comment that shows a misunderstanding about this film. "Star Wars," and any other great work of art, was released to make money in the first place.

Now, I am not arguing that George Lucas made "Star Wars" for money, or that Michelangelo sculpted David for the money. These things were created for a number of reasons; they were sold for money. Also, one must bear in mind that the release of "Star Wars" coincided with a deluge of "Star Wars" merchandise (toys, Burger King cups and the like) that set the precedent for the way in which a modern blockbuster is released. Although "Star Wars" was extremely profitable, it was not responsible for the greed and pandering that has always been pandemic in Hollywood. For the most part, movies are made for myriad reasons, but they are released to make money.

"Star Wars" is an interesting case because many millions of people (myself included) feel a sense of gratitude toward George Lucas for re-releasing this wonderful film and, for that matter, for putting it on film in the first place instead of keeping it in his head.

I was only one year old when "Star Wars" was first released, and I have been waiting for years for a chance to see it again for the

first time. I think that George Lucas is doing the children of America, in particular, a big favor by rescuing them from such present day terrible movies as "Independence Day," "Jurassic Park" or "Terminator 2." His movie is a perfect example of mass art: It is enjoyed and loved by millions all over the world. Sure, the re-release can be interpreted as a cynical ploy, but this is tolerable with "Star Wars" because of its honesty about itself. George Lucas never claimed to be making an art house film. His film is many things to many people but, among other things, it is the best movie ever to be so popular.

Philip Green
History

Alternatives overlooked

In response to the Feb. 4 article, "in the Express Lane," I must say that it was short-sighted and incomplete.

The statement claiming that "price, location and convenience determine why a student would choose one grocery store over another" is not entirely true. A large portion of the student body (as well as faculty), choose to shop at places for reasons like a greater selection of organic produce, environmentally friendly packaging and recycled products.

Also, all the grocery stores mentioned (with the exception of Mike's IGA), were supermarket giants and often don't work in the interest of communities. (Safeway and Albertson's put up millions of dollars to defeat last year's Bottle Bill, and Safeway has in the past attempted to dismantle the original one.)

So I resent the variety included

in the article because not all students are pawns in a world of corporate tyranny. There are plenty of stores around the Eugene/Springfield area, like Oasis and Sundance, that are community-based and have a progressive philosophy.

Being a student, I understand the words "budgeting" and "convenience," yet I make an effort to make conscious decisions, and so do a lot of other people within the campus community. Recognize this.

Ezra Louthis
Environmental Studies

Coverage lacking

In your Feb. 3 edition, there appeared a picture of Political Science Professor Daniel Goldrich apparently addressing a group of supporters of indigenous rights in Mexico (all that could be seen was the professor gesticulating wildly). I looked for the article that accompanied the photograph. Instead, I was confused, surprised and ultimately aghast when I realized that the photograph represented the entirety of the *Emerald* reporting on the event.

What is the point of putting a picture in the newspaper with absolutely no elaboration? A caption simply is not enough. I think I speak for the entire University community in demanding more ambitious and substantive journalism from the *Emerald*. It seems a shame that the nearly 50 percent of the *Emerald* that is devoted to sporting events cannot be whittled down, and the balance devoted to the confrontation of serious and diverse issues.

John Strassmaier
Political Science

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Sarah Mitchell got a head start on the competition when she was hired as an intern by Ogilvy Mather BEFORE she graduated. After the internship she was then hired by Bernard-Hodes Advertising in San Diego. THE REASON—she was an *Oregon Daily Emerald* Advertising Executive Spring '94–Spring '96.



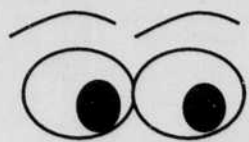
Marco Ching was hired by the Tyee Group in Portland BEFORE he graduated. THE REASON—he was an *Oregon Daily Emerald* Advertising Executive from Spring '94 to Fall '96.

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