

'Star Wars'

continued from page 1

T-shirt and trenchcoat. "But there's some personal prestige to be able to say I got here first."

He and fellow second-generation "Star Wars" fan Ryan Vann were at the front of the 1:05 a.m. line, and said they are in the beginning stages of making a fan film and taking fencing lessons based on "Star Wars." They were hoping the newest flick would feature less of Jar Jar Binks and no more pod races.

When Lucasfilm and 20th Century Fox released "Star Wars: Episode I - The Phantom Menace" on May 19, 1999, it grossed \$431 million, but it left some viewers disappointed. With "Star Wars: Episode II - Attack of the Clones" in theaters today, audiences are speculating as to whether it will have the same effect.

"I just hope it's going to be better than 'The Phantom Menace,'" said recent University graduate Torry Hope as he played "Star Wars" Monopoly with his friends. "I think it's

going to pick up steam. The word is going to get out, although it may not blow 'Spider-Man' out of the water."

"Star Wars" worshipers and movie critics alike will be watching to see if this film tops the charts as a cultural icon or if it will soon be forgotten like so many other blockbusters.

"It has now become such a part of public culture that to not go see it makes you an outcast in most social groups," said Associate Professor of Journalism and Communications Carl Bybee. "I think there is going to be a lot of social pressure to see it."

While Bybee said his kids have seen the trilogy, going to see "Attack of the Clones" hasn't been a topic of conversation at home, and he said he doesn't plan on standing in line to find out if the film is worth the wait. To Lois Wadsworth, arts editor for Eugene Weekly, "Star Wars" movies have had two significant impacts on film audiences in America. The first was the reintroduction of the contemporary fairy tale where audiences could cheer Luke Skywalker's rise to Jedi knighthood.

However, she said, director George Lucas quickly learned that he could merchandise and market "Star Wars" toys and games.

Since then, "We've had more commodification and spin-offs on movies," she said.

"It is almost a Disney effect, but Disney did it in a small way," she continued. "Lucas perfected it and made himself a millionaire in the process."

Despite the hype, not everyone is a fan of the "Star Wars" series.

Toussaint Perrault, film coordinator with the UO Cultural Forum, said he won't be going to see "Attack of the Clones," especially because he has yet to see "The Phantom Menace." Perrault predicts "Attack of the Clones" will not do well in theaters.

"It's riding too close to the coattails of 'Spider-Man,'" he said. "'Spider-Man' is something new, whereas 'Star Wars' is the fourth in line ... I was tired of 'Star Wars' when I was nine."

Perrault said "The Phantom Menace" disappointed and disenchant-

ed viewers because it was "too overtly commercial." He said while films such as "Independence Day" did top the charts, these blockbuster films "are made for America's short attention span. America forgets about them quickly."

For fans interested in seeing the film, it is playing on one screen at Regal Cinema World 8, 1087 Valley River Way, in Eugene and at four screens at Cinemark 17, 2900 Gateway, in Springfield.

Fans should purchase their tickets in advance on the Internet or at the box office, said Senior Vice President of Marketing and Advertising Richard Westerling of Regal Cinemas, Inc.

"Get your ticket as soon as you know when you're planning to attend," he said. "We are seeing that at different places across the country there's a lot of excitement about this film. With the local following, some

(people) show up in costume."

Perrault said viewers are always looking for something new, and despite his lack of excitement about the new film, he said he believes "the die-hard 'Star Wars' fans" will love the movie.

E-mail features reporter Lisa Toth at lisatoth@dailyemerald.com.



\$5 off dansko
regular price shoes

SHOE-A-HOLIC

adidas over 100+ styles
Simple™ ecco
957 Willamette • 687-0898
www.Lazars.com

Doc's Over 80+ styles
Hartens

Logos: PUMA, Emerica, CONVERSE ALL STAR, adidas, dansko, DC SHOES, etnies, es.

FREE
Birth Control
Supplies & Services
for women & men.
Call to see if you qualify.

Planned Parenthood

Three locations:
1670 High St, Eugene 344-9411
793 N. Danebo, Eugene 463-9731
225 Q St, Springfield 744-7121

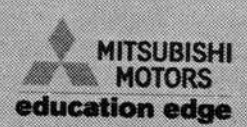
Walk-in times available
Visit our website at www.pphsso.org

Stop by any of
our clinics for

1/2

**FREE
CONDOMS**

Planned Parenthood



PUTTING OFF CAR PAYMENTS. AN IMPORTANT LIFE LESSON.



- 0 DOWN**
 - 0 INTEREST**
 - 0 PAYMENTS FOR AN ENTIRE YEAR****
- AND A \$500 REBATE***

2002 Lancer starting under \$14,000***
"Best New Car Under \$16,000" - Kiplinger's Personal Finance

MITSUBISHI'S EDUCATION EDGE PROGRAM*

If you're currently a college senior or a graduate student, or have graduated within the last two years, you may be able to drive off with a new 2002 Mitsubishi and a \$500 rebate. We call it the "Mitsubishi Education Edge Program." You can call it Heaven. More than just a college grad program, it gives you the chance for easy qualifying and great rates. Drive off in any new 2002 Mitsubishi, including the Lancer, with 0 down, 0 interest and 0 payments for an entire year.** Hurry in to your local Mitsubishi Retailer today. It's not like you need to stop by the bank.

mitsubishicars.com/educationedge

1-888-MITSU2002

*Must be a college graduate within the past two years, or a college senior currently enrolled in a four-year program and will receive your degree within 12 months from an accredited U.S. college or university or a student currently enrolled in a U.S. masters or doctoral program. Required to show documentation such as an application for graduation or a letter from the student registrar's office stating the intent to graduate within one year. Program ends 5/31/02. See participating retailer for other details. **First payment is due 390 days, and finance charges begin 360 days from when contract is signed. In Maine, zero finance charges limited to 330 days and zero payments limited to 360 days. Program available through Mitsubishi Motors Credit's Special Retail Plan, subject to approved credit and insurance. May not be combined with any other financing program. Applies to new 2001 and 2002 models only. Excludes 2003 Eclipse and Eclipse Spyder. Some customers will not qualify. Actual price set by retailer. Retailer terms and vehicle availability may vary. Customers must take retail delivery from retailer stock and contract must be signed by program end date of 5/31/02. See participating retailer or call 1-888-MITSU2002 for details. ***MSRP \$15,597, plus \$545 destination/handling (\$670 Alaska). Excludes tax, title and license. Actual prices set by retailers. Vehicle availability may vary. *Reprinted by permission from the December '01 issue of Kiplinger's Personal Finance, ©2001 The Kiplinger Washington Editors, Inc.

Emerald Mitsubishi
Eugene, OR
541/342-6600