

Oregon Daily Emerald

Duck women continue to excel Page 7



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Danielle Hickey Photo Editor

(Left to right) Juniors Ben Deines and Jan Dubofsky and graduate students Thilo von Wissell and Phedon Palingimis are all part of a self-study Portuguese language class that meets in Pacific 122. The Yamada Language Center also offers Arabic and Greek.

Speaking in tongues

The Yamada Language Center has self-study classes for those wanting to learn new languages

By Chelsea Duncan
Senior News Reporter

Not even University language teachers know the best way to teach students a new language, but with traditional courses and self-study languages available, students have the opportunity to test which methods work best for them.

Along with the University's more commonly taught language programs such as

Spanish and French, the Yamada Language Center offers a self-study program for languages that aren't typically offered on campus, such as Arabic, Portuguese and Greek.

Jeffrey Magoto, the center's director, said the desire to learn a variety of languages is increasing as students are exposed to more opportunities to travel the world.

"The range of international opportunities is greater than it's ever been," he said. "Students want to go to places that are way off the beaten path."

But finding the best way to teach such

languages is a challenging process that depends on many variables such as student goals and motivation, he said.

"We don't know the best way to teach a language," Magoto said. "We know lots of best ways."

He said students who have more personal reasons to learn a language, such as to increase awareness, to build career skills or to learn more about family history, may find more success in self-study programs that require more self-discipline. He said students taking regular University language courses are most

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Advisory Board strives to end tobacco sales

The Campus Advisory Board plans to petition the EMU Board of Directors and Student Senate to help end the sale of tobacco at Erb Essentials

By Lisa Catto
News Reporter

Students will no longer be able to purchase tobacco products at Erb Essentials, the convenience store on the ground floor of the EMU, if the Campus Advisory Board is successful in its new campaign.

The Campus Advisory Board, a group within the University Health Center that works to educate students about smoking, will appear before the EMU Board of Directors and the ASUO Student Senate on Wednesday to ask for help in ending the tobacco sales.

Paula Staight, director of health education at the University Health Center, said she hopes that the EMU Board will recommend a stop to the sales.

"By virtue of selling cigarettes, (the University) says it's not so bad," she said. "It's a bigger issue than the freedom to buy a cigarette."

The EMU Board will meet at 4 p.m. in the EMU Board Room, and the Senate will meet at 7 p.m. in the same location.

But senior international studies major Carly Weaver thinks Erb Essentials should be allowed to sell tobacco on campus, even though she doesn't buy it there herself.

"Campus prices are exuberantly high," Weaver said, adding that high prices encourage her to buy cigarettes off campus and save money. She has, however, enjoyed the ability to buy cigarettes in Erb Essentials with her campus cash over the last couple of years, she said.

According to EMU Board member Julian Pscheid, the Board can only make a recommendation to EMU Director Dusty Miller to have Erb Essentials discontinue tobacco sales.

A CAB report given to the EMU Board and the Senate prior to the meeting states that the University has fallen short in its commitment to "community well-being" by selling tobacco.

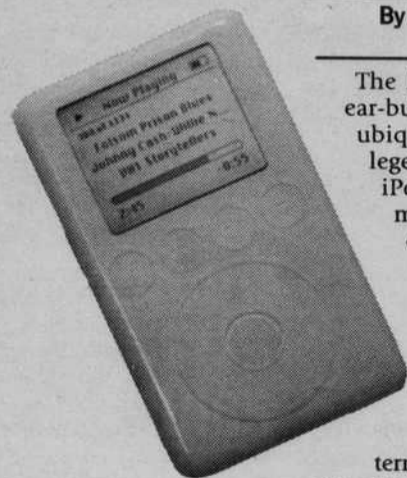
"Selling tobacco on campus normalizes the behavior and

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iPod embodies move toward individualized products

Apple's popular MP3 player is accompanied by a slew of optional personalizing accessories

By Steven Neuman
News Reporter



The little white boxes and ear-bud headphones are ubiquitous devices on college campuses, but the iPod, like other fad gizmos, is an accessory that often demands its own accessories.

Although there are other MP3 players on the market, the faddy nature of the iPod has spawned an entire aftermarket of products designed to make it run longer, work

better and appear slicker. This accessorizing is emblematic of the trend toward marketing and selling products to consumers that promote the individualization of mass-produced goods.

Assistant Professor of marketing Simona Stan said that there is a tension, especially when it comes to young consumers, between the desire to conform and the desire to be an individual that is epitomized by accessories.

"This generation of young consumers is different," Stan said. "Baby boomers fell for the mass brands; the Nike shoes, the Levi's jeans. Generation Y grew up with the Internet and personalization; you buy a Dell computer, but it's made just as you want it."

Stan said that people use accessories to invest themselves in the product.

"You belong to a group at a brand level, but you're different at the product level," she said. "For example, we all have Apple computers so we belong to a group ... but we each have our own colors and styles that makes us an individual. That is very appealing."

According to Angie Reinhart, who works in the electronics department at Target on West 11th Avenue, Apple products have such a variety of options because of their trendy nature.

"There is a lot of advertising right now," Reinhart said. "They've

been pushing their product and they want those accessories available right when you buy the player."

Target offers both iPods and other MP3 players, with Sony and Philips being among the alternative brands. Less expensive MP3 players, often equal to or better in quality than iPods, don't have the same options for accessorizing, Reinhart said.

iPod accessories run the gamut, from cases with belt clips to car-chargers, remote controls, portable speakers and FM radio transmitters — all designed to turn the stock iPod into a hot-rod of digital music.

There is even a company that offers to paint your iPod like a hot rod. Colorwarepc.com paints players in a variety of candy-colored hues for \$49. Consumers can also buy brand-new pre-painted iPods directly from the Web site.

And many users are willing to spend the money for the extra gadgets.

"It's not like (iPod buyers) have to plunk down that money for extra stuff — they want to," said Charles Tishman, who works in the University Bookstore's Digital Duck computer department. "Some people will come in and buy a case and be done and some people will keep buying."

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