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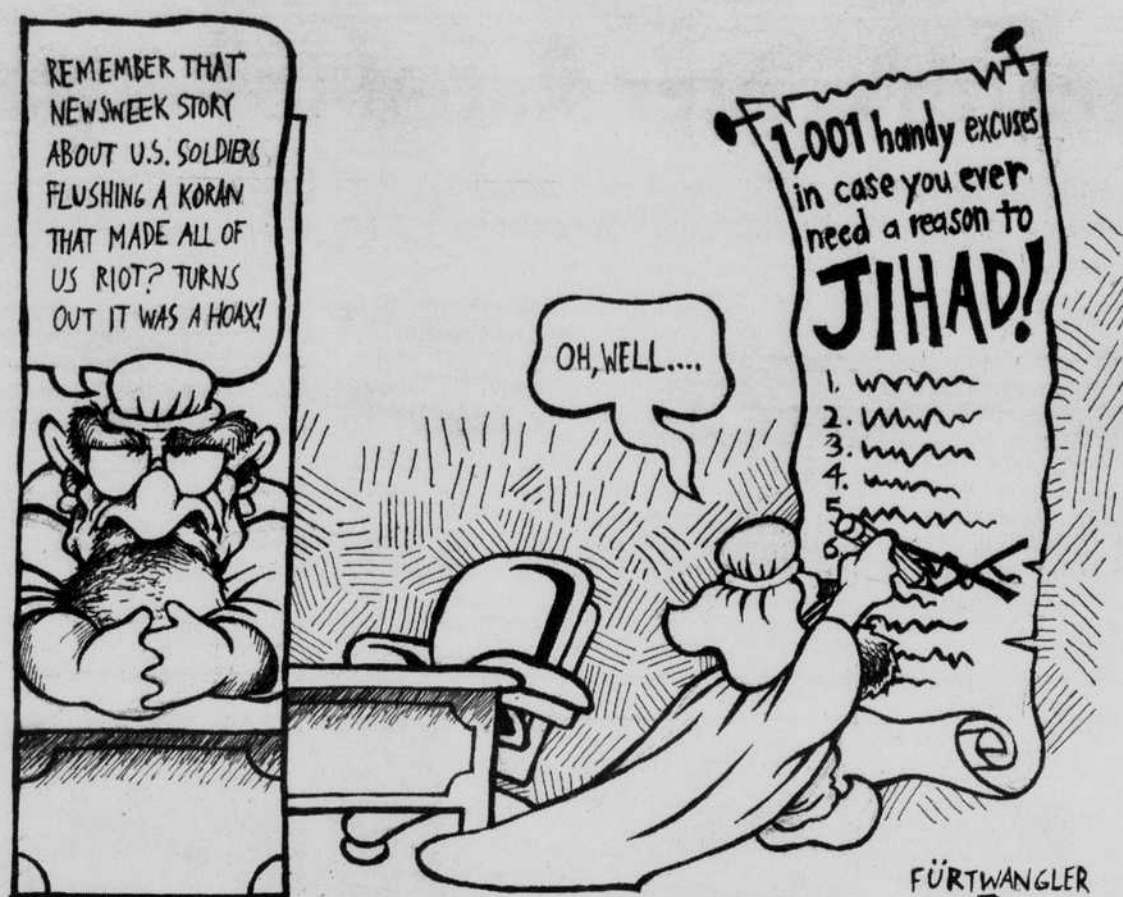
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BRET FURTWANGLER | GRAPHIC ARTIST

In my opinion

Removing *man* from *woman*

He's just not that into you.

It's a phrase that's taking single American women by storm, thanks to a recent book of the same name. Crafted by "Sex and the City" alums Greg Behrendt and Liz Tuccillo, the book contains a message of utmost simplicity: Sometimes, ladies, he's just not that into you. If he hasn't called you, isn't following up on plans, isn't being intimate, cheats on you, doesn't want to get serious, has disappeared ... he's just not that into you. The book's merits with respect to women, and feminism in particular, are huge.

When you hear the book's title, the concept seems obvious. Reading the book is the same; each chapter elicits a resounding "duh." Often, when learning a new idea, it's easy to look it over, see how clear everything is, and assume you already knew it. But the synthesis of ideas the book offers is truly novel to popular culture and should be lauded for that. It's perfectly apparent to women that we "shouldn't settle," and yet culture never gives us a break from the dating game. All men represent chances for relationships, and relationships are, for many women, life's ultimate goal. Not that there's anything wrong with having the goal of a heterosexual romantic coupling, but it is sad that women are not allowed to look beyond this reality and explore what life path will make them happiest.

The book's true epiphany comes in realizing that women already know these things and yet never put them into practice. It's obvious that if a guy doesn't call, he's just not that into you. If he doesn't care about your friends or family, he's just not that into you. If he only wants to see you when he's drunk and in his underwear, he's just not that into you.



AILEE SLATER
FURTHER FROM PERFECTION

Sadly, as a woman, it is usually too hard to accept that a man doesn't like us. Really. In a society in which the worth of a woman is based on her romantic standings with men, not fulfilling that cultural dream of being the object of male desire hurts.

"He's Just Not That Into You" socks a hard punch. After each example of a situation in which the guy is just not that into you (and trust me, if you are a heterosexual woman, you will find many to be familiar), author Greg straight up explains the reality of a man's disinterest. As a woman, this experience is surprisingly hard to come by. When a guy doesn't call, we tell ourselves and our girlfriends every excuse in the book (he has a lot of work right now, he lost his phone, he broke his dialing finger in a freak breakdancing accident) but never the one that is probably the truth: He doesn't like you. He's not attracted to you. He's just not that into you.

We think it will be too hard to hear. Too hard? To hear that some guy you think is hot and datable doesn't feel the same way? So What! You don't like everyone, even in terms of friendship, and not everyone is going to like you. "He's just not that into you" is a great phrase because it doesn't sugarcoat it. This phrase, this book, this concept, assumes from the beginning that as a woman, you can easily deal with the fact that a man doesn't desire you. The concept of

"he's just not that into you" assumes that women already know that their self-worth is not determined by how many guys want to pork them.

When was the last time a piece of pop culture sprung up with an underlying assumption like that?

Certainly not in television, in which women spend episode upon episode consoling one another over the failure of potential relationships (kind of like my kitchen table, come to think of it). The underlying assumption in these situations is that losing a man is a sign that you, as a woman, are not good enough without him. Why else do you need all your peers to console you, and why else do you make up excuses when some random guy who asked for your number at a gas station doesn't call? It would be wonderful if conversations that begin, "Well, I thought he was into dating me, but we never hang out and he hasn't called," could just end with, "Well, I guess he doesn't really like you. Hey, what do you want to make for dinner?"

Someday women can stop being afraid of offending each other because the real offense is to insinuate that something is wrong with a woman because a man doesn't like her — that she needs comfort because gas station boy is just not that into her. If he likes her, he will call. If not, that's cool too. It is so simple. So why then has this epiphany taken this long? Social revolutions always do. Other feminists may laugh at my manifesto, which is pink and green with a phone on the cover, but I will sit tight and look forward to a future devoid of sub-par relationships and women wasting their time, energy, and mental power worrying and consoling when a man is just not that into them.

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Editorial

Medicine's future lies in research of stem cells

Medical technology represents one way in which every nation of the world continually changes and advances. Two centuries ago we relied on leeches; one decade ago prescription drugs were cutting edge. Today, as we look toward the future of medicine, much importance rests on three little words: stem cell research.

Stem cells, most easily produced from cloned embryos, promise to make organ transplants flawless, as stem cells can be used to create new organs from a host's own tissue. In addition, stem cells can be used to treat diseases such as diabetes and help injuries resulting from torn muscles. This research cannot be done with any other kind of cell; only stem cells have the unique ability to "divide without limit (and) replenish other cells," according to The official National Institutes of Health resource for stem cell research.

Of course, as with any new medical technology, the potential dangers of stem cell research are numerous. Some cite the possibility of human clones and abortion for the sake of medicine as reasons to oppose this research. They claim that any cluster of cells that has the potential to develop into a living, breathing human should not be subjected to scientific experimentation.

On Sunday, President Bush once again expressed his opposition to stem cell research that involves embryonic cells, saying he will veto any future bill that favors such work. He has claimed to be against anything that "destroys life in order to save life." Like many conservatives in this country, Bush fears that to be in favor of stem cell work is to be in favor of abortion.

The flaws in this reasoning are plentiful, the first being that with proper regulation, increased abortion is simply not an issue. Also, as long as abortion remains legal, there is no reason those stem cells should go to waste. Likewise, until it is scientifically proved otherwise, a woman's embryo is not yet a human being; it is a cell in her body, and if she chooses to donate that cell to science, she should be allowed to do so. As for the fear of human clones running amok, the solution again lies in regulation. The U.S. government cannot prevent scientific advances worldwide; the most this country can do is take legal and medical steps to ensure everyone receives the most benefits and fewest disadvantages possible. As it now stands, the movement against stem cell research in this country is just a conservative wave of reasoning based more on abstract ideas of religion and politics than logic, safety or science.

Unfortunately for the United States, this attitude results in only our own loss. We may be ahead in the world of drugs, but the future of medicine is biotechnology. Countries such as South Korea and Canada are already making headway into solving the problems and reaping the benefits of stem cell research. In another five years, while those and other countries are busy curing disease, the United States will be furiously scrambling to make up for lost time. Medical concepts are not always perfect, but with the proper regulation and ethical guidelines (which the Bush administration has barely even considered offering), there is no reason that our country should not put forth serious efforts toward stem cell research.

CORRECTION

On Friday the Emerald reported in a cutline that Oregon sprinter Kedar Inico took home the 400-meters title in the 2005 Pacific-10 Championships with a personal best time of 45 minutes, 61 seconds. It was actually 45.61 seconds.

The Emerald regrets the error.