



THE MEDIUM

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Library extends hours for exams

DARREN SAVAGE

The UTM library will be open 24 hours a day five days a week after March 25. The extra week of extended exam hours at the library will be a pilot run in order to determine whether or not the additional costs are warranted.

Amy Mullin, vice-principal academic and dean, has approved the cost of approximately \$2,000 in the hope of gaining more information on library usage.

“There are always multiple competing worthy demands for funding, whether for services funded directly by students or services funded by the university, and the information we gather about the use of the library in this week will be helpful in assessing how high a priority extended hours for the library during certain peak periods might be,” Mullin said.

Hours continued on page 2

UTMSU seeks to increase membership

Mississauga Academy of Medicine students vote in referendum



EDWARD CAI/THE MEDIUM

MAM students voted at booths set up in the Health Sciences Complex.

LORI-LEE EMSHEY
ASSOCIATE NEWS EDITOR

The Mississauga Academy of Medicine students voted in a referendum last week on whether to join UTMSU. The 54 students in the inaugural class at MAM were all eligible to vote at the Health and Sciences complex last Wednesday through Friday.

The vote covered two questions: whether MAM students

wanted to be part of UTMSU and whether they agreed to the levies and fees imposed to cover student union services.

Jon Ding, the UTMSU representative at MAM, explained that MedSoc, or the Medical Society, represents students at all four of University of Toronto’s medical schools and already covers many of the services offered by UTMSU.

MedSoc is an elected Executive Council that represents stu-

dents and alumni at the Faculty of Medicine. University of Toronto has four medical school campuses. The Mississauga campus is the newest one, but there are also academies in downtown Toronto, Sunnybrook, and East York. MedSoc covers student affairs and student life and offers student support resources for the Faculty of Medicine students.

MAM continued on page 3

Students flock to talent show

SANA HAQ
STAFF WRITER

UTMSU hosted the third annual “UTM’s Got Talent” last Wednesday. Nearly 300 students and faculty attended. The event was held at the Blind Duck Pub, where the pub’s full-time staff and UTM volunteers helped organize the spectacle.

Prizes were awarded to the first- and second-place winners in three categories: dance, song, and novelty. The acts were judged by a jury consisting of staff, students, and alumni, namely professor Dax, Andrew Laila, Dee Harison, Zidanne Lewis, and Leah Robertson.

The first-place winners of the talent show will have a chance to compete in the tri-campus competition, at U of T’s Got Talent.

“I am amazed at the turnout this year!” declared Yasmine Youssef, associate to the VP Equity of UTMSU.

Talent continued on page 2

Politicians unveil tuition grant on campus

Student union protests for those ineligible for the grant

STEFANIE MAROTTA
NEWS EDITOR

The Ontario tuition grant was presented at UTM early Friday morning. A crowd of students and UTMSU representatives gathered, though they had been unaware of the planned event.

UTMSU protested at the event, displeased that student organizations were not invited.

Deep Saini (UTM vice-president and principal), Glen Murray (Ontario Minister of Training, Colleges, and Universities) and Harinder Takhar (Ontario Minister of Government Services and MPP for Mississauga-Erindale), discussed eligibility requirements and the benefits of the grant for those students in need. A student, Madison Peters, was selected to make a few remarks about the grant.



FACEBOOK.COM/PHOTO

Harinder Takhar, Glen Murray, Madison Peters, and Deep Saini addressed a critical crowd.

UTMSU said that student organizations were left out of the event purposefully to limit discussion.

“There was another student speaking on behalf of all students. I found it distasteful that an invitation wasn’t extended to student groups,” said Gilbert Cassar, the

president of UTMSU. “It seems like it was just a photo op, not an opportunity to appeal to students. Students aren’t coming from an ungrateful standpoint, but that does not mean that what was proposed is perfect.”

Walied Khogali, the executive

director of UTMSU, sat down with Murray after the event to briefly discuss the groups of students that are ineligible for the grant, namely part-time, mature, and international students.

Grant continued on page 3



Library to renovate

The UTM library will renovate its basement to increase study space. Medium News, page 3

Where are the leaders?

How does our campus compare in terms of student involvement? Medium Opinions, page 4

The Oscars, y u no like?

The Academy snubbed a bunch of things. It’s a big deal. Medium A&E, page 5

Women get Axed

The iconic men’s scent moves into new territory in a new way. Medium Features, page 10

Hitting the gym

Binge drinking goes up, exercising goes down. Medium Features, page 11

Applause for UTM's Got Talent



EDWARD CAI/THE MEDIUM

Over 300 students attended this year's talent show.

Talent continued from Cover

"There is a lot of talent at UTM, and it is important for people to come out and showcase their great gifts—not to mention it's a great way to release stress," said Christopher Thompson, VP Campus Life.

In the dance category, Rhythm won first place and DUPEKH won second. In the song category, Christian and Sandra won first place with their rendition of "Set Fire to the Rain" by Adele, and there was a tie for second place between Northern Souls and Mat-

thew Butler, who sang "Come Fly with Me". In the novelty category, the first prize was awarded to Stephen Ho, a yo-yo artist, and the second to Arun Babber, a magician.

"This year's event proves that the arts is a field worth investing in," Youssef said.

Extra week of 24/5 access at Library

Hours continued from Cover

Chief librarian Mary Ann Mavrinac, who recently announced the move on the library's website, says library usage greatly increases before exam time.

She also explained that the funding covers security, which will need to be present from when the library opens on Sundays at 12 p.m. straight through to midnight on Friday.

"There may well be other indirect costs—for example, extra cleaning costs," Mullin said. "I expect the extended hours will be of real benefit to some students at such a key time, but we will have to wait and see how many find these extended hours to be particularly useful."

The change is largely the result of the continuous advocacy of Aly Madhavji, a student and member of the Governing Council.

"The process has been long but rewarding," Madhavji said. "Many students have brought this issue up to me. I've been told by both commuter and residence students that they want this service, and I've spoken with students from all disciplines [...] through my term

as Residence Council president."

Support for the extension appears widespread.

"I would love it. Sometimes I come in early in the morning and the library is not open," said Sadaf, a third-year biology student. "Then at night I have to leave in order to catch the last bus home."

"The information we gather about the use of the library in this week will be helpful in assessing how high a priority extended hours for the library during certain peak periods might be."

—Amy Mullin

"My expectations are that it will be put to good use," says Madhavji. "We are looking at increasing the 24/5 service substantially in the future if there is demand, and we can work around the costs."

U of T to break ground on new sports centre

\$58-million facility to open at St. George campus

SANA HAO
STAFF WRITER

The University of Toronto will build a \$58-million sports centre, to be named the Goldring Centre for High Performance Sport at the St. George campus. It will house additional sport courts, research labs, and a strength and fitness centre that will be accessible to all U of T students.

"We need a place where researchers and scientists can collaborate with coaches, policy-makers, athletes, and

sports medicine specialists," said professor Ira Jacobs, the dean of the Faculty of Kinesiology & Physical Education.

Ontario's Ministry of Training, Colleges, and Universities is investing \$22.5 million in the project.

The sports centre will serve as a venue for key partners of the university in support of

the region's top athletes.

The design and building of the project is being carried out by EllisDon; the project team includes architects MacLennan Jaunkalns Miller Architects Ltd. of Toronto and Patkau Architects Inc. of Vancouver.

The official date to break ground on construction is scheduled for January 31.

Ontario's Ministry of Training, Colleges, and Universities is investing \$22.5 million in the project. The completion date is set for January 2015.

UTM celebrates unity through diversity



FACEBOOK.COM/PHOTO

Multiple clubs provided free food to promote cultural diversity.

MATTHEW BUTLER

Unity Through Diversity Week provided a diverse range of cultural and ethnic activities designed to foster diversity on campus.

UTMSU hosts the event to bolster student engagement with different cultures and ethnic groups.

The events on Monday focussed on unity in Waheda, Egypt. Tables were set up in the Student Centre hallway to raise awareness about the religious and cultural genocide occurring in Egypt. Awareness of Islamophobia and African poverty were major themes of the week's message.

Representatives from different clubs and cultural groups

assembled in the Student Centre on Tuesday for the cultural expo. At 7 p.m., a multinational vigil was held to promote unity by honouring the lives lost in a multitude of international tragedies in recent history. From the Haitian and Japanese earthquakes to the continuing genocide in Darfur, students stood as one to honour the fallen.

Wednesday and Thursday saw cultural performances in the pub, put on by a collection of artists performing in the style and tradition of their ethnic backgrounds. Free food was also provided for a day of international cuisine; students were able to sample various cultural dishes that reflected the diversity of our campus.

SHOOT FOR THE MEDIUM

Email Edward
photos@mediumutm.ca



Library renovates for expanded study space

Level 1 will undergo changes to accommodate more students

JEROME JOHNSON
STAFF WRITER

The Hazel McCallion Academic Learning Centre will remodel the basement level, a project that library staff hopes will enhance and expand silent study space for UTM students. The expansion, set to begin on May 1, is a response to collected data on student habits and feedback from students, both revealing that the library does not have enough study space.

“Student feedback about this project has been altogether positive. We know our students need and want more study space,” said Susan Senese, the associate librarian of research and information technology services. “We envision only a positive impact from this project, because it will provide additional silent, safe, and secure study space for our students.”

Student representatives

voiced their concerns and supported the project at the advisory committee of the UTM library. The library’s board of trustees voted to move forward with the project. The library’s staff and board members will be working with an undisclosed architectural firm to talk about what improvements will need to be made, as well as to work out a timeline and a budget.

“Student feedback about this project has been altogether positive. We know our students need and want more study space.”

—Susan Senese

Some library services will be affected during the renovation

due to the removal of several shelving units, notably the printed copies of academic journals. The library database has digital copies of the journals, and hard copies are still available at other campuses.

This project is being funded from the original Hazel McCallion Academic Learning Centre project funding, which was added to UTM’s capital projects priority for a major expansion in approximately five years. The total project will include basic repairs and an expansion of 3,000 square feet to incorporate a new study space, along with additional parking.

The design phase is underway, and construction is expected to take place over the summer months. The renovation project also could lead to improving the technology in the library and creating more reader-friendly spaces in the building, Senese said.

»WHAT DO YOU THINK ABOUT A POTENTIAL TA STRIKE?



Jessica
5th year, religion

“I would still go to class. I’m in fifth year, but I don’t usually go to tutorials anyway.”



Vihara
2nd year, biology

“It would be difficult without TAs, but I have to do my best to show up for class and get my marks.”



Rebecca
2nd year, biology & history

“Some tutorials are more useful than others, but a lot of them are a waste of time.”



Pandora
2nd year, sociology

“I don’t have tutorials, but TAs still have a big impact on our grades.”

Medical students vote to integrate with the Mississauga campus

MAM continued from **Cover**

Ding says that, despite being covered by MedSoc, many students have expressed a desire to be eligible for the U-Pass service UTMSU offers. Many MAM students, like UTM undergraduates, live off-campus and do not own cars, making the U-Pass a valuable asset.

Undergraduates paid \$198.14 last year to UTMSU to cover all the student services. The U-Pass cost \$131.50 and, unlike the health and dental plan, cannot be opted out of or refunded.

Sarah Khan, a first-year MAM student, said that the U-Pass will likely be the determining factor for many MAM students on whether

or not they want to be a part of UTMSU.

Khan said that aside from the U-Pass, being part of UTMSU would help MAM students integrate themselves into the UTM community.

“I’m still quite surprised when UTM students come up to me and ask if that ‘new white building’ on campus is really a medical school,” said Khan. “This is a clear sign that MAM needs to be further integrated on campus.”

Jon Ding, the MAM liaison, worked with UTMSU to inform all MAM students about the referendum and what the vote entailed. While Ding opted for an unbiased approach, he said, “UTMSU has

been working tirelessly to campaign for a ‘yes’ vote. I really appreciate their efforts thus far.”

At the moment the vote affects the 54 students currently at MAM. By 2015, the University of Toronto hopes to increase enrolment to 216, creating a greater impact on the makeup of the student body.

The proposed increase puts greater weight on the decision, and thus greater pressure on the 54 students included in the referendum. Ding said he hopes that the students make a decision in the best interests of not only our class, but the many MAM students in the future as well.

The official results will be available this week.

Minister introduces tuition grant at UTM

Grant continued from **Cover**

The province budgeted an estimated \$450,000 per year for the grant.

This semester, \$800 will be offered to eligible students. Next year, the full amount of \$1,600 will be made available.

About 300,000 students meet the requirements: full-time at a public postsecondary institution, less than four years since graduating from high school, in a program that can be applied to directly out of high school, and parents’ gross income of \$160,000 or less.

Murray assured the crowd that the Liberal party followed

through on their election promise.

“We are keeping our promise to make a real difference in the cost of tuition for undergraduate students and their families,” said Murray. “This grant means that eligible students will enjoy the lowest tuition costs in the past 10 years. We are being fiscally responsible while at the same time making a profound difference for the students and families who need the financial assistance.”

UTMSU and any interested students will head to Queen’s Park on Wednesday after a free breakfast in the Student Centre to take part in the National Day

NEWS BRIEFS »

Shafia deaths trial: did Québec child services fail?

Two and a half years ago, three sisters were found dead in a submerged car in Kingston, Ontario. The parents and brother were accused of first-degree murder and they were pronounced guilty on Sunday. The trial prompted questions about Québec’s child services and whether social workers treat cases with traditional, strict family values with too much leniency. Child welfare experts recognize that the trial has “fuelled concerns about immigrants’ reluctance to adapt”.

Source: *The Globe and Mail*

Three women protest shirtless; detained by police

At a meeting of international CEOs in Switzerland, three topless Ukrainian female protesters were detained after attempting to disturb the World Economic Forum. The women held signs that read “Crisis! Made in Davos”, “Poor because of you”, and “Gangster party in Davos”. The protesters are part of a Ukraine group called FEMEN, which stages half-naked protests. Police told the women that they could not demonstrate in that manner and that they would be released later that day.

Source: *Huffington Post*

NDP leadership hopeful defends proposal at debate

Federal NDP leadership candidates Thomas Mulcair, Martin Singh, and Peggy Nash attacked Nathan Cullen’s proposal at a debate on Sunday in Halifax. Cullen suggested that NDP and Liberal candidates should join forces to run as a single candidate in Tory constituencies. Other candidates questioned Cullen’s faith in the party, to which he responded that his ultimate goal is to oust the Conservatives. NDP members will vote for their new leader on March 24.

Source: CTV

Ford does little walking at community walk-a-thon

As part of his “Cut the Waist Challenge”, Ford held the second “Community Walk” on Sunday. The mayor is attempting to lose 50 pounds from his total weight of 330 pounds. In 90 minutes, Ford and his brother walked about half a kilometre around the Eglinton Square shopping mall and made a pit stop at Yogen Früz. Health and fitness expert Barry Samuel said there was more stopping than walking.

Source: *The Toronto Star*

Romney tweets: did you know that Newt is “grandiose”?

After Newt Gingrich referred to his ideas as “grandiose” in a recent debate, Mitt Romney’s team tweeted (#grandiosenewt) to invite followers to share their own thoughts about the candidate. The hashtag began trending shortly after, demonstrating political campaigns’ influence on Twitter—and vice versa. “Twitter is the ultimate real-time engagement mechanism, so it’s moved everything to a much faster speed,” said Zac Moffatt, the digital director for the Romney campaign.

Source: *The New York Times*

MEDIUM OPINION »

Editor-in-Chief » Michael Di Leo

The commodification and distraction of politics

This past Thursday I took a break from procrastinating to sit down, relax, and enjoy the Republican debate in Florida. I was looking forward to this one; I secretly hoped that Newt Gingrich would take another swipe at the debate moderator and, in the process, cement his reputation as the “people’s candidate”, the lobbyist-turned-antiestablishment, left-wing-liberal-media-bashing crusader we all know he is. It was with this in mind that I tuned in to CNN, only to watch Mitt Romney and Wolf Blitzer pummel Gingrich’s toad face of mock incredulity in front of millions.

It was fun. It was exciting. And best of all, it wasn’t real.

Let me explain.

I am Canadian. If you’re reading this, there’s a good chance that you are Canadian too. We are not American. We are not Democrats or Republicans. What happens with the GOP is far removed from what happens in our day-to-day lives. The way I see it, the events of the past few months—the debates, the op-eds, the campaigns, pretty much everything we have been subjected to through the far-reaching arm of global corporate media—is totally and utterly mean-

ingless to us.

That’s not to say that American politics doesn’t affect us. I’m well aware of the close ties between our countries—trade and cultural and whatnot—but this year’s GOP nomination process is, I believe, a great chance to take a step back and safely enjoy the spectacle of American politics.

Sure, you can argue that if Romney or Gingrich does become the next president, we won’t be laughing. But what about Michelle Bachmann? Herman Cain? Rick Santorum? Vermin Supreme? Think about the hours of entertainment these people have

given us and at what little cost. This is reality television at its finest. You have the insane global warming deniers, the extramarital affair addicts, the nerdy constitution originalists, and the pandering tax-cutters. All in all, it looks like a season three of *Flavor of Love*, but (thankfully) without the gratuitous ass-shaking.

Which brings me to my next point: Is this politics? When we start to focus on this element by itself, can we say we actually know what’s going on? Is this just a distraction from what’s actually happening in Congress? Even worse, is this a distraction from what’s

happening in our Parliament?

I know a number of people, students, who would count themselves as political junkies. I usually only hear this during the primary season when it seems everyone is tuned in. But how much can they tell me about what’s happening here at home? Not too much, usually.

I’m not trying to make any extravagant claims here. But I do find it curious.

YOURS,

MICHAEL DI LEO

CoC Speaks

Hello. My name is Neil Burman and I attend Community on Campus at UTM. Community on Campus is a program that matches UTM students with adults who have an intellectual disability. The goal is to experience life on campus.

I started coming here two years ago. In my time here, I have met lots of new friends who are student volunteers. My typical day at Community on Campus is filled with many different activities. In the mornings I play cards with my volunteers and with April Forbes who is the coordinator of this program. When the weather is nice I like to go for walks and play baseball and frisbee. I also enjoy bike riding, and have volunteered at UTM’s Bike Share Program for the past two summers. I learned how to lock a bike properly and overall it was a great experience. I do lots of activities indoors as well. These include using the computers, reading and writing exercises, word searches, and playing badminton, golf, and basketball. My favourite activities are baseball, basketball, computers, badminton, and practicing the golf swings. As a result of participating in all of these activities, I have become more interactive and more social.

The activities we do are fun, but the best part, for me, is spending time with the volunteers and becoming friends. Community on Campus is like a family—everyone makes me feel special and appreciated!

Where are all the leaders on campus?

Dear Editor,

On November 20, I left Calgary for Toronto after attending a four-day conference called the Canadian Conference for Student Leadership hosted by the University of Calgary. Having been sponsored by UTM to attend, along with fourth-year Tanveer Singh, as well as Dray Perenic Price from the Office of Student Life, my goal during the conference was to absorb all I learned from the student leaders who had gathered from across Canada to discuss and define student leadership, and bring that knowledge back to the UTM community.

At first, to do so was an obligation. However, as the conference progressed and I met many motivated and encouraging people with interesting ideas, I was not only obligated to share what I learned, but I truly desired to share my knowledge with our university, especially with my fellow students.

The main reason is this: I feel that at UTM, I have not been as inspired as a student as I have been before now, at the conference in Calgary. For one thing, student leadership, while it’s sometimes visible around campus such as at the tables that are set up in the South Building or CCIT for Peer Health Education or the Women’s Centre, is not thriving at UTM as it

is in other universities’ communities. I’ve only been a student at one university, but having met students from across Canada who described to me what their campuses were like, I felt that other campuses were much more engaged than ours. The second thing is, a lot of UTM students don’t put the effort into supporting their fellow students who happen to be in leadership roles on campus. As VP Finance of the Sociology and Criminology Society and exec of the English and Drama Society, I know how hard it is to plan an event for fellow students and how disappointing it can be to have a low turnout.

To put it frankly, I rarely see students at UTM taking the small initiative to make our campus a thriving, vibrant community in which people feel at home, or welcome, or in the very least respected. I can’t count the number of times I’ve walked through campus with my arms full of books and had the door in front of me practically slammed in my face because the person in front of me couldn’t take half a second to hold the door open, because for those people, to hold the door open would be going over and beyond the extra mile for another person, and they simply don’t have the time because they’re too involved and absorbed in their singular priority at

UTM: to study.

The question now is: why do so many people come to UTM only to study when there are so many opportunities to get involved on campus? Is studying really the only thing you want to be able to say you did while you were at university?

Maybe I’m asking people for too much; to ask the people on campus to take on a leadership role when they can’t even open the door for another person may be going overboard. However, when I discovered during a conversation with Dray Perenic Price that the Office of Student Life and Student Housing and Residence Life only received about 30 applications to be sponsored to go to Calgary as a student representative for the conference, I was stunned. Why wasn’t the number of applications in the hundreds? There are certainly many more than 30 student leaders at UTM. I’m positive of that.

I feel that the problem isn’t a lack of student leaders on campus—there are plenty of them around. Many of them aren’t in leadership roles yet; perhaps they haven’t yet found their passion and are still waiting for something to ignite the fire that motivates them to make a change in their community for the better. That’s what I’d like to believe, anyway, and not the alternative—that

they are just plain lazy.

It was announced during the closing remarks at the conference that the next CCSL is taking place in UBC Okanagan in March 2012 and at McMaster University in March 2013.

Wouldn’t it be great if at the next CCSLs, UTM students presented a student workshop on leadership to fellow students, like the students at York, UBC, and Laurier (to name a few) did that weekend?

Just to let you know, Craig Kielburger, the founder of Free the Children and a keynote speaker at the conference, has challenged U of T to host the conference in 2014. Will we take up the challenge?

I met many great student leaders at the conference, students who were passionate about their causes, whatever they may be, and were dedicated to achieving their goals and making the world a better place. And there’s no doubt in my mind that some of them are going to achieve great things in the future. There’s no doubt in my mind, either, that the students at UTM also have that potential, and I’d like to see it manifested right now—today, not in the future—as student leadership on campus.

Larissa Ho

Features Editor, *The Medium*

the
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MEDIUM A&E »

Editor » Nives Hajdin



An Oscar is the highest honour for anyone involved in the film industry. It validates filmmakers, actors, actresses, writers, and so on, as the best at their craft. Last week, the Oscar nominations came out for 2011's body of film—a year that had some real bombs, but also produced some of the most celebrated and extraordinary films in a long time.

Opinions are subjective, of course, but many can agree that some of the year's best films and especially some of the best performances were completely robbed of an Academy Award nomination. If the Academy Awards are supposed to recognize the best of the best, how is it that the best of the best were left out? As highly regarded as the Oscars are, it's a true shame that the Academy can't always see who is worthy and who is not.

Get ready to punch a wall as *The Medium* takes a look at some of the most upsetting omissions from this year's Academy Award nominations.

Michael Fassbender for *Shame*

In the role of Brandon, a man conflicted by his sex addiction and inconveniently visited by his attention-seeking younger sister (played by Carey Mulligan), Fassbender's portrayal is so deeply real that even without any words, he expresses Brandon's emptiness and desire to make a meaningful connection. As a very controversial role in a polarizing film, this is not the kind of stuff that Academy members enjoy watching, and that was probably the main reason for this shameful snub. *Shame* garnered zero nominations (Mulligan also gave an incredible performance that was overlooked), which says more about the Academy's unwillingness to embrace artsier and riskier films than about the film's quality. If the Academy were not so straight-laced, *Shame* would have been nominated several times over.

Tilda Swinton for *We Need To Talk About Kevin*

Swinton's performance had to have been the most talked-about omission from the nominations last Tuesday morning. Her portrayal of Eva Khatchadourian as a mother who liter-

ally has the devil for a son is devastating and real. The screenplay has little dialogue, yet Swinton gives so much depth to Eva with the subtlest of expressions. She embodies a woman who has been through so much and has lost everything in her life, including her own sense of self-worth.

Swinton was nominated for every single award leading up to the Oscar nominations, from the BFCA (Broadcast Film Critics' Association) to the SAGs (Screen Actor's Guild Awards), and even the Golden Globes. While *We Need to Talk About Kevin* may be too dark a movie for the average audience, let alone an Academy filled with older members that seem to favour lighter films and cringe at darker material, the story and the way it unfolds is incredibly captivating and should have been recognized.

Kirsten Dunst for *Melancholia* & Elizabeth Olsen for *Martha Marcy May Marlene*

Two of the strongest performances by an actress this year came from two brilliant films that were also completely overlooked. These portrayals of women who are lost, confused, and torn apart by what their family wants for them and what they want for themselves were barely recognized anywhere this year (Kirsten Dunst found little recognition even after winning Best Actress at Cannes, while Elizabeth Olsen gained some critics' nominations prior to the Oscars) but their films, both of them dark yet stunning, were also denied accolades for the work put into them.

Lars von Trier, the director of *Melancholia*, has never been popular with the Academy, as his films are not for the light of heart in any way. *Melancholia*, with its exploration of depression juxtaposed with the end of the world, is his "lightest" film yet by a considerable amount. It is not surprising that the film was shunned, but it is unfair. *Martha Marcy May Marlene*, an astounding debut feature from Sean Durkin, explores the life of a young girl who is pulled in by a cult and how even after she escapes, she can never really leave. Elizabeth Olsen's performance, highly praised and

deserving of so much more recognition than it got, instantly confirmed Olsen as a promising new actress who can get by on pure talent.

Young Adult

Although it's not the kind of film that will appeal to everyone, on account of its dark, dry humour, *Young Adult* is easily one of the sharpest films of the past year, and the complete disregard for this film is baffling. Jason Reitman's expert direction and the smart and sharp writing of Diablo Cody were top-quality and deserving of recognition (Reitman has been popular with the Academy in the past, and Cody won the Oscar for Best Original Screenplay for *Juno* back in 2008). This film is much darker and deeper than the previous collaboration of Reitman and Cody; the characters are very real and Cody's writing is not afraid to go to extreme depths. *Juno* was a huge hit at the 2008 Oscars, garnering a Best Picture nomination in a field of five, while *Young Adult* received no consideration in a possible field of 10.

Even worse were the snubs in acting. This was a very strong year for Leading Actress and there's lots of competition, but all the same, Charlize Theron's turn as Mavis Gary was perfection. She plays a supposedly mentally ill bitch. She has no sympathy, no filter, and no care for anything or anyone that gets her in way. Yet at the same time, Theron allows Mavis to be sympathetic, making it possible for you hate her and love her at the same time. There is so much below the surface of Mavis Gary that it would be hard to imagine any other actress nailing the way Theron has done.

Theron had some tough competition this year, but Patton Oswalt's omission is disgusting when considering who *did* receive nominations for Best Supporting Actor. Jonah Hill getting a nomination for his performance in *Moneyball* is a joke, and though he did a decent job portraying a very quiet and frankly forgettable character, it is nothing in comparison to the emotion put in by Oswalt as the unlikely friend, Matt Freehauf. Leaving this movie out of this year's awards is appalling—to put it lightly.

Drive

One of the most praised films of the whole year, *Drive* was given one Sound Editing nomination. A Sound Editing nomination! Why even bother? Clearly the Academy could not handle any sort of violence this year, though past winners and nominees (cough cough, *The Godfather*, anyone?) have been successful. When did the Academy become such children? Inspired by heist movies but still radiating originality, the direction was impeccable and even won Nicolas Winding Refn the Best Director award at Cannes. Furthermore, Ryan Gosling's character, the driver, will become iconic—his performance is perfect. Gosling has proven an extremely versatile actor, maybe even the best of his generation, but the Academy has ignored his efforts yet again (his performance in last year's *Blue Valen-*

tine should have been in contention for the win, but he wasn't even nominated). Albert Brooks, who was neck and neck with Christopher Plummer for the Best Supporting Actor award at almost every other awards ceremony, also missed out here. *Drive's* lack of love from the Academy is not just disappointing, it's a crime.

Take Shelter

One of the most disappointing of all the films that were snubbed is the indie classic in the making, *Take Shelter*. It's an unlikely manifestation of the "mental illness" film; the fear of a storm that threatens to ravish a small town makes it an engrossing thrill ride that has you on the edge of your seat. Michael Shannon's depiction of mental illness has won him a nomination before, for 2008's *Revolutionary Road*, in a performance that had barely 10 minutes of screen time. Here, he is front and centre and drives the film almost singlehandedly, though he is given amazing support by the breakout actress of the year, Jessica Chastain. Chastain was nominated for her work in *The Help*, and she is equally deserving in this film. These two per-

formances received a lot of buzz all throughout awards season, and many had hoped that Shannon would be recognized, but *Take Shelter* was completely shut out in spite of deserving recognition for acting, screenplay, and direction.

These performances and films are just the beginning in terms of what missed out this year, and it goes to show how many quality films were ignored for the likes of bigger, flashier, and more mainstream fare. Big names got in over brilliant performances, and just seeing the likes of these films being shut out makes it difficult to respect the Academy, who are supposed to reward the very best of the year, not the most famous. The Academy has made some bold choices in the past, so it's puzzling that they played it so safe this year. Right now, the upcoming awards on February 26 look really predictable and boring, and it's unfortunate that these films did not even get the slightest recognition. A note to the Academy members for next year: please stop being such babies and make some bolder moves. Maybe then you will deserve your prestige.

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Local talent on the rise

The Medium speaks with Omar Saab of the up-and-coming Toronto-based band Alright Alright

DARREN SAVAGE

It can be difficult to pin down a band's sound. When it comes to Toronto's **Alright Alright**, their "sound" gets lost in the diversity of influences. In his recent list of bands to watch for 2012, **Alan Cross**, a renowned Canadian music journalist, gave Alright Alright the compliment that they sounded like "a 1960s **Arctic Monkeys**". But that description does not do justice to the multiple facets that drive this up-and-coming group.

The Medium sat down with vocalist, rhythm guitarist, and UTM student **Omar Saab** to get the sound straight from the source.

"It's energetic. There's definitely pop elements to it. The constructions of the songs are basically through listening to **The Beach Boys**, **The Beatles**, **Phil Spector** records for years and years. It kind of gets ingrained in your head," Saab explains, quickly adding, "Not to put our band on the same level, of course, but just that sensibility of what we're going for. It's kind of gritty. If you listen to the new songs, there is a grittier quality to them."

The foursome—which comprises **Graeme Moffatt**, **Dave McCamus**, and **Curtis Courtemanche** on bass, lead guitar, and drums, respectively—



COURTNEY LEE PHOTOGRAPHY/PHOTO

Left to right: Curtis Courtemanche (drums), Omar Saab (guitar/vocals), Dave McCamus (guitar), and Graeme Moffatt (bass).

has been jamming together for almost six years, but have been a dedicated band for the past three. With two EPs behind them, the group has decided to take a somewhat novel approach to releasing their music. Rather than compose a full-length album or another EP, the new songs will be released in a series of stages throughout the year, as part of their alliterative project "Cellar Singles"—so named because of their recording in a wine cellar.

"It used to be a wine cellar, but it

just seemed to have a good sound for us," explains Saab. "These singles weren't done in a proper studio, but they were mixed and mastered in a studio." The first song, "Bingo Bango", was released in early January and has received enthusiastic reviews. The video—a compilation of '60s footage—complements the energetic musicality that has come to characterize Alright Alright's sound.

However, their music does not appear to fit any pre-existing mould. Yes, they sometimes produce lyrics remi-

niscant of teenage troubles: missed opportunities, frustration, and the like. Yet the musical arrangements complement those same old seeds and nurture them into blossoms full of colour and delight. In the same way, the buoyancy and joyous drive that characterizes many of their songs is hidden behind a name that evokes, for some, only casual indifference. It was not inspired, as many seem to think, by Matthew McConaughey's character in *Dazed and Confused*. It has a more discrete inception.

"My first year at UTM, I had my headphones on, listening to *Exile on Main St.* by **The Rolling Stones** and they do this cover of a song called 'Stop Breaking Down' (a Robert Johnson song), and before they go into a guitar solo, Mick just sort of adlibs in, 'All right, all right,' so I stopped in the hallway. The name came back to me and I emailed the guys."

Alright Alright. It's just such an ordinary and common word, which underscores the ambiguity of this less than ordinary group. From humble beginnings to a present about to meet a promising future, the group will remain grounded and dedicated. After all, when everything is said and done, the main inspiration, the driving force and joy of it all, is the creation of that recognizable sound: rock and roll.

"Personally, I know when I'm listening to rock and roll. It's a feeling that you get," says Saab. "I think it's just a feeling that you get, and it hits you really hard, whether you are listening to, say, the Beatles or the Stones or the Kinks. Something hits you, and that's when you know that you're listening to it."

Alright Alright will be playing at the El Mocambo for the *Sound Affects* CD release party on Tuesday, January 31 to benefit War Child Canada.

Photography at UTAC

NIVES HAJDIN
A&E EDITOR

Just as we call the Blackwood Gallery home here at UTM, we tend to think of the Justina Barnicke Gallery as the spearhead of artistic expression at St. George. But in terms of the downtown campus art scene, people often forget that directly across from Hart House sits another fantastic site of art and culture known as the University of Toronto Art Centre. An extension of University College near the Soldier's Tower, UTAC offers much more than a gallery space, including internship and exhibition opportunities for students, as well as awards recognizing student involvement.

Its current exhibit, *Photography Collected Us*, features a stunning array of over 270 works from the Malcolmson Collection, considered one of Canada's most impressive private collections of vintage photography. Curated by **Heather Diack**, the exhibit includes works by many pioneers of early photography, including **Eadweard Muybridge**, **Henry Fox Talbot**, and **Julia Margaret Cameron**, as well as later surrealist photographers like **Man Ray** and **Hans Bellmer**.

There is great emphasis placed on the early photographic processes that emerged in the 19th century (even though the pinhole camera, camera obscura, and other prototypes had long since been invented), including Talbot's posi-



UTAC.UTORONTO.CA/PHOTO

tive/negative exposure techniques and Muybridge's experimentation with movement. Famous motion studies like "Animal Locomotion" were an attempt to capture what the eye could not see, and this experimentation with exposure became invaluable as the first x-ray processes began to emerge as a result. Diack describes photography of this type as "an extraterrestrial vision", and this notion extends perfectly into the realm of surrealist photography, with its superimpositions and ghostlike forms, as in Man Ray's art. In works like "La Poupée" from 1937, Bellmer explores the idea of the uncanny with alarming images of childlike dolls contorted in compromising positions, victimized by an absent voyeur.

Also featured are the similarly abstract photos of Russian revolutionists like **Aleksandr Rodchenko**, who distorted their subjects in an attempt to question the way

people perceived the world around them. In addition to the traditional black frames lining the pristine gallery walls, more contemporary works are also represented, including **Mark Lewis's** 2005 video "Gladwell's Picture Window", a three-minute clip projected onto the gallery wall in which a bustling street scene is reflected on the glass of a framed photo in a storefront window.

Photography Collected Us provides a thoroughly enjoyable overview of the history of photography and reminds us of the relationship we all inherently share with it. As Paul Strand once remarked, "No matter what lens you use, no matter what speed the film is, no matter how you develop it, no matter how you print it, you cannot say more than you can see."

The exhibit runs until March 20 at UTAC; visit utac.utoronto.ca/current-exhibitions for more information.

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Aja—The Darcys

COREY BELFORD

Earlier this year, progressive rock quartet **the Darcys** did their fans and the music-consuming public the ultimate good turn by posting their self-titled debut for free on their website. With Internet piracy at the forefront of current socio-political concern, they demonstrated their fan appreciation by bypassing the middleman, and in similar fashion to their pioneering predecessors **Radiohead** and **Trent Reznor**, provided guilt-free and cost-free access to their material. Only two months after its official release, they've returned with *Aja*, a full album cover of the **Steely Dan** classic, also available for free on their site. Given that the Darcys are such a young band, this bold career move may seem strange to the casual listener. However, what with

the initial comparisons of their sound to the likes of Radiohead and Steely Dan, the whole ordeal seems like the next logical step in their career. Knowing the Darcys' keen interest in creating interesting music over radio-friendly singles, anticipation for its release has been justifiably high.

So what does this album actually sound like? In a word, you could say it sounds like the Darcys covering Steely Dan, but things are not quite so simple here. These are not covers; these are full re-imaginings. The difference between the two albums is the difference between a night out on the town and a night indoors watching an art film; this version of *Aja* is less of a lounge soundtrack and more of an introspective reflection. Beginning with a placid, subdued version of "Black Cow", the Darcys return

to form with gentle vocals, breathy harmonies, shimmering guitar, and rolling keyboard riffs. The track builds into a grand finale, with distorted guitar wailing and dissolving into a cathedral organ-esque fadeout. On *Aja*, the vocal tracks are harmonized to haunting effect, underscored by delicate keys and scratchy synthesizer reminiscent of Radiohead's *Kid A*. This version is a full minute longer than the original, and translates the wistful guitar and saxophone solos into a more dramatic, tonally dark atmosphere clouded by electronic distortion. "Deacon Blues" follows suit with bleak instrumentation and light vocals, balancing the carefree attitude of the song with a faint sense of sadness.

And that's really the underlying theme to this album; where Steely Dan tended towards upbeat, danceable melo-

dies, the Darcys tend toward darker, drawn-out interpretations. Steely Dan's "Peg" skipped; the Darcys' "Peg" simmers. "Home at Last" crawls over a droning guitar riff, and "I Got the News" gradually builds up to a piercing climax. "Josie", originally an up-tempo funk song, is transformed here into a brooding, mysterious closer for an album that has taken the listener on a surreal journey, a journey into a world a bit gloomier than that of Steely Dan.

This is certainly the kind of album that will divide listeners. Long-time enthusiasts of Steely Dan's original may or may not find anything worth their while here, but this album wasn't necessarily for them in the first place. The Darcys' *Aja* is a double-edged sword, demonstrating both their firm grip on their brand of prog rock and their ability to



IAMIAM.CA/PHOTO

competently translate a classic for a modern audience. If it doesn't impress the older generation, it should at least serve to draw younger fans into the fold of the Darcys' unfolding musical journey. With two releases under their belt in less than a year, it shouldn't be long before we're presented with another. With any luck, maybe they'll attempt a similar feat with a Radiohead album, but until then, fans of the Darcys have a lot of great listening on their hands.

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Future This—The Big Pink

ARISTOLE ELIOPOULOS
ASSOCIATE A&E EDITOR

It seemed unlikely that **Robbie Furze** and **Milo Cordell** of **the Big Pink** would fall victim to "the sophomore slump". Considering that the duo's excellent, critically acclaimed debut album, *A Brief History of Love*, was packed with gargantuan choruses and stellar production, Furze and Cordell's second album should've been hard, but not impossible, to top. On the Big Pink's second album, *Future This*, Furze and Cordell disregard what worked well in *A Brief History* to create an album of inferior quality, something that appears to be a cheap imitation of their past work.

On *Future*, none of Furze and Cordell's hooks explode with the same poignancy or strength as their earlier songs. The lyrics of love lost and broken hearts that really resonated with listeners in *A Brief History* are replaced in *Future* with lyrics about staying grounded and strong, a positivity that radiates in some of the best stadium rock. However, without the big sound the Big Pink created for themselves in their debut, the lyrics sound hackneyed and cliché, preachy rather than inspirational, and even ironic—it seems the duo lacked their own inspiration when writing these lyrics.

The album really only stuns its listeners in a few places, and when it does, it never fully reaches the same sonic power

as even the weaker songs on *A Brief History* did. The track "Give It Up" benefits from its strong production: a glitchy synth line that echoes some influence from '90s trip-hop. The lead single, "Stay Gold", while underwhelming, works by closely adhering to the formula of the Big Pink's most memorable hit, "Dominos". Enough so that it even might have you raising an eyebrow. Maybe even two.

Future This's weakness comes across as a production problem more than anything. With award-winning producer **Paul Epworth** by their side (known for his work with **Adele** and **Florence + the Machine**), the Big Pink almost have the right stuff for a great follow up, but the songs that fail the most are the songs that

are the most ambitiously produced. The album's middle and longest track, "1313", tries to channel the lo-fi electronic sound pulled off by many great artists, but instead, the production and vocals seem muddled and repetitive, and the track even seems a few minutes too long. With *Future*, listeners can hear and understand what Furze and Cordell intended to do, but despite a great producer like Epworth, the duo never hit the mark as they really should have been able to.

With a band that's proven that they can create material that's catchy, innovative, and even ready for the radio, the Big Pink's sophomore effort doesn't seem to aim any higher than mediocrity. While many songs on Furze and Cordell's



MXDWN.COM/PHOTO

debut were overshadowed by the behemoth success of the track "Dominos"—a standout that deserved the attention it got—the album was still consistently strong. With *Future This*, not one song stands strong enough on its own to carry the album, and the record itself blends together a little too closely to be considered a strong collective work.

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Addicted to apocalypse

Our culture loves impending doom: Will the world end in 2012? If so, why aren't we worried about it?

EMILY ACHESON
ASSOCIATE FEATURES EDITOR

It's 2012, the year the ancient Mayan civilization supposedly predicted for the world to end. How will it end? We don't know. When exactly are we expected to die? Not sure. Where will the disaster occur? We don't know that, either.

But what's strange about this idea of an apocalypse is not so much the apocalypse itself, but how we are receiving this news. Too few of us appear to actually be concerned about the predictions of world destruction. Environmentalist Dr. David Suzuki could go blue in the face begging us to pay attention to our serious environmental crises, but most of us seem to have decided there's nothing important we can do about it. Instead, many people have fun thinking of how our doom will come.

Apocalyptic books, movies, and television shows continue to flood the media, become bestsellers, and net millions of dollars. Films like *The Day After Tomorrow*, *War of the Worlds*, 2012, and the more recent *Contagion* have each garnered hundreds of millions of dollars. Older novels, like *The Day of the Triffids*, still make most top 10 lists of the best apocalyptic books of all time. Oprah Winfrey voted the Pu-

litzer-winning novel *The Road* as her book club favourite. Zombie movies are also a fan favourite, recently exploding onto the scene.

The key to these stories is that nearly everyone dies. This way, viewers or readers can ponder what they would do if they were the last ones on Earth. They could go to the candy stores and eat everything in sight. They could steal expensive cars (if they still work), rob artillery shops, or dance naked down the street.

Survivors would have total freedom. No laws, no regulations, no judgements. That would be nice.

Another appeal of the apocalypse is the perspective it places our lives in right now. Why worry about your education, your mortgage, or your social status? None of our current problems would even matter if the world ends. That would be nice, too.

Then there's the depiction of the apocalypse itself. Writers, filmmakers, computer graphics designers, and other artists jump at the chance to obliterate real-life objects and locations; it's just so interesting. Viewers no longer have to imagine what global warming can do when films can show them. Vividly. Audiences can now enjoy watching New York City under water, nuclear weapons burn-

ing people alive in California, or zombies tearing through the streets of London. Even now, the popular Toronto radio station KiSS 92.5 is giving away prize trips to the Mayan lands to explore the ancient culture and its predictions for the end of the world.

By the way, to clear all that up, yes, the Mayans were unusually skilled in astrology for an ancient culture. But the date the calendar ends on (popularly December 21, but disputably December 23) actually just marks the end of an era, which in the Mayan system is a huge but regular number of years, in the way a \$20 bill is a huge but regular number of pennies. Of course, the idea that an era is ending might still be frightening, until you realize that the cycle marked by that date has already ended many times in history, without the world following suit.

Yet some people taking the Mayan apocalyptic predictions seriously. Now that 2012 has arrived, police expect suicide and murder attempts to skyrocket.

David Morrison, a senior NASA scientist, reports receiving at least 10 emails a day from people asking if they should kill themselves and their families. One pregnant woman wrote that she plans to kill herself, her unborn baby,

and her two-year-old daughter before December 21 to avoid the world's end. In another case, American police had one woman ask if it would be ethical to kill her dog as well.

Californian businessman Robert Vicino made millions selling luxury bunkers around the world at \$10,000 a person. Each bunker is in a secret location, ready to house its resident in the event of natural catastrophes like global tsunamis or human threats like nuclear war. So far, he has over 5,000 American customers and plans to expand to Europe.

The media knows that disaster makes for better news stories than happy, uplifting ones. Making the viewers worry keeps them watching the news. Besides, who wants to hear about a class of kindergarteners teaching their community to save monarch butterflies when you can hear about the possibility of molten lava engulfing a sleeping village?

Back in the 1990s, the threat of "Y2K" was that computer systems the world over would crash because, for good technical reasons built into the design by programmers in the '70s, most programs would not be able to adjust from the year 1999 to 2000. Canadians clambered over each other to jam their grocery carts with flashlights, batteries, and bottled

water. That New Year's Eve was dreaded by many as the last day of civilization. In October 1998, the *New York Times* stated, "Ten percent of the nation's top executives are stockpiling canned goods, buying generators, and even purchasing handguns."

But what happened at 12 a.m. on January 1, 2000? Nothing. Everything was fine, because standards had been instituted a couple years prior that forced important affected businesses to have their programmers update all problematic code. The total cost of the work done for Y2K, before inflation, has been estimated at about \$300 billion, including \$134 billion in the US in preparation for the date and another \$13 billion fixing remaining problems after the date.

The nature of this work was so much in the background that people looked around, wiped the sweat off their foreheads, and laughed at themselves and each other—and figured that nothing had gone wrong.

Will the same thing happen on December 21, 2012? Jay Leno made a joke that reflected the sceptics' point of view: "According to the Mayans, the world is supposed to end in the year 2012. Are you buying that? When's the last time you even ran into a Mayan?"

LUKE'S LANGUAGES /luks 'læŋgwə ,dʒɪz/

#10: LANGUAGE FAMILIES: MOTHERS, SISTERS, DAUGHTERS, AND IN-LAWS

LUKE SAWCZAK

Welcome back, everyone! I hope you've been enjoying the snow, otherwise I'm guessing you're pretty miserable by now. Well, put another log on the fire, and let's get down to the good stuff!

Last week we looked at the evolution of a single word, "court", and everything that comes before, around, and after it, as well as a quick glance at a cousin, "cohort", that took a different historical path. Different route, same root. Get it? Anyway, the linguistic terms we'll use for these relations, if I may steal them from relations be-

tween languages, are "mother", "sister", and "daughter". (In-law I made up, but for good reasons.) All of the above are "cognates".

All words have mothers, of course, just like all languages, unless you go so far back that the line between random grunts and actual human language starts to blur. Most languages also have sisters, and a smaller number of mostly dead languages have daughters. For example, English, Dutch, and German are all sisters whose mother is Old Germanic. Meanwhile, Sanskrit is still alive and has many daughters, and has even outlived some of them, including (the most part of) Latin

and Ancient Greek.

The farther back you go, the more languages start to look disturbingly similar. There are certainly bigger families, including Germanic, Italic, Slavic (Russian-type), Indic, and huge bushels of North American, African, Sinitic (Chinese-type), Australian, Uralic (weird-type... just kidding), and other languages. Staggering, really. But before that, the whole first half of that list looks like it would be better grouped as Indo-European; they just share too many similar roots. Go further back and a few rare linguists even suggest that they're all from the

same thing (for example, almost all the languages in the above groups have a word for "mother" that begins with "m"—could it really be coincidence, they ask?).

So what do they share? What genes do they pass on, so to speak? At the most surface level, and what we'll start with today after last week's lead-in, is the vocabulary. I say "surface" because there are a lot of things lurking under it, but they're harder to see—and often less exciting.

Vocabulary, on the other hand, has the magical ability of changing form like a chameleon while revealing itself to be the

same if you just poke it. It's also so versatile that, unlike other language features, it can jump across languages and nestle in. It's been doing so in English for so long that we have a gigantic vocabulary, much of it a pastiche of everyone else's hard-earned words. See, English is kind of slutty, sleeping with and making daughters with every language it runs into on the street.

Our language also gives back, though; when other languages *do* borrow, in this modern age it tends to be English they lift what they need from.

Languages continued on page 10

Balls, brains, and a wallet

Brett Wilson on what makes a good show and a good business, and advice about balancing your life



CATHERINE LOPES/PHOTOS

Catherine Lopes with Brett Wilson, one of Canada's top entrepreneurs.

CATHERINE LOPES

Brett Wilson, Canada's top entrepreneur, philanthropist, and deal-making "dragon" on CBC's *The Dragon's Den*, strolled into Toronto's First Canadian Place presentation room wearing jeans, a blazer, and a poppy.

"Sorry for the informality; I don't like wearing ties," Wilson joked as he showed his audience a rare photo of him styling a Harry Rosen suit and tie. Larry Rosen, co-owner of Harry Rosen, approached Wilson with the opportunity to be featured in the Harry Rosen catalogue and talk about his battle with cancer. As per Wilson's request, instead of paying him for the photo shoot, Harry Rosen made a charitable donation to the Calgary Prostate Cancer Foundation.

Wilson was born in North Battleford, Saskatchewan and attended the University of Saskatchewan, where he earned his BS in civil engineering and was the first to receive an MBA in entrepreneurship at the University of Calgary. He then worked as an investment banker at Scotia Capital, where he gained the knowledge and experience to co-found Wilson Mackie & Co., an investment banking advisory firm. In 1993, he co-founded First-Energy Capital Corp., a stock brokerage firm for the global energy sector, and in 2010 he became the chairman of Canoe Financial, an investment firm with over \$2 billion in assets.

"It takes balls, brains, and a wallet—and you seem to not have any on the show," Wilson told producers when they interviewed him to appear on the hit business show *The Dragon's Den*.

"I had no interest in *Dragons Den*, and only watched one epi-

sode of the series when I heard a friend was going to appear on it," Wilson said.

When Wilson was finally hired by CBC, he was told that his only fault on camera was that he wasn't mean enough to the people pitching their business ideas.

"I'll be tough when I need to be tough, but if you want me to be a prick then I want no part of this," Wilson said about dealing with new businesses. He also spoke about how the other dragons, including Kevin O'Leary, criticized his eagerness to pounce on the presented deals.

"I bet on people who think will be winners," said Wilson, who named several of his great investments that have become successful and proven profitable. To date, Wilson has invested over \$3 million in 31 business deals from the Gemini Award-winning show.

Wilson became quiet, looked up at his peers, and confessed his personal method of selecting businesses. For Wilson, the personal struggles and journey of the owner play a lot into his investment decisions.

After leaving his post at *The Dragon's Den*, Wilson premiered his own personal investment show, titled *Risky Business* on Slice TV.

Wilson says he owes his business drive and outlook on life to his battle with prostate cancer a number of years ago.

"I don't like being called a cancer survivor. Instead, I think of my journey as graduating from cancer with a bachelor's. I don't want my master's," he joked. Although cancer held him back from his business career, it opened him up to philanthropy. His charity and fundraising efforts are in the millions of dollars. Wilson also

has an extensive list of philanthropic initiatives, including climbing Mount Kilimanjaro in support of Alzheimer's and sponsoring the Canadian Olympic swimming team. In 2007, he established the Wilson Centre for Entrepreneurial Excellence. Here students are able to specialize in entrepreneurship and earn internships.

"I believe we can use philanthropy to study business; it's a brand rub," he said.

For Wilson, philanthropy and business go hand in hand, and he owes it to cancer for making him the businessman he is today. "I think cancer was a pivotal point in my life," he summed up. "Cancer allowed me to say 'fuck you' to anyone in my way to success."

When asked to give advice for students who are looking to enter the business world, Wilson recommended making marketing a priority.

"I believe every student should take a marketing course, and I need to see more people study entrepreneurship," he said. According to Wilson, a well-rounded curriculum in entrepreneurship is essential. He added that the little things count: "For example, if I receive a résumé by email, I'm going to print it out on my black and white printer, but if you hand-deliver your résumé on good paper and in colour, I'm going to notice you."

Wilson also spoke about his personal struggles in the stressful business environment and how they affected his family life.

"I ended up on a bad place a number of years ago and suffered from work addiction. I had to be admitted to a treatment facility," he confessed. Wilson was admitted to The Meadows, a treatment facility

in Arizona, for work addiction, and was released six months later. Coming out of the rehabilitation, Wilson knew he had to reset his priorities.

"If you don't have health than you don't have anything,"

he says. "You need priorities, like family, and you need to have a passion for these priorities. I gave up 10 to 15 years of family to get everything I've ever wanted. It's pretty fucked up."

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The new Axe dichotomy

NAZIFA ISLAM

We all know Axe from the days of our awkward teenage years, when boys sprayed enough of the stuff to cause allergic reactions in the classroom. It was the ultimate sign of having become a teen: you could spray yourself silly with a can of Axe body spray, put gobs of it in your hair, and now you can watch a graphic novel about it on YouTube, too. That's right, the newest campaign for Axe's "Unleash the Chaos" line is a graphic novel called *Anarchy*. What's more, Axe is not just boys' territory anymore; the new line features a fragrance for women as well.

So Axe is venturing into a new market, but considering the former commercials of Axe-doused men attracting women by the droves, will today's girls go for the brand? Are women and girls going to be okay with wearing a brand that in previous years has portrayed women as lusty, carnal creatures, drawn to any man who wears Axe? In fact, Axe commercials didn't even spare the ladies in Heaven, when they showed angels descending to Earth to pursue an Axe consumer. (That commercial has been banned in some countries due to complaints.)

The new graphic novel, more properly called a comic series, is another interesting advertising scheme. Since 2002, when the brand was launched, Axe has been squarely marketed to young males. Every boy wants a line of girls trailing after him without having to put in any more effort than raising an aerosol can to his armpits, doesn't he? It seems the

same approach wouldn't work for women, as the brand's marketing campaign has somehow concluded. And that is why instead of simply reversing the roles to show a trail of men following a woman who has sprayed herself with Axe for Women, they came up with an elaborate interactive graphic novel series. Apparently, illustrated characters staring at each other, not breaking the sexual tension in the midst of a chaotic scene, is enough to get the ladies hooked, whereas you need "natural" women to draw in the male consumer base.

Another thing you might have noticed about Axe commercials in the past is that the men are your average joes and the ladies who run after them are clearly out of their league. It's brilliant, actually, because the guys who buy it are given the illusion that specifically those women who would otherwise pass them over will now run mindlessly after them. But where's that angle when it comes to advertising to women? Why this change of standard? Is it because Axe couldn't possibly imagine running a commercial without a horde of beautiful women?

Maybe it's just me, and it really doesn't matter to anyone whether the new Axe commercials and graphic novel will appeal to women, but just to make sure, I asked a few female students about their take on the new Axe marketing campaign.

1) As a marketing scheme, did this appeal to you?

Student 1: Not at all. The marketing scheme didn't appeal to me,

just because it was a cartoon that used dull colours.

Student 2: No, not really; I didn't understand how that commercial was for Axe. It barely mentioned the product—it seemed to be more about a graphic novel than anything else.

Student 3: As a marketing scheme, this did catch my attention.

2) Would you buy Axe for Women? Why or why not?

Student 1: No, because I already have a brand I'm comfortable with, but I might if I want a change.

Student 2: No, mostly because the Axe for Men stinks horribly, and I'd rather buy nice perfume or body spray than cheap stuff like that.

Student 3: No, I wouldn't buy Axe for Women.

From the above answers, it seems that Axe's new marketing scheme might not exactly get the ladies running to their nearest drug store to buy Axe for Women. In fact, student 2 goes so far as to say it "stinks horribly" and calls it "cheap". Student 3 admits that although the advertising caught her attention, she wouldn't actually buy it. Of course, this is hardly a conclusive study, but it makes one wonder whether young women today object to strategies like those employed by Axe, or whether it all just boils down to effective or not-so-much marketing techniques...

Axe for Women will be released sometime this year. It remains to be seen how the dichotomy in marketing will be received by both male and female consumers.

Creative Corner

Truth in the face of lies

LUKE SAWCZAK

Truth sometimes behaves like an animal before those who would treat her so

Truth sometimes bends over backward in submission to a flag

Truth sometimes has to flee or be carried in a suitcase

Truth must be handled gently to remain intact so Truth must be separate from fact

Truth in the face of lies is a wounded woman

Truth has thorns for her defence
Truth will not use them
Truth is not plastic not metal
Truth is not looking for a bet to settle

Truth sometimes wanders these streets mad sun in her eyes at midnight pleading with every drunk and beggar for the look of a lover
Truth cannot, however, be other

Truth may face lies
Truth may drop her disguise
Truth may be the death of a wounded woman
but above all Truth is a person



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We're all related

Languages continued from page 8

Sometimes there's even give-and-take, as when French gives us "boeuf", which we transmute into "[roast] beef" before they take it back as "rosbif". In fact, that last one is so symbolic of English that it is to the French what "frog" is to us... how affectionate!

Words also change more subtly and slowly as they change hands and as the people who use them grow old and get on with their life. That's like what happened with "court" last week. Its sound changed to keep pace with the language it was in, from *cohortus* to *cort* to *cour* (once pronounced like "cower", now like "coor") and beyond. No one at the time noticed these changes; they happened naturally as the language itself evolved, carrying its vocabulary with it in its wings.

They can also change shape. We saw that last week, too. "Court" turned into "courtesy" (noun), "courteous" (adjective), and "courteously" (adverb). It's called "derivation": we shove a stock ending onto the word

and use it in a new sense. It's like recycling. English can even do an invisible ("zero") derivation; "court" (verb) has the same shape as the noun. If only recycling was as easy in real life, I might bother to do it...

Most exciting, at least to me, is how the meaning changes, like how the sisters of "court" range from skirts to armies. That's where it gets really imaginative, and where the really human element of invention comes into play. You can check out interesting words yourself in an etymological dictionary or, much more realistically for our generation, on etymonline.com.

Again: etymonline.com. Why not go look up any one of the many words in this article? If you find (or already know about) a fascinating one, email me about it! I'll start you off with "etymology" itself: Greek etymon "true, real, actual", plus logia "study of". History of words? Bah! More like "study of the truth"! Makes you feel like it's worth your time now, dunnit?

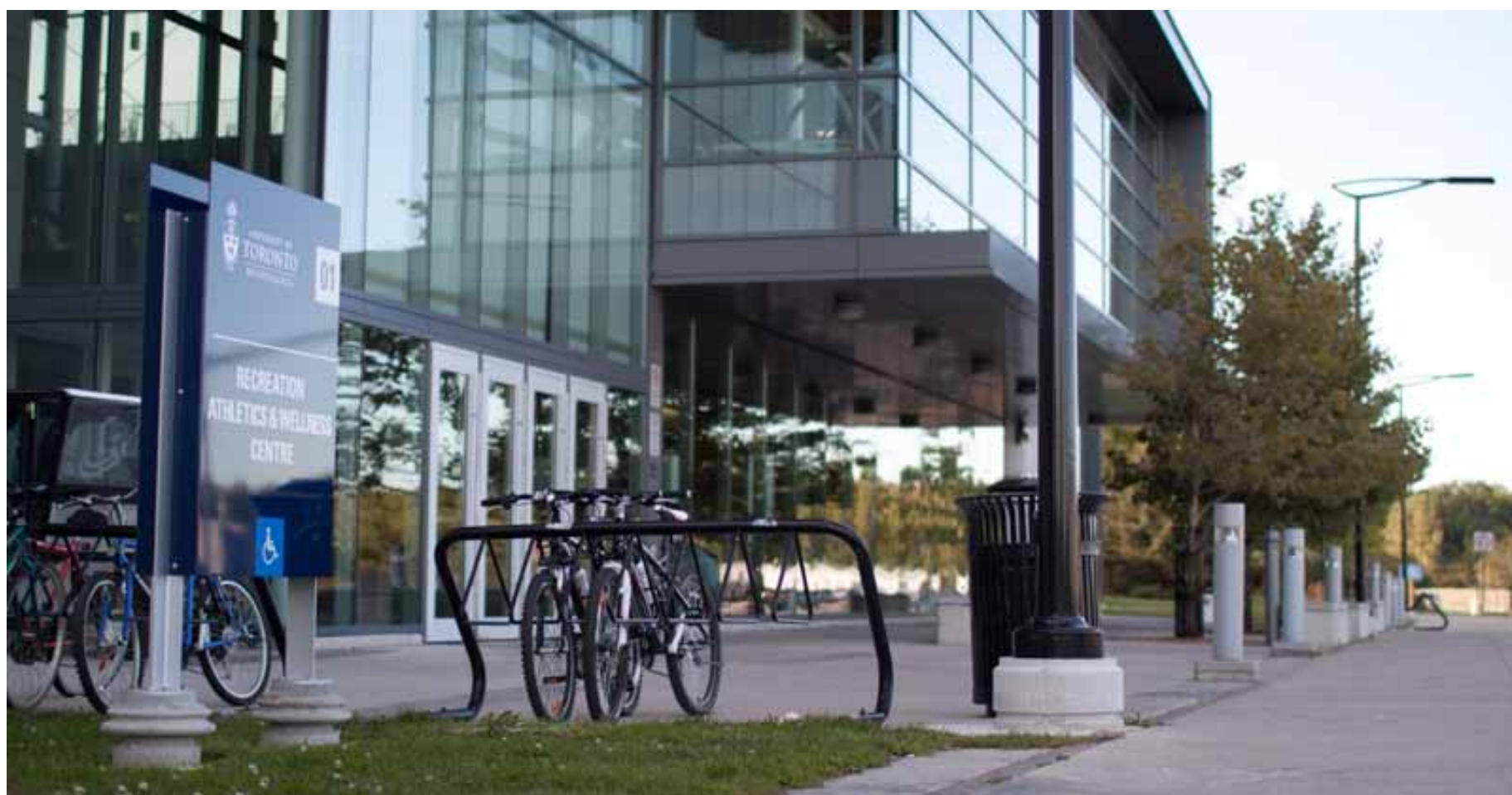
Tune in next week for more historical linguistics!

MEDIUM SPORTS »

Interim Editor » Anna Bediones

Balancing academics and athletics

One of the biggest challenges is finding the perfect balance between fitness and good grades



EDWARD CAI/THE MEDIUM

ISAAC OWUSU
ASSOCIATE SPORTS EDITOR

Throughout the day, the RAWC plays sanctuary to all types of students: the energetic, the motivated, and the stressed. Taking a mid-afternoon stroll between the dumbbell racks and elliptical machines, a smell fills the air—not as strong as perspiration, but noticeable. It is the smell of relief, a relief that comes from exercising away the rigours of being a University of Toronto student.

Although not everybody who finds activity in the gym faces an equal amount of stress, it's clear that fitness is as high a priority as good grades for these UTM students. Occupying the decline leg press machine, Michael Prempeh, a fifth-year history major and starting wide receiver for the Varsity Blues football team, explains that athletics holds as much weight as his studies do. "If it wasn't for being an athlete, playing all kinds of sports, I really don't know where I would be as a student

right now," he says. "It helps with balancing my schedule and staying on track."

Prempeh's case reflects how a UTM student-athlete balances academics and athletics. However, there are also those who use gym activity as a means rather than an end. "Of course it's important to be in shape," says Bethel Woldemichael, a fifth-year psychology and women's studies major. "Still, my first priority is doing well academically, and then staying in shape. The gym helps take

care of all my stress, puts my mind at ease," she shares on a break from running laps on the track. "And it comes handy if ever I eat something that I shouldn't!"

Woldemichael's running partner, Ruth Yirgalem, a fourth-year CCIT and crime law and deviance major, shares her stance. While taking her water break, she reflects, "I wish I had more time to spend exercising and doing good runs. It gives you a really good feeling when you're done, and it really

relieves you of the stressful workload that comes with being a student."

The benefits of staying active are greater than just the physical aspect—there is also a great mental and academic advantage. UTM's Department of Physical Education houses a wide range of activities, from weightlifting, martial arts, and yoga to pickup basketball and soccer—free to all UTM students. The RAWC also offers instructional programs, such as golf and tennis, which begin this week.

Are you getting enough exercise?

Studies how physical activity decreases among adults while binge drinking and smoking increase

MICHELLE K. DUKLAS
ASSOCIATE SPORTS EDITOR

Recent data from Statistics Canada shows that 85% of Canadian adults don't get enough exercise. Exercising regularly can prevent one in five premature deaths, and for this reason, physical inactivity has become one of the most urgent public health issues.

Matthew Kwan, John Cairney, Guy Faulkner, and Eleanor Pullenayegum published a paper this month studying the decrease in physical activity among young adults. Their

study is the first long-term study to examine physical activity habits and other health-related behaviours during the transition from adolescence to early adulthood.

The authors found that physical activity plummeted between high school and postsecondary school. They suggest that it is at this stage that physical activity habits must be strengthened.

Kwan and his colleagues wrote that other detrimental behaviours include smoking and binge drinking increase at this point in a person's life;

however, these habits are better publicized and targeted for improvement. In fact, in the quest to bring more public awareness to the risks of smoking and binge drinking, educators have pushed aside the issue of physical inactivity.

Kwan and his colleagues studied over 200 adolescents initially aged 12 to 15 over a 12-year period, interviewing them every two years. They measured the amount of time each person spent exercising, along with the intensity of the workout. They also asked the participants if they had partaken in binge

drinking over the past year. Binge drinking is classified as five or more drinks on a single occasion. Finally, they asked the participants if they were smokers.

Participation in physical activity decreased by 24% across the 12-year period. The authors found that men's physical activity decreased much more than women's did, but this may be accounted for by the fact that women had already been less active in high school. They suggest that girls may experience their greatest decrease in exercise in their

early teen years.

The authors also found that as their subjects entered their late 20s, binge drinking and smoking decreased again, but exercise did not increase. They suggest that more emphasis must be placed on preventing a decline in physical activity, especially for men, and increasing activity in women. Binge drinking and smoking seem to naturally decline as young adults mature, but physical activity does not go back up. Good exercising habits need to be intentionally maintained.

Coed basketball makes a comeback

After a two-year hiatus, coed basketball returns UTM



UTM DEPARTMENT OF PHYSICAL EDUCATION/PHOTO

INGRID MELDRUM

Last Friday, the RAWC radiated with positive energy, music pumped from the speakers, and the players practised good sportsmanship, excited to show off their skills on the court. Games ran from 1:30 in the afternoon until the crowning of the champions at 5 p.m.

With about 40 participants, there was no doubt that the posters in the Davis Building had generated an interest among students. There was only one problem: out

of all of those participants, only nine of them were female. Many of the teams lacked female players, and the balance is crucial to being eligible for the tournament. Unfortunately, this wasn't the first time that female participation was lacking; when it comes to intramural sports at UTM, teams are always looking for more female players. The tournament convenor, fourth-year student Anthony Krmek, solved the problem by allowing the female participants who did show up to play for multiple teams. He also welcomed free agents and late

registrants to join the tournament.

Coed basketball at U of T generally follows the same rules as men's and women's basketball, except male players are not allowed to play in the key. This rule gives women the upper hand when it comes to rebounding, and defers the taller male players from abusing their size advantage. Each team must have at least two female players on the court at all times. The games during Friday's tournament were played to 11 points—each basket counted as one point, including foul shots.

Volleyball winning streak continues

Men's Div 1 volleyball defeats UC at home

JASON CROSS

The UTM men's volleyball team continued their dominance on Tuesday night with a home-court victory over the University College team. Three quick sets was all it took for the team to secure their early position at the top of the league standings.

"It's coming natural," said team veteran Jason Chan, and it seems he was right. The Eagles looked comfortable as they crushed the opposing side 25-17 and 25-18 before granting UC a meaningless final set. And as if putting on a show for the fans, the home team allowed the third set to be a tad more competitive, squeaking by with a 15-13 win. Even members of the team seemed awed by the ease with which they dis-

patched their opponents. Following the game, rookie Allan Pain commented, "I had no idea how good this team is. We're pretty solid."

The success this season is a result of a revitalized dedication to hard work. "People actually showed up for practice," said Chan, who also acknowledged that leadership was crucial to their achievement. "We listen to our coach. He works with us, sometimes one on one." The system coach Peter Bui created seems to be one that all players are buying into, which is a relief after a 2011 season that did not turn out as many would have hoped.

As Allan Pain put it, "You've got to learn the hard way for something good to happen."

Intramurals highlights

Men's soccer: champions at the Redeemer College OCAA tournament in Ancaster

Men's basketball: UTM White finishes second at the OCAA tournament hosted by UTSC

Women's soccer: 1-0 victory over UTSC

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