

Tekstboekje



## Postcards from the cutting edge

A group of artists have mounted an exhibition in Birmingham's Custard Factory art centre which will doubtless invite comments about it being a reflection of the emptiness of the contemporary art scene: it has no exhibits. As visitors wander around the vacant rooms of the show, entitled "Exhibition to be Constructed", they have to imagine what might be standing (or sitting, or hanging or lying) in front of them, with the assistance of a series of slogans scrawled on the otherwise bare walls.

*'Weekend Financial Times'*

## Paying for the BBC

Sir: As an American who has been living in Britain for many years, I feel compelled to respond to Suzanne Moore's comments on the BBC ("Why do we fund this Bland, Boring, Complacent bunch?", 17 July). The people of Britain should go down on their knees and thank the Lord for the BBC and the licence fee every day.

The most important advantage of a licence-fee funded TV service is the lack of advertisements on the BBC, which also forces the commercial channels to limit the amount of time they devote to ads. The horror of American TV is its commercial breaks about every five or six minutes.

Ms Moore mentions golf. Golf and tennis lend themselves to a high frequency of commercials. But here in the UK, one gets to watch the whole game uninterrupted. It's a dream. Why do you think Americans are not interested in football/soccer? It lacks the intrinsic breaks every few minutes which are the prerequisite for a sport to be viable on untrammelled commercial TV, so no US network has any interest in showing it, or supporting it financially.

PHIL AARONSON

*Surrey*

*'The Independent'*



# Why the Lord is in the retail

All heavy metal bands worship Satan, right? Er, no. A new breed of Christian rock bands is in town – and they're actually selling rather a lot of records, says **Fiona Sturges**

1 **T**hey say that the devil has all the best tunes, but  
 5 there is a handful of bands who beg to differ. In the United States, Christian rock bands are on the rise, in some cases outselling their heathen counterparts. These aren't Jesus freak drop-outs from the  
 10 hippie era. We're talking about a new generation of young, cool kids who cite the Lord, rather than the Beatles, as their greatest inspiration.  
 2 15 At the top of the pile are the California quartet POD (Payable on Death) and Florida's Creed. Despite their sinister name, the rap-rock cross-over band POD are a bunch  
 20 of softies. Their fans, who are known as the Warriors, are begged to be nice to one another and stay positive. However, the band resist being defined by their God-fearing  
 25 ways. The dreadlocked front man, Sonny, recently stated: "We don't go out there and give a sermon when we get on stage; we don't shove anything down anybody's  
 30 throat. But we sing about what's real in our life." Still, after nearly a decade of peddling their wares to reluctant audiences, POD finally seem to be getting their message  
 35 across. Their latest album, Satellite, went platinum within a week of its release in America. Outselling POD in the States are Creed, a metal act  
 40 who sound like a cross between Soundgarden and Metallica (don't they all?). Unlike POD, Creed are brimming with attitude and bent on converting the masses.



3 On the face of it, religion and  
 45 heavy metal may seem as unlikely a combination as the Spice Girls and IQ, but in reality they couldn't be better matched. Metal is, after all, one of the more conventional  
 50 genres in pop. The music adheres to a well-worn formula – noisy guitars, throaty vocals, lots of rage – while fans must give themselves over to a strict dress-code.  
 55 Furthermore, its practitioners can guarantee themselves a constant supply of impressionable teenagers. But religious rock remains thin  
 60 on the ground in the UK. In this country, musicians with a penchant for preaching are greeted with a mixture of suspicion and mirth. The indie-pop act Delirious?  
 65 are perhaps the only openly religious group to have reached beyond their Christian flock of fans and had a couple of Top 20 hits. But their singer, Martin Smith, believes that  
 70 their fortunes have been restrained by their religious standpoint. Despite their main-stream status, they have been virtually ignored by the music press.

5 Of course, the Lord and popular  
 75 music have a long history. Spirituality in music can be traced back to early blues and gospel,

while religion has had a profound effect on some of the greatest icons that pop has seen: just look at its influence on Elvis Presley, Jerry Lee Lewis and Marvin Gaye, or the Beatles' transformation from teen idols to spiritual pilgrims.

6 85 A distinction must be drawn between artists with religious convictions and those who use the stage as a pulpit. From the Osmonds and Cliff Richard to  
 90 Missy Elliott and Moby, it's commonplace for artists to express their beliefs publicly without preaching through their music. There have also been a few rock  
 95 stars who have enjoyed the benefits of the rock'n'roll lifestyle before rejecting their sinful ways and embracing Jesus. There was Bob Dylan's great religious conversion  
 100 in the Eighties, which resulted in his delivering evangelical speeches at his shows. But perhaps the greatest balance of sin and salvation has been pulled off by Johnny  
 105 Cash, an artist who acknowledges his sinful deeds in his music while praising the Lord at every turn. Amen to that.

*'The Independent'*





Business leaders are taught in the unlikely setting of London's Globe theatre

## To be or not to be a good boss

### SHAKESPEARE WORKSHOPS

Shakespeare's Henry V would make an excellent modern chief executive, says Richard Olivier, who directed the play at London's Globe theatre.

"When everything seemed at its worst and his troops faced attack by a vastly superior force, he rallied and inspired them with his St Crispin's Day speech, showing all the qualities of leadership we look for in today's busi-

ness people."

Olivier is intrigued by the links between dramatic and executive performance, and explores the relevance of Shakespeare's plays to business in a series of workshops for senior executives which he runs at the Globe theatre.

WIDGET FINN

● *Shakespeare workshops are on March 16, June 7/8 and July 27/28*

*'The Times'*





# Teen Girls, Sexism, and Marketeering

By Cynthia Peters

## USEFUL SUSTAINER LINKS

## YOUR ACCOUNT INFORMATION

## ZNET'S TOP PAGE

## COMMENTARIES TOP PAGE

## COMMENTARIES AUTHORS

## ABOUT THE FORUMS

## ZEO TOP

## SUSTAINER PROGRAM INFORMATION

## SUSTAINER PROGRAM FEEDBACK

## CUSTOMIZE

The more time a teen girl spends reading fashion magazines, the worse she feels about herself, according to a study done by Brigham and Women's hospital released earlier this month. And that's just how marketeers like it. For a girl feeling unattractive, overweight, and in dire need of a boyfriend is more likely to 8 the countless products that promise to correct her flaws, slim her down, and prime her for romance.

Unfortunately for marketeers, however, teen girls are 9. Seventeen Magazine and the MS Foundation discovered in a 1996 poll of 1000 teenagers that only 5% of the girls measured their self-worth by their appearance. They found that boys were more likely than girls to worry about appearances.

So the beauty and fashion magazines spill gallons of ink to convince girls that life revolves around self-care and self-improvement. Between the "do's and don'ts," the exercise advice column, and the ads focused almost exclusively on clothes and make-up, a girl's universe shrinks to the issue of her appearance and ways she can spend money on it. The fact that, in real life, girls actually have a lot more on their minds is regarded as 10. Articles about politics, art, community issues, religion, etc. might actually distract a girl from questions about whether her bare back will look shapely enough in her prom dress.

With the U.S. teen population on the rise (expected peak in 2010 at 35 million), marketeers are experimenting with the best ways to reach this media-wise lot. Raised on Disney and TV shows based on toys (is it a show or an ad?), today's teens have been the target of sophisticated advertising their whole lives. So today's marketeers are having to come up with even more 11 ways of selling to them.

One approach is to imbed advertising in articles and web sites, and to blur the lines between content and 12. Moxiegirl will send you a free subscription to its "magalog" as long as you buy at least "one little thing" from them. Their web site defines what it means to be a "cool chick," all the while blurring the boundaries between "hanging out" and shopping.

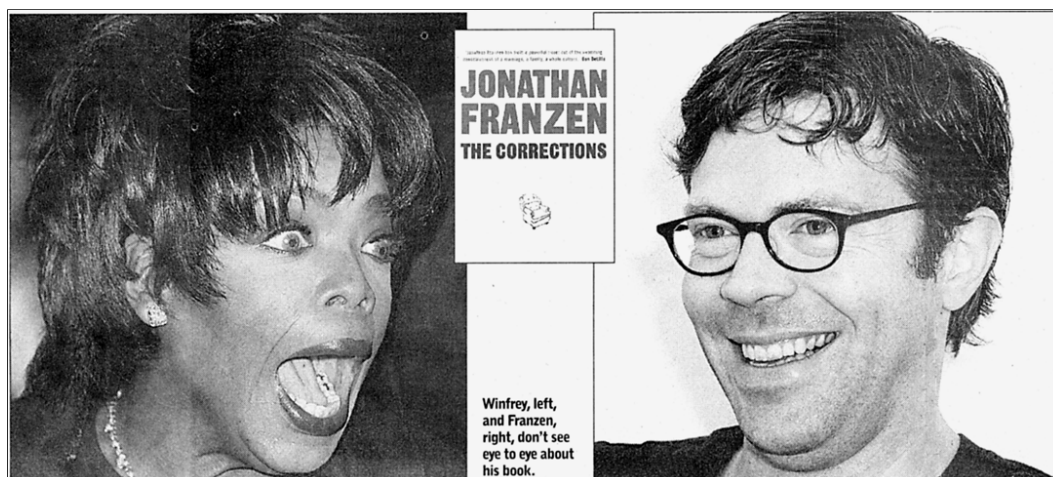
13, if you are a teen or know one, don't despair: there are national publications whose mission is other than marketing. New Moon Magazine ([www.newmoon.org](http://www.newmoon.org)) for girls ages 8 to 14, Teen Voices ([www.teenvoices.com](http://www.teenvoices.com)) for teenage girls, and HUES (Hear Us Emerging Sisters, [www.hues.net](http://www.hues.net)) for young women ages 17 to 29, are all written and edited by girls, teens and adults in collaboration.

Of these, Teen Voices is most committed to 14 young women and uncovering the roots of social problems in the process. For example, their feminist critique of a Nike ad points out the sexist depiction of women in advertising and then goes on to include information about labor laws and an analysis of how companies get you to buy.

The studies show that fashion magazines make girls feel bad about 15, and that girls don't put that much stock in their appearance anyway. So let's support the magazines that don't treat teens as if they are nothing without the shopping mall, and that offer themselves as a catalyst for individual empowerment.

'[www.zmag.org](http://www.zmag.org)'





## Oprah's logo is a no go for novelist

by Lawrence Donegan  
San Francisco

1 NOT SINCE Tom Wolfe  
called fellow author John  
Updike a pile of old bones  
has the American literary  
5 scene witnessed such a cat-  
fight. In one corner sits  
Jonathan Franzen, author of  
the most critically acclaimed  
novel of the year; in the  
10 other is the country's most  
powerful talk show host  
Oprah Winfrey; and dividing  
them is the age-old argu-  
ment that high art and pop-  
15 ular culture are mutually ex-  
clusive.

2 It all began when Oprah  
chose Franzen's *The Correc-  
tions*, a wonderful, sweeping  
20 account of a dysfunctional  
American family, as her book  
club's selection for October.  
A perk of being chosen is  
that the publisher is entitled  
25 to put her orange 'Oprah's  
Book Club' logo on the front  
cover – a recommendation  
that guarantees a guest spot

on her syndicated television  
30 show, widespread exposure  
and sales in excess of  
500,000 copies.

3 For most authors, such  
recognition is the literary  
35 equivalent of winning the  
lottery but for Franzen his  
selection brought only  
anguish and indecision. 'The  
first weekend after I heard, I  
40 considered turning it down,'  
he told one interviewer. In  
another interview, he sug-  
gested his book would be a  
success regardless of  
45 Oprah's opinion of it. He  
spoke of the 'sense of split'  
he felt at becoming one of  
'her' authors. 'She's picked  
5 some good books,' said  
Franzen, 'but she's picked  
50 enough sentimental, one-di-  
mensional ones as well. I  
feel like I'm solidly in the  
high-art literary tradition. I  
55 like reading entertaining  
books and this maybe helps  
bridge the gap, but it also  
heightens these feelings of  
being misunderstood.'

4 60 Winfrey responded by  
withdrawing her support for  
*The Corrections* – cancelling  
Franzen's appearance on her  
show, a literary dinner and  
65 any discussion of his book.  
A statement issued by her  
publicist said: 'Jonathan  
Franzen will not be on the  
show because he is seeming-  
70 ly uncomfortable and con-  
flicted about being chosen as  
a book club selection. It is  
never my intention to make  
anyone feel uncomfortable  
75 or cause anyone conflict. We  
have decided to skip the  
dinner and we're moving on  
to the next book.'

Any embarrassment will  
80 be somewhat eased by the  
success of *The Corrections*.  
Propelled by stunning re-  
views, it reached number  
five on the *New York Times*  
85 bestsellers list. Over  
600,000 copies – most  
bearing Oprah's stamp of  
approval – have been print-  
ed.

*'The Observer'*



# Power of the pocket

IT WAS only a small down-page news item. It may even have slipped your attention entirely. And yet it was a major victory for the power of ordinary people against the great multinational juggernauts of profit and power.

5 On Thursday one of America's biggest soya producers told US farmers for the first time to begin segregating genetically modified strains from conventional soya – a move that they had previously insisted was technologically too difficult. The day before, Britain's biggest  
10 chicken producer had announced that it was to stop lacing its animal feed with antibiotics to make its birds grow faster.

The common factor? Both said they were responding to consumer pressure. Customers, it seemed, felt so  
15 strongly about the need to choose that they were prepared to go without rather than just accept what bullying companies sought to impose on people and governments alike. Multinational firms may be so powerful that they can afford to ignore governments and democratic  
20 sentiment alike. But the pound in our pockets is an economic vote. When we use that en masse, it seems even the multinationals have to listen.

*'The Independent on Sunday'*



# From the editor

by Craig Mazer

## Juvenile (In)justice and Media Hype

### CONTENTS

#### Articles:

The Chemical  
Industry Exposed

#### Editorial: Juvenile (In)justice

**Mindpower:**  
A Taboo Subject

FIERCE.com-the  
IMPACT Column

**Overpriced  
Musings:**  
Dinosaur Fuel

Fish Are Not  
Swimming  
Vegetables

Quickies  
(music reviews)

The Muddlemarch: 1

The Muddlemarch: 2

(Th)ink

### MORE IMPACT

E-Mail Us  
Your Comments

Archives

Subscribe to  
IMPACT

Home

- 1 Another child has been lost to the adult prison complex. Nathan Brazill, the 14-year-old boy convicted of murdering his teacher in West Palm Beach, is a victim of our judicial system. That system, meant to enforce the laws of our government, has yet to catch up with the harsh realities of the society it is working within. Worse yet, the media sheds a misleading light on violent crime, and especially on juvenile crime.
- 2 Violence is present everywhere in today's society. It is cheered on football fields and in boxing rings, amazes us in action movies and impresses us through surprisingly realistic video games. These desensitizing interactions definitely have an effect on a child's life.
- 3 The courts need to recognize this. Trying a juvenile as an adult should be a last resort used only for the most vicious of juvenile criminals. But, despite a sharp decline in juvenile crime throughout the '90s, every state but one enacted or toughened laws during that time, making it easier to try people under the age of 18 as adults; and more than 200,000 juveniles were tried as adults in 1998. According to a 1997 U.S. Department of Justice study, 14,500 juveniles were estimated to be housed in adult correctional facilities on any given day in 1997.
- 4 You can consider a majority of those 14,500 to now be lost causes, drifting away in adult facilities. The suicide rate for juveniles held in adult jails is five times the rate of those in the general youth population and eight times the rate for those in juvenile detention facilities according to the Community Research Center in 1980. And while I couldn't find any statistics to prove it, I figure that juveniles housed in adult facilities are far more likely to return there again and again than those housed in youth facilities. I imagine that when you're in the company of career criminals for an extended period of time, it's hard not to become part of that culture.
- 5 Before a child becomes a criminal, he's been shown the bleakness regularly on the news. The media gives a distorted picture of violent crime. For example, while there was a 33% decline in murder between 1990 and 1998, there was a 473% increase in murder coverage on ABC, CBS, and NBC evening news programs. While murders made up 1-2% of all arrests, murders made up more than a quarter of the crimes reported on the evening news. This remains true today.
- 6 Worse yet is the depiction of youth crime. One study quoted by an April 2001 Los Angeles Times article ("Off Balance: Media Coverage of Youth Crime") showed that 68% of local TV news stories about violence in California involved youth. However, youth made up only 14% of violent crime arrests in California.
- 7 So, where does that leave today's youth and what can be done? The problem lies with the news media and the judicial process. The judicial system needs to clearly recognize the difference between a child committing a crime and an adult. They also need to recognize the effect of violent images and take this into consideration when trying juveniles. Those images have a far different effect on children than adults. And adults, those running the news media, need to work at showing more uplifting images of youth on the news instead of the dreary and repetitive images of juvenile crime.



# I just can't eat that stuff

Many people are changing diets in a belief that they have a food intolerance. But, **Roger Dobson** asks, is the diagnosis the real problem?

1 **W**hen man first settled down and began to grow cereals 10,000 or so years ago, it was a key  
5 moment in the beginnings of civilisation. It heralded the arrival of settlements, long-term planning, teamwork, and an all-year supply of food. But it gave birth to  
10 something else too. The wheat that they grew for the first time sowed the seeds for what some would say is one of the biggest epidemics the world has seen, food intolerance.

2 15 According to some estimates, one in five people, perhaps even half the population, suffer with some kind of intolerance to foods as diverse as cheese, coffee, bread,  
20 milk, and yeast as well as wheat. Food intolerance is linked to conditions as varied as irritable bowel syndrome, asthma, autism, eczema, arthritis, hyperactivity  
25 and chronic fatigue syndrome, and it has also spawned a huge industry, turning out alternative diets, supplements, and self-help books and videos.

3 30 But there is now growing scepticism about the scale of the food intolerance epidemic, and an increasing concern that people may be eating an unbalanced diet.  
35 A new study by the British Nutrition Foundation suggests that only one to two per cent of adults are food intolerant, and that although around five to eight per  
40 cent of children are affected too,



**Foods containing yeast or wheat can cause reactions in some people**

up to 90 per cent of them have outgrown the intolerance by the age of three. But others disagree, and say that the problem is  
45 underestimated: "Many people don't know the symptoms they have are caused by food, so the underestimate of food intolerance must be substantial," says  
50 Professor Jonathan Brostoff, professor of allergy and environmental health at King's College, London. "It is a very real problem. Patients come to the clinic who are  
55 really ill, with headaches, a fuzzy brain, irritable bowel, aching joints, and desperately tired. Put them on a diet and six to eight weeks later, they walk in, upright,  
60 pink cheeks, no longer with bags under the eyes."

4 Although there is little doubt that some people are intolerant to some foods, especially lactose and  
65 gluten, it is the apparent scale of the problem and the effects of the resulting dietary changes on long-term health that are causing concern. "It seems to have become  
70 the thing to do, to blame problems on food intolerance," says Claire MacEvilly, nutrition scientist with

the British Nutrition Foundation. "Reactions to food are blamed for  
75 weight gain, headaches, spots, rashes and general aches and pains. Our concern is that people are excluding food from their diet and not replacing it, and their diet  
80 is becoming unbalanced."

5 The foundation is dismissive of many of the diagnostic tests for food intolerance, some of which cost up to £250: "The vast  
85 majority of so-called methods of diagnosis advocated in magazines and via the internet are without scientific basis. At best the patient is likely just to have wasted  
90 money, at worst these tests can result in misdiagnosis and the unnecessary treatment of a disease that does not exist by the use of an inappropriate and potentially  
95 dangerous diet," it says.

6 But Professor Brostoff says that diet is a therapy that works. "I know that if I had multiple food intolerance, I'd go on a diet, clean  
100 myself out, and add one food back at a time. You are the only barometer of your own intolerance."

*'The Independent'*



## Tekst 10 Prosopagnosia

# PROSOPAGNOSIA

## The inability to recognize faces

### What is *Prosopagnosia*?

Imagine that every person has a camera inside their head. Every time they meet somebody for the first time, they take a picture with their camera, develop the picture, and file it away for future use. When they meet the same person at a later time, they already have a record of the person which they filed away. They can compare the two pictures and say, "Aha, I know who that person is!" For me, I take a picture with my camera, but I never store it away.

### I know what you mean. I can't recognize faces either.

I have encountered many people who have great difficulty with remembering names. However, there are very few people who are unable to recognize faces. Names and faces are two distinctly separate entities.

### You can see, right?

I have no trouble seeing things. **Prosopagnosia** has nothing to do with sight. I have trouble remembering what I have seen before. This can, and often does, become easier if I have spent a significant amount of time with individual people. I tend to remember people better when I have something to associate them with, and the more time I get to spend with a person, the more likely I am to remember them.

### Is it just faces?

No. I also have difficulty finding my way around places that I'm not very familiar with. I can hear you say, "Now wait a minute there. I have trouble finding my way around new places too." I doubt that it takes you three weeks to figure out your way around a college campus as I have managed to do. For those of you who are unfamiliar with Drew University, it is considered a small university.

Since the creation of this web page, I have made contact with another prosopagnosiac who tells me that he does not have difficulty finding his way around. However, the conditions of his situation are somewhat different from mine in that he was born with the condition. I guess there is a genetic tendency towards prosopagnosia but the catch is that for those people who acquire prosopagnosia genetically, it tends to be handed down in varying amounts, whereas those of us who acquire prosopagnosia through an injury tend to get it in greater amounts. He just recently discovered that he had prosopagnosia after a long battle with stress from school and work which he, for a long time, did not understand. However, by his explanation to me, he also has some distorted hearing and therefore has had to use sight as a major part of his battle to deal with the world. I had once suggested among our discussions that I had often considered that the prospect of being blind instead of prosopagnosiac had crossed my mind as perhaps being an easier thing



to deal with. He had vehemently disagreed on a personal basis because, without his eyesight, he would lose most of the information he is capable of picking up.

Also, as an example, if you were to ask me to describe a bird, I would tell you that a bird has wings and most birds fly. However, if you asked me to describe a robin, I would have a very difficult time.

I am able to remember the BIG details but I usually miss the smaller ones if they are not pointed out to me. Along those same lines, I will often miss important pieces of conversation because I am not necessarily able to see the facial expressions which are a large part of the interaction between people as they converse. A short glance without moving one's head, or a brief smile might be things that I would miss entirely in casual conversation. However, if somebody were to wave at me, I would probably see it because it is a big movement.

### **Is *Prosopagnosia* curable?**

The answer to that question is no. Do I wish it was curable? I can't say that I don't.

### **Doesn't having *Prosopagnosia* bug you?**

No, but it used to bug me a lot. I went through a stage where I truly believed the world was out to get me. Don't get me wrong...I still believe the world is out to get me, but the difference is that I expect certain things to happen and I am no longer surprised when they do. An axiom that I see often and live by goes as follows: If you are different, then you are bad. I have evolved into a pessimist by nature.

What really bugs me is when people don't ask me questions either because they think they already know all of the answers or because they don't want to "pester" me with questions. I am more than willing to answer questions.

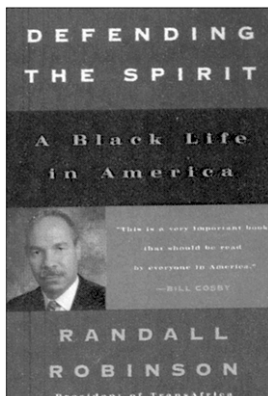
### **How do you cope with it?**

I think part of the answer to that question is that I don't ever remember being able to recognize faces. I had to relearn everything from scratch after I came out of a coma, but I never experienced the sense of loss and frustration that I hear is so common in similar situations where the person is significantly older than I was. They knew what they could do before and are frustrated that they were no longer able to do the things that they had always done. I had the time to "rework my wiring" and I never believed, until I tried enough times, that there was ever anything that I couldn't accomplish.

*'[www.anything-balloons.com/glenn/prosopagnosia.shtml](http://www.anything-balloons.com/glenn/prosopagnosia.shtml)'*



# the African-American connection



## **DEFENDING THE SPIRIT**

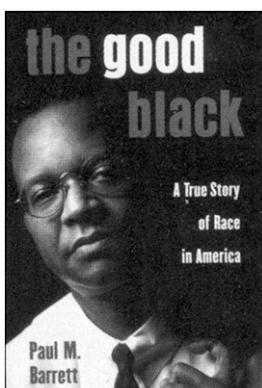
### **A Black Life in America**

*Randall Robinson*

The memoir of an outspoken activist and advocate for the rights and freedoms of blacks at home and abroad. (Biography)

Plume

ISBN: 0-452-27968-2 **\$12.95**



## **THE GOOD BLACK**

### **A True Story of Race in America**

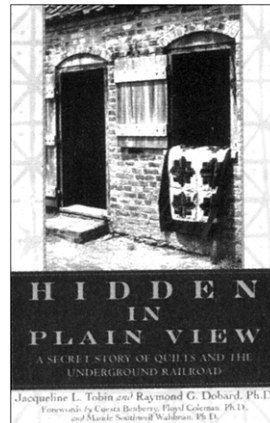
*Paul M. Barrett*

Follow the story of Larry Mungin and examine the implications of discrimination through the case that set one black lawyer against his powerful white law firm.

(Biography)

Dutton

ISBN: 0-525-94344-7 **\$23.95**



## **HIDDEN IN PLAIN VIEW**

### **The Secret Story of Quilts and the Underground Railroad**

*Jacqueline Tobin & Raymond Dobard, Ph.D.*

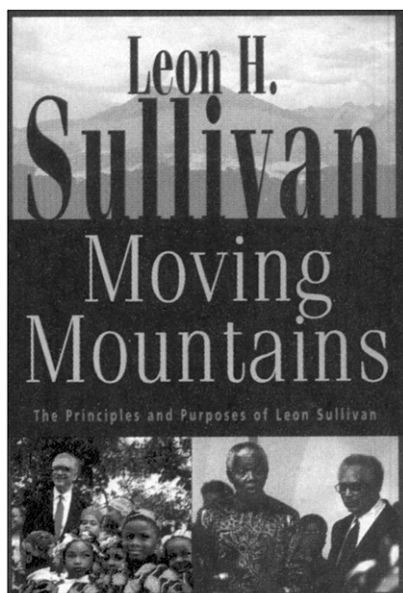
*Preface by Cuesta Benberry*

Three people from completely different backgrounds piece together an amazing American story of how slave quilt patterns served as maps to escape on the Underground Railroad. Using extensive research and oral history, they prove the existence of a sophisticated African-American network that used messages in quilt patterns, spirituals, and Masonic symbols to help guide runaways to freedom. (African-American History)

Doubleday

ISBN: 0-385-49137-9 **\$27.50**





### MOVING MOUNTAINS

#### The Principles and Purposes of Leon Sullivan

*Leon H. Sullivan*

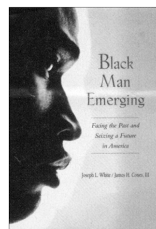
“Whether yellow, black, brown, or white, every American ought to read *Moving Mountains*. The Sullivan principles ought to be as required for every American child as the Pledge of Allegiance and the Bill of Rights.” – Rev. Jesse Jackson Sr., from the foreword.

This is the story of the first African American elected to the board of directors of General Motors, and how he changed South Africa and America forever.

(Biography)

Judson Publishing

ISBN: 0-8170-1289-3 **\$22.00**



### BLACK MAN EMERGING

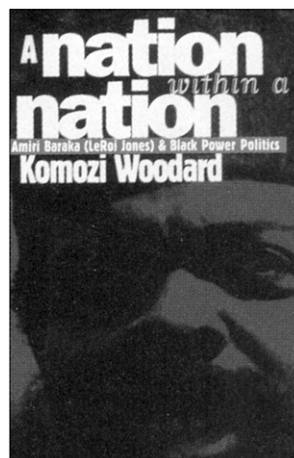
#### Facing the Past and Seizing a Future in America

*Joseph L. White & James Henry Cones, III*

Faced with centuries of racism, the signals society sends, and choices they must make about what they want from life, how can black men in America reach their full potential? Two psychologists use case history and biographical sketches of black men who have failed – and prevailed – and discuss the issues facing today's black men. (Psychology / African-American Studies)

W.H. Freeman

ISBN: 0-7167-2895-8 **\$26.95**



### A NATION WITHIN A NATION

#### Amiri Baraka (LeRoi Jones) & Black Power Politics

*Komozi Woodard*

In this moving insider's account, Woodard shows the impact of Baraka's cultural approach to Black Power Politics, and his role in the phenomenal spread of black nationalism in urban centers. Best known as the father of the Black Arts Movement, Baraka is an Obie-winning playwright and a prolific poet and essayist. (Nonfiction)

University of North Carolina Press

ISBN: 0-8078-4761-5 **\$17.95 paper**

Einde