



Amanda Jones/Old Gold and Black

**Return to Innocence**

Rachel DePolt, the daughter of Richard DePolt, a professor of economics, takes a break on a bench outside the bookstore. She enjoyed playing on the Quad as her mother, Sarah, sat nearby.

# Survey shows interest in film

Communications department survey tests student's desires for film studies minor and indicates high interest on campus.

By Brent McConkey  
Old Gold and Black Reviewer

A recent survey indicates that students express broad support for a film studies program on campus.

Betty La France, an assistant professor of communications, designed the survey. A total of 300 students were selected via stratified random sampling procedures and interviewed last semester using a structured telephone protocol.

Male and female students representing various majors, ethnicities, class ranks and ages participated in the survey. The collected data demonstrate that regardless of these factors, participants held overall positive perceptions of a film studies program. Women, however, expressed a slightly more positive attitude toward a film studies program than men.

Participants' specific interest in declaring a film studies minor was not as positive, which La France says could reflect hesitancy among students to declare a minor for which the requirements have not been outlined.

Students were given the opportunity to be added to a list with other individu-

als interested in a film studies program. Nearly a quarter of the sample requested to be added to such a list.

Eighty-eight percent of participants indicated that they were "interested" in film studies. Approximately 15 percent said that taking film studies courses would be necessary for their career. A little over one-third of students indicated that they would take film courses because they needed the classes.

One-fourth of the students indicated relative difficulty as a reason to take courses, and nearly 88 percent of respondents noted their liking of movies as a reason for taking film studies courses.

Approximately 65 percent of students reported that taking a film studies course was not necessary for their career. About half reported that they did not need any more classes. About one-fourth of these participants reported they would not take film courses because of the relative difficulty of the courses.

Eighty-eight percent of the students surveyed had never taken a film studies course. The remaining students had taken a minimum of one class or a maximum of four classes, which included eight first year seminars, five communication courses and one English course.

A broad range of majors was represented by the students surveyed, including: Analytical finance, art, biology, business, chemistry, communication, computer science, economics, education, Eng-

lish, French, health and exercise science, history, mathematical business, mathematics, music, philosophy, physics, politics, psychology, religion, sociology, and theater.

Business, communication, politics, and psychology were the majors most frequently reported. Approximately eight percent declared that their majors were undecided.

Of the sample, 19.7 percent of all respondents were freshmen, 25 percent were sophomores, 26.3 percent were juniors and 29 percent were seniors. This closely represents the class rank breakdown for all 3,768 students last year: 46 percent of the students were male, and the remaining 54 percent were female.

African-Americans represented 9.7 percent of the sample, while 87.9 percent of these participants were caucasian. The remaining 2.4 percent represented other or unreported ethnicities. The average age among respondents was 20 years.

Responses to the open-ended question revealed that students who may not have felt a personal interest in a film studies program still thought that it was a good idea to provide that opportunity to others who were interested.

Still others would be interested in the program if taking a film studies course would fulfill a divisional requirement. Students also indicated that providing a film studies program would parallel the mission of a liberal arts institution.

# Calloway school features ethics, honor in businesses

By Kathryn Spangler  
Old Gold and Black Reporter

Patricia Werhane and Edward Freeman of the University of Virginia's Darden School of Business Administration spoke at a program sponsored by the Calloway School of Business and Accountancy on Sept. 26 as part of the Year of Ethics and Honor.

Ronald F. Duska, the Charles Lamont Post Chair of Ethics and the Professions at The American College, moderated the program, which included the presentations "Why Good Managers Do Bad Things" and "Business Ethics and the Challenge of Leadership."

Werhane began her presentation, "Why Good Managers Do Bad Things," by asking, "Why are we here talking about business ethics? Most managers are well meaning, nearly all try to do the right thing and the economy is doing really well - why do we need business ethics?"

She recounted several disasters, such as the Firestone tire incident, that represented a lack of business ethics and listed several probable causes: Greed, poor moral development of managers and a lack of ethics training.

In "Business Ethics and the Challenge of Leadership," Freeman defined ethics as "how good people make difficult choices under bad circumstances" and decried the "Mafia mentality" that dictates personal relationships be separate from business.

"What's missing is self-reflection, and the translation of personal integrity into management skills," Freeman said. "The ultimate test is if you can defend yourself before your family, your employees and Mike Wallace on 60 Minutes."

Freeman also described in detail what he considers to be one of the most ethical businesses in America: Malden Mills, which was founded in the 1890's in Lawrence, Mass.

While many textile mills moved further south or

overseas to increase profits, Malden Mills remained in New England because of its commitment to the mill workers.

After struggling financially for many years, the mill finally turned a profit when it began producing PolarTec Climate Control fabrics, but burned down on owner Sal Feuerstein's 70th birthday in 1995. Despite the fact that insurance would cover only half of the cost to rebuild, Feuerstein made the choice to rebuild, as well as to pay all workers a full salary during their time away from work.

Freeman explained the three models of leadership in business: Model one, an amoral leader who does not feel responsibility for his or her actions; model two, a leader who depends on ethical values, but has yet to master interpersonal relationships; and model three, a leader who understands the consequences of his actions, is committed to his employees and takes moral obligations seriously.

"Unless there is responsibility, ethics don't work," Freeman said.

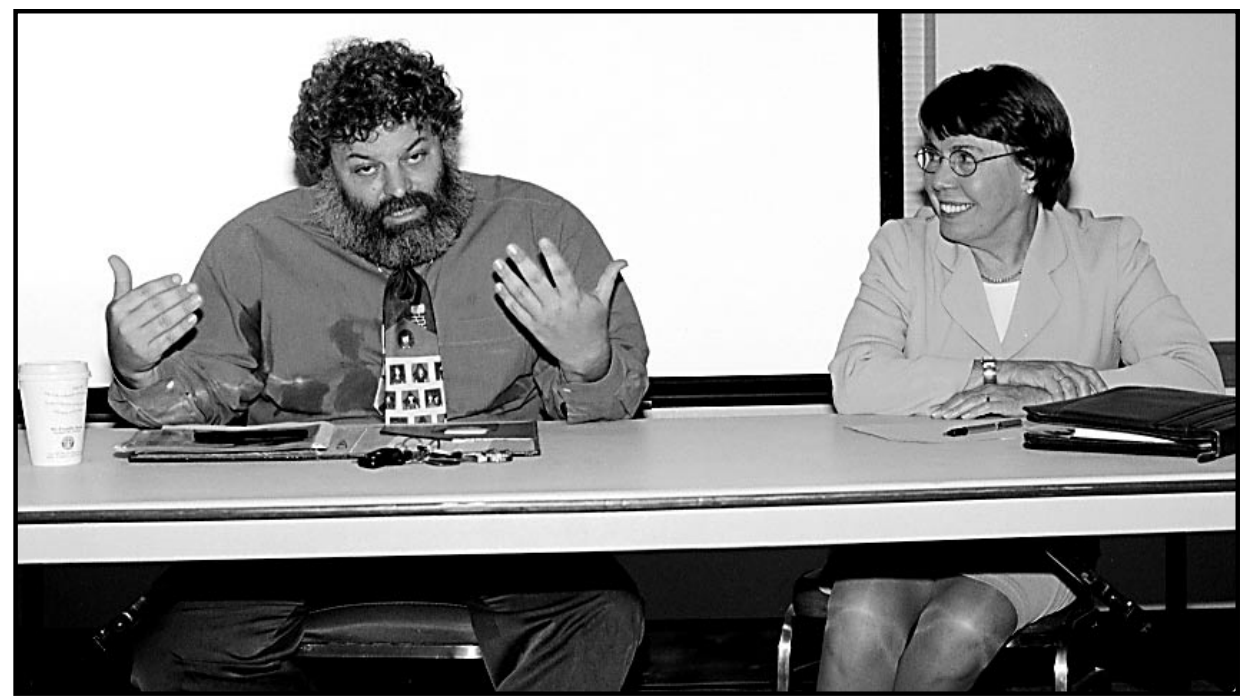
A question-and-answer period was provided for students following both presentations. Werhane and Freeman provided reflection on the nature of business schools, and the perception of capitalism by the rest of the world.

"The most damaging idea to ever come out of business schools is that the sole purpose is to max share values and to ignore other stakeholders," Freeman said.

"Greed and self-interest make capitalism very destructive - it has the worst PR, and business schools are the worst offenders," Werhane said.

It was also mentioned that former communist countries have difficulty adapting to capitalism because they perceive capitalism to be driven solely by greed and manipulation.

"The purpose of business is to maximize profits, and executives take this responsibility seriously, but companies with a serious core ideology make more



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During a lecture held at the Calloway School, Patricia Werhane and R. Edward Freeman discussed the importance of honor and ethics in American corporate business.

money than companies that put profits before anything else," Werhane said. "There is also a trend of businesses becoming more ethical - more companies want employees to be empowered and to challenge the status quo. There are more role models for good business ethics."

"The top values from different countries show great similarity: family, respect and integrity and hard work," Freeman said. "Differences shut off conversation - we must focus on what we have in common. Ethics must incorporate how you treat people from other cultures."

Werhane, the Peter and Adeline Ruffin Professor

of Business Ethics, is chairwoman of the doctoral program operating committee at UVA.

She is the founding editor and editor emeritus of *Business Ethics Quarterly* and the author of both *Ethical Issues in Business* and *The Ethics of Health Care Organizations*.

Freeman is the Elis and Signe Olsson Professor of Business Administration and director of the Olsson Center for Applied Ethics at UV.

He is the author of *Business as a Humanity and Business Ethics: The State of the Art*, as well as co-author of *The Dictionary of Business Ethics* and *The Encyclopedia of Business Ethics* with Werhane.

## OFF THE WIRE

### Syracuse study: sex is good for you

SYRACUSE, N.Y. - New research suggests that sex, may actually keep your heart healthy, increase your immunity to disease, and might even make you physically stronger.

Scientists at the University of Tubingen's Institute of Medical Psychology and Behavioral Neurobiology in Germany recently studied 51 men between the ages of 20 and 47.

Of that group, the men who had sex 16 or more times per month had stronger hearts and lower average blood pressure than men of the same fitness level and age group who had sex eight times or less per month.

Sexual intercourse, including foreplay, can burn up to 180 calories an hour, according to the American Heart Association. That's more than playing a game of touch football and more than twice the energy used during moderate weight training.

"It certainly could be classified as exercise," said Joanne Montalbano, a senior at Syracuse Univer-

sity. "Though I think some guys burn more calories by just staring at women's breasts alone."

The only problem with these results is that most people don't engage in sex long enough to reap the cardiovascular rewards, said William Fitzgerald, a sex therapist based in Santa Clara, California, and founder of www.sexdoc.com.

"The average foreplay is only four minutes, while the average time from intromission to ejaculation is 90 seconds," he said. "That ain't enough time to get your heart and lungs at optimum for more than 30 seconds."

Regardless of how long sexual activity lasts, it can inspire production of testosterone, a major contributor to lean muscle gain, and can also improve people's lives immeasurably.

"I don't know where I would be without sex," said Todd Mytkowicz, a Syracuse senior computer science major. "I definitely feel that it's made improvements in many parts of my life."

New Scientist Magazine published a study indicating that sex can boost a specific immune-enhancing chemical called Immunoglobulin A.

The study also said people who have one or two sexual encounters a week had a 30 percent rise in their ability to fend off foreign invaders, such as sexually transmitted diseases. Fitzgerald also noted that the amount of sex you have could lengthen your life.

-Daily Orange

### Online comic book hosts \$2,000 contest

BLOOMINGTON, Ind. - An online comic book is offering college students a chance to win \$2,000.

Dipuc.com is encouraging students to enter its "Worst Dating Story" contest, which concludes Oct. 20.

The comic book, which explores love, dating and relationships, is "a melding of sophisticated and sophomoric humor," according to a press release.

Creator Jill Reger said in the release that the comic book's main character, Dipuc, is Cupid's long lost twin sister and is out to prove Cupid is a sadist and that she is the true savior of love.

Students interested in entering the contest can go to the comic book's Web site and submit their worst dating stories online. Four finalists will be selected and notified by Nov. 6.

The four finalists will then be

given a confidential code on the Web site and work on their comic in a section called "Back Stage with Brain Vomit."

From Dec. 1 - Feb. 14 the finalists will have to get as many people to read their comic as possible. The release said the finalist with the most visitors "back stage" wins the \$2,000.

-Indiana Daily Student

### Stanford Bookstore to offer car rental

STANFORD, Calif. - Starting this fall, the Stanford Bookstore is offering rental car services to minimize the inconvenience of off-campus travel, particularly for incoming freshmen.

The Class of 2004 is the first to feel the effects of a policy instituted in the spring of 1999 that denies parking permits to all freshmen.

The university has taken measures to make adequate alternative transportation available, one of which is a contract negotiated with Enterprise Rent-a-Car, one of the nation's largest rental car services. Enterprise will offer Stanford students and faculty a 15 to 20 percent discount off normal rental car rates, as well as special promotional deals set up around the university's academic calendar.

More importantly, Enterprise will allow rentals to students

between the ages of 18 and 21, an age group normally denied the privilege because of its high insurance risk.

Marc Wais, dean of students, calls the program a "bold and creative concept."

"Many universities don't allow cars on campus," he said. "But I know of no other school in this country that offers their students rental car services."

Enterprise also offers a pick-up service.

After reserving a car, customers arrange a time and place to be picked up and driven to the Enterprise office in Palo Alto, where their car will be waiting. Prices vary depending on the kind of vehicle rented and the number of days needed.

-The Stanford Daily

### Chocolate good for you? Studies say 'yes'

BOSTON - Despite Mom's warnings about sweets, recent studies have shown that eating chocolate can actually help fight cardiovascular disease and cancer.

For years, doctors have urged people to eat more fruits and vegetables because they contain significant levels of antioxidants, natural compounds found in the body that ward off oxidation and prevent heart disease.

Chocolate contains antioxidants that help protect cholesterol from being oxidized in low-density lipoproteins, which are responsible for transporting cholesterol and saturated fats to tissue.

In terms of quantity, cocoa powder contains two times the amount of antioxidants as dark chocolate, and milk chocolate has the least, according to a study conducted by Joe Vinson, a professor of chemistry at the University of Scranton.

"The quality of antioxidants in chocolate is extremely good, several times better than vitamins C and E, even by tenfold," Vinson said.

"Dark chocolate has the best quality, followed by cocoa powder, and then milk chocolate," Vinson found that one bar of chocolate contains approximately the same amount of antioxidants as a glass of red wine or a cup of black tea, which have previously been recognized as good sources of antioxidants.

According to the Virginia-based Chocolate Manufacturers Association and National Confectioners Association, Americans eat approximately 12 pounds of chocolate a year.

Europeans tend to eat more, with the Swiss consuming about 21 pounds each year, and Danes devouring almost 30 pounds annually.

-The Daily Free Press