

Point of View

What is your opinion of censorship?



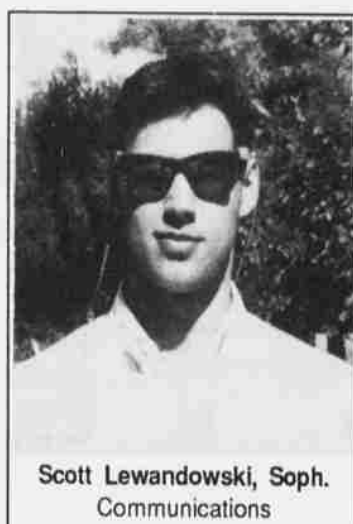
Charlie McKimmey, Junior Psychology

Censorship should be left up to those purchasing music. Music like 2 Live Crew doesn't belong on the radio. The government shouldn't put a hand on everything or we'll lose our freedoms one by one. The American public doesn't deserve that.



Aanalisa Davidson, Junior Communications

There really shouldn't be any censorship except to protect the under-aged. They shouldn't be able to buy it, but there should be no restrictions on the lyrics.



Scott Lewandowski, Soph. Communications

Whatever people want should be available to them. Radio stations should have disclaimers, but there should be no censoring.



Brandy Mills, Freshman Law

Censorship is wrong, but labels of warning are okay.



Joey DeBlanco, Junior Engineering

I think censorship is uncalled for. Music is to provide enjoyment for society.

Endorsing a product viewed as "easy money" by Aletra D. Lopez

I call 1990 the "Year of the Great Celebrity Sell Out." In the last ten months I have seen more "celebrities" on Diet Coke and other product commercials than ever before.

For example, Paula Abdul and Elton John endorse Diet Coke. Is Diet Coke sponsoring a joint tour for Abdul and John, or did the two agree to endorse Diet Coke solely for profit? I have heard nothing about a Paula Abdul/Elton John tour, so my guess is that the two have dollar signs for their motives.

"Lite" beer, on the other hand, is sponsoring ZZ Top's Recycler Tour. ZZ Top is excused, as far as I am concerned, for three reasons:

1). They are not singing and dancing about Lite beer. I would be embarrassed for them if they were.

2). Sponsorship for a concert tour is good business sense, if you can get someone to foot the bill. ZZ Top did just that.

3). Recycling benefits the environment. True, we do not know if that means Lite will recycle every bottle and can containing its beer, or donate one dollar per six pack sold, but at least they are making an effort.

My question is, where do we draw the line between sponsorship and a celebrity's need for more money?

As far as television commercial viewers know, Paula Abdul and Elton John could launch some unexpected tour. We could give them the benefit of the doubt, but somehow, it just seems so farfetched that the two would pair up for an actual tour.

I will stick to my original conclusion—they are not satisfied with their bankrolls.

Celebrities have sold out to other arenas as well. The McDonald's commercials are graced with the powerful, magnificent voice of one Patti LaBelle. It could very well be that LaBelle forgot her purse one day and could not pay for her food, in which case they spared her the task of washing stainless steel sinks in the back and forced her to sing on their commercials. I would say this is equally as farfetched as an Abdul/John concert tour.

What tops all, for me anyway, is that Kenny Rogers sold out to J.C. Penney's, as if the big K.R. does not have enough money already.

I have little respect for the

people who endorse products for profit because they have absolutely no respect for their God-given talents. God gives people talent to touch and entertain others, not to exploit for financial gain.

Why don't these people hold their talents as sacred as they did when they were determined to succeed in entertainment? Why don't they remember how tenderly they nurtured and protected their talents while they struggled to survive? Why, when they are comfortable, do they take their talents for granted, forgetting where they began and how they got where they are today?

In all fairness, I must mention that Elton John and Kenny Rogers both contribute their time

and talents to benefit charity. They at least get gold stars for intermittent selflessness.

If the four entertainers mentioned here had enough talent to become household names in the entertainment industry, they should have no problems working on new albums for eventual release to compensate for shrinking bank accounts and mounting financial responsibilities. Apparently, it is more desirable to make the easy money than to spend months, even years, writing, composing, rehearsing, choreographing and singing to earn it.

It sounds difficult to justify, all for the sake of having more spending money.

What price fame?

American Marketing Association

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