The Cult of Beauty in Ancient Greece and Modern Media

INSIDE NEWS:

It is hard to predict the future. Over the next five years though, I do expect tuition to rise again. Students should expect that, too. We have to get back some of the money that was frozen in previous years," he said.

Barry continued to tell students that many small, liberal arts colleges, and even larger universities, are dealing with the same issues. He believes, however, that students at ABU have not suffered due to the university’s financial burdens.

"We are going to be dealing with serious issues soon that everyone is going to encounter. Faculty and staff have not raised rates for a number of years, and they are still teaching. We are going to make tough decisions on resources and budgets for that. Alumnus are being asked to give. Students have to do their part, too. It’s tough love." The tuition increase beginning in the fall of 2016 will primarily cover operating costs of the university and according to Barry, will ease the tension on the financial side of the college.

"Don’t forget the friends, staff, and faculty we have here. We’re in a wonderful place, it’s not perfect. But we’re in a good place," Barry said.

Barry told students that the administration must come up with a 5-year plan to have to be made. According to Barry, part of the future of the university are going to be dealt with. According to Barry, part of the faculty, we have here. we’re in a wonderful college. we’re in a wonderful college.

The Cult of Beauty in Ancient Greece and Modern Media

This independent research project is included to satisfy requirements for the honors program.

AURORA WINWOOD

EDITON-IN-CHIEF

Western civilization as we know it can thank ancient Greek culture for its lasting contributions. Innovations from the ancient Greeks have shaped contemporary government, medicine, fine arts, sports, and philosophies and have profoundly impacted modern life. The beauty as one of the Greeks’ most complex, yet overlooked contribution was the concept of understanding the nature of beauty through the evaluation of beauty. Beauty, while it may be the most enduring and controversial themes in Western philosophy (Sartwell). The nature of beauty, and whether it is an objective or subjective concept, is heavily debated as a fundamental issue in philosophical aesthetics.

Where it is often said that beauty is in the eye of the beholder, the concept of beauty can be defined through both modern day beauty standards and the public perception of beauty gained through the media. But, how does the ancient Greek attitude towards beauty compare to contemporary ideals of beauty in popular culture? Through extensive research, it can be said that the ancient Greek stance on beauty is very similar to the contemporary one propounded by the media. The ancient Greeks believed that beauty was mirrored in the cult of beauty in modern day society and is evident through the rigid beauty standards conveyed to the public through mass media.

The Greek word for beauty is kalos. This term refers to a very general value that can also be used to describe what is morally good. According to author, Ruth L. Lorand, the ancient Greeks ascribed beauty to things that are morally good, appropriately pleasing, and natural. For example, natural objects or artifacts, tangible objects or abstract, personal deeds, or social institutions (“Beauty and Ugliness”). Because of the broad scope of the term, kalos, ancient discussion of beauty is often rooted in a more extensive discussion of ultimate values (Sheppard).

The earliest theorization of beauty comes from the works of ancient Greek philosophers. The ancient Greeks believed that beauty consisted of three major components including symmetry, proportion, and harmony (“Cultural Ideals of Facial Beauty”). However, even these Greek philosophers held different perspectives of what beauty encompassed. While some philosophers took an objective view of beauty, others took a more subjective view.

The Pennsylvania School of thought took an objective stance, focusing on order and symmetry as an indication of beauty. Philosophers including Socrates, Plato, and Aristotle believed that proportion and harmony were essential to beauty in different ways (“Cultural Ideals of Facial Beauty”). These thinkers saw a significant connection between beauty and mathematics, noting that the eye was more attracted to beauty as a form of order. Pythagoreans held that while ugliness is the expression of proportion, beauty is considered an objective expression of proportion. However, in contrast, because beauty and feeling suggests that beauty is not only an objective quality, but an emotion evoked by the object (Lorand). An aesthetic pleasure is a subjective response to a beautiful object (“Beauty”). It is the connection between beauty and pleasure that drives the human desire to be beautiful and obtain beauty. This attraction to beauty is universal and impacts personal choices and cultural developments (Lorand).

Lorand argues that the contemporary Western society is not very different from ancient Greece in terms of how beauty is valued. In the contemporary Western society, people certainly impact personal choices and cultural developments. This is evident through the cult of beauty propelled by mass media, and media ranging from traditional to nontraditional generate an ideal image of what is beautiful. This idea of archetypal beauty influences the way the masses feel, think, and behave. However, this concept of popular beauty is new to our society.

The ancient Greeks initially upheld a standard of divine beauty, which is mirrored in the cult of beauty in today’s media. In order to best compare the Greek mentality towards beauty to the contemporary mentality towards beauty, the standards of beauty must first be identified. These standards refer to the specific perceptions of beauty that are upheld by modern American culture. The idea that beauty is a universal and objective property is a long-standing convention of Western thinking. Some of the major ideals of facial beauty in Western culture include symmetry, proportion, harmony, clear skin, and youth. Because most people are not born with these features, many are willing to alter their own appearances in order to conform to these standards. For example, women around the world apply makeup on a daily basis with the intent of enhancing some facial features while masking other imperfections. In addition to cosmetics, people use clothing, accessories, and hairstyles to conform to their society’s specific ideals of beauty.
Since its creation, Alderson Broaddus has prided itself with tradition—and Provost Joan Propst is striving to keep that tradition alive in coming graduation celebrations despite radical changes the university has endured.

“The last year only having 25 students attend, we had to ask ourselves if the baccalaureate ceremony was really worth the trouble. I found that embarrassing, and it made me sad to see that so many students did not attend such a sentimental tradition,” Propst said.

This year, Propst and ABU Chaplin Carl Gittings have come together to revamp tradition and create a baccalaureate celebration that the Class of 2016 will not only attend, but truly enjoy. The celebration will now take place on April 28th, the last day of chapel service. Propst and Gittings hope that in doing the service during the day and while classes are still in session, more graduates will attend. They also hope that undergraduates will attend to support their mentors on their next step after ABU.

The hope of Propst is that students and faculty will in turn feel a personal connection among students and staff,” Gittings says.

As temperatures began to rise and the sun began to shine, the Theta Tau Upsilon fraternity not only volunteered their time with Mrs. Del Col, but also raised funds to donate to Bat Conservation International in memory of Dr. Del Col.

At this time, Code Blue doesn’t have a permanent location and permanent meeting times by the time the 2016 Fall school year begins. A typical Friday night at Code Blue is from 6 p.m. to 9 p.m. Students can come socialize, play games, and enjoy snacks. Entertainment can continue to reach the youth of Philippi. It offers throughout the summer,” Riffle said.

“Some events have an educational component, like Hobby Night. Some have a religious component, like the Lock-In Event and Code Blue Christmas,” Riffle said.

Despite the difficulties of Code Blue has faced recently, Riffle hopes that they will eventually find a permanent home where the organization can continue to reach the youth of Philippi.
AB Presents Spring Musical: Mame

STEPHANIE POULIN

BATTLER COLUMNS REPORTER

On April 7 through 9, Alderson Broaddus students debuted in the spring musical: Mame.

Mame is based on the book written by Jerome Lawrence and Robert Edwin Lee. It follows the life of a 1920s socialite named Mame, on three showings of the musical.

Although it is Mame’s nephew, by the end of the show it is evident that he kept rehearsing,” A B  Freshman Jacob Tuley said, “It was amazing to see who was brought to life by A B  Sophomore Sarah Hammam. Mame learns to ice his injury.

Production flyer featuring sophomore, Sarah Hammam, as Mame.

"A cinderblock fell on my right foot," Hammam said, “and it still hurts. But I can walk again!”

Mammam was left with a badly bruised foot rather than broken bones. Despite the accident, the entire cast powered through and made a truly memorable performance.

Digital Communication Organization Active on Campus

BRITTANY PACE

BATTLER COLUMNS REPORTER

In recent years, Alderson Broaddus University has been expanding with an influx of new students, many with plans of being communication majors. In the Spring of 2016, the Digital Communication Organization has developed a new club called The Digital Edge. This is a new club for Currently, students who are interested in communications, journalism, public relations, and graphic related courses. The Digital Edge is bringing together anyone who is interested in electronic media.

The current project, The Digital Edge, is looking into its plans for the 2016-2017 school year. They are aspiring to produce a promotional video for the former Blue Ridge/Upshur County, West Virginia. The goal of The Digital Edge is to build a brand name and also acquire state of the art equipment to help the community through the use of electronic media. The student organization is looking forward to helping the community with teamwork and who can produce content through digital production.

The President of The Digital Edge is A B  Sophomore, Zane Miers. He is currently marketing major with a double minor in business administration and video and radio. Stapp is a senior volleyball player from Los Angeles, California who has a passion for business and communication. In an interview with the reporter called The Digital Edge, Stapp, he told me that “We wanted to create a club that is about the communication majors who want to expand their skills and knowledge and network amongst the communication community.”

The Vice President of The Digital Edge is Rory Winwood. Winwood is the student newspaper here at Alderson Broaddus. In addition to being a member of the women’s, Winwood also holds several positions here at Alderson Broaddus. The faculty advising position falls under the coordination of Dr. Owston who will be promoted to the Dean of Humanities and Social Sciences in August. Dr. Owston has many years of experience in radio, television, and contracted audio voiceover production. Dr. Owston is a great fit for this position.

AB Students: How Safe are You on Campus?

LEAH RUSSO

BATTLER COLUMNS REPORTER

How safe are the students at Alderson Broaddus University (AB)? Statistically, AB appears to be a safe campus. Undocumented information provided by multiple AB students paints an alternate picture.

On February 24 at 3:45 am, an AB junior awoke in her room to find an unidentified man standing at her door shining a flashlight into her room. She did not know how he got in, nor did she know what he wanted at that time of the night. When the man noticed she was awake, he darted out of the room without a trace.

Multiple questions remain unanswered after that event, such as: why the man was there, what he wanted, why he chose to go into her specific room, and why he suddenly left after the woman woke up.

This is just one recollection of many provided by various AB students.

An AB freshman said, “During the fall 2015 semester someone stole my wallet, as well as a good portion of my clothes,” adding “My door was locked when I wasn’t in my room, yet somehow someone still managed to find a way in.”

That is one of the most common crimes committed on many college campuses. Often times theft can be prevented if the student takes proper precautionary measures, but that is not always the case. Safety

Campus Safety members do their best to solve both the minor and major crimes that are committed on campus, but it is difficult to solve a crime when no one knows who committed it. Very few students are actually present in their rooms when the crime is being committed, so usually the perpetrator is able to slip away unnoticed.

An AB junior said, “During the spring of my sophomore year, which was last year, someone broke into my room and stole all of my stuff. Out of all my stuff, which happened to be worth $400 in total.”

The only lead there was come from a group of girls who claimed to see a group of “townies,” which is how students here refer to the residents of Philippi, walking into his room while the residents were all at practice.

An AB sophomore said, “I never got any of my stuff back, and at the time I didn’t have that kind of money to replace it all.”

The question is, how does AB keep this kind of crime from occurring? Students are dropped a crime from happening before it is committed is nearly impossible, but there are some safety precautions that students can take to ensure their safety.

Resident Advisor (RA) PAI Stapp said, “Our residents are encouraged to keep their suites and personal rooms locked when they are not there,” adding “In buildings such as Blue, Gold and University, this is easier to do because both the outside door and the main door to each suite lock automatically, but the other buildings do not have these features.”

Residence halls Kincaid and Priestley are both open to the outside world, as well as the rest of the campus, at all times. The suites in these buildings open to the outside, but all students have the ability to lock both their main door as well as their apartment door. The problems that arise with these buildings come from the students’ lack of interest in locking their doors until after something has already happened.

Sophomore Devan Jones said, “I know it’s not exactly safe to leave our doors unlocked, but it’s just so much more convenient when we go to our friends’ rooms because we don’t have to wait for someone to let us in.”

Freshman Logan Alley said, “I just feel like it’s uncommon for people to go into rooms that they’re not invited to, but from what I’ve heard from other people, I guess it happens a lot more than I thought.”

Keeping students safe who do not seem to value their own safety is a tough problem to tackle. Even so, the crime on campus makes people wonder what kinds of people are attending this university. It is common knowledge that theft, assault and crime in general are illegal, as well as immoral.

If students can steal from or harm other students without guilt, should they really be allowed to attend school here? That is a question that cannot be determined by anyone other than those in a role of power.

There is not an existing university that wishes for its students to be safe, but there is only so much that can be done. The job of the Director of Campus Safety is to teach and mentor students, not to raise them to know right from wrong.

As of now, AB does not have security cameras across the campus, but that is something that is being looked into.

Every graduating class selects a gift to give the school before they leave campus. This year’s gift is a new set of 2016 choice security cameras that will be placed at the entryways of each dorm.

With the addition of security cameras, Campus Safety will be able to identify more students who commit crimes against other students. Making changes such as these will better the school as a whole, as well as provide peace of mind for the students, their families and the faculty members.
From Venus, the Roman name for Aphrodite, and Milo, the Greek island where the statue was discovered, the statue was named "The Venus of Milo". Because Aphrodite is the goddess of love and beauty, the statue serves as a representation of beauty for women. The Venus of Milo, as shown in figure 1, is a copy of Greek sculptures from the Classical era, which was considered the peak of Greek art (Laurder). Because the Venus of Milo is still considered one of the most beautiful sculptures in the world, it serves as a lasting beauty standard.

Another example of a figure from ancient Greece that remains as a beauty standard today is Helen of Troy. Born a demi-god to Zeus and Leda, she was famous for her beauty, which allegedly caused the Trojan War. Helen was worshipped for her beauty, as it was considered divine ("Helen"). Although she was only 30 years old, Helen is described as a "goddess among women" in the Iliad Book III, line 171 as well as in the Odyssey Book IV, line 306. Book IV of the Odyssey goes on to describe Helen's beauty. It reads, "Helen came into the room, emerging from her fragrant high-roofed chamber. She looked like golden-arrowed goddess Artemis" (121-123). Her divine beauty was worshipped at a festival at Therapnae in Laconia and is said to have been restored by Emile Gillieron's copy in Crete, Greece. This image of three Mycenaean women was restored by Emile Gillieron's copy from the Mycenaean period, which is said to be a representation of how most Greeks might have appeared. The image of these women is a representation of how most Greek women were depicted in art and is an example of the many ideals held by the ancient Greeks.

With these standards in place, the media acts as a tool in promoting beauty. The media also extends to controlling the value placed on beauty, as it is responsible for effecting public body image. In conclusion, by examining the standards of beauty in ancient times and comparing them to current beauty standards, it can be determined that despite the passing centuries, beauty standards have remained similar. The main similarity lies in the belief that there is a single "perfect" beauty standard. Since Greek antiquity, symmetry, proportion, and harmony have been essential elements in determining beauty. This is due in large part to the globalization of modern day beauty standards and pageants. When the goddesses appeared before Paris, they offered him gifts to earn his favour. Paris was promised to make Helen his wife. In doing so, the ancient Greeks cultivated the possession of these features as a standard of beauty.

The Anglo-European model of fair hair and light skin remains the principal ideal for women in the Western beauty industry today. This is due in large part to the globalisation of the standards of beauty ideals by the media. Helen is a prime example of beauty, which specifically describes the ideal woman as having a fair head of hair and fair skin, with no wrinkles (Haboush, Warren, and Benuto). Widespread concern with physical appearance reflects the increasing ten- 

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Beating his last personal record by 22 seconds, Pell stands tired, but tall after completing the 5,000 meter run in 16:39. Caleb pushes through and crosses the finish line. His final lap was 5:41. Pell comes in his first mile at 5:07. He races hard and hopes to maintain a similar pace for the next two races.

Pell pushes through the final 600 meters of the workout. Alderson Broaddus freshman, Caleb Pell, warms up with his teammates before a workout.

The team gathers at the line for a rigorous ladder workout to prepare for the upcoming meet at Glenville.

Glenville’s track, where several teams, including Alderson Broaddus, will compete.

Caleb pushes through and crosses the finish line. His final lap was 5:41.

Pell comes in his first mile at 5:07. He races hard and hopes to maintain a similar pace for the next two races.

Beating his last personal record by 22 seconds, Pell stands tired, but tall after completing the 5,000 meter run in 16:39.

In Their Shoes: The Life of a Track and Field Runner

JACOB PITNER
BATTLER COLUMNS REPORTER
Andall and Team Grenada Moving on in the Caribbean Cup

MORGAN LEAF
BATTLER COLUMNS REPORTER

Amazing! Unforgettable! Overwhelming! These are the words that Alderson Broaddus junior Alec Andall used to describe his most recent soccer experience. Andall represented his home country of Grenada on Trinidad and Tobago.

The tournament opened as Grenada played against St. Maarten in the first official game of the tournament. Grenada won by the score of 5-0. Andall assisted in the final goal of this game.

During the second game against the U.S. Virgin Islands Andall's team scored a late goal to take the win with the score of 2-1. Emily Petrole got the win in net and finished with four saves. Krista Cooper added two. On the defensive side, Kline finished with five ground balls and four caused turnovers while Emily Petrole got the win in net and finished with four saves. Andall stated, “We topped our group and qualified for the second round coming up at the end of May.”

Andall and his teammates are looking forward to taking on the challenge of the second round. Andall added, “It’s difficult to miss out on classes especially with finals right around the corner but I was able to coordinate with my professors and classmates so that I can cover what I have missed,” said Andall.

When asked to describe his experience playing in the tournament Andall stated, “From being around training and playing with my coaches and teammates, some of which are professionals, I have learned a whole lot which I could add to my game to be a better player.”

Alderson Broaddus and Philip Barbour to Get Track

JACOB PITNER
BATTLER COLUMNS REPORTER

This year for a new track and field facility to be used by both Alderson Broaddus University and Philip Barbour High School has been in the works for some time, but was finally approved this February. The facility will cost roughly $2 million and will be done by Beynon Sports Surfaces. Construction started April 4, and is expected to be finished by the end of May. The new facility will be dedicated to Track and Field coach, Jesse Werner says, he is “very excited about the track.” And as one might imagine, so are the athletes.

ABU to Go Fishing in The Near Future

JAMES SCHOOLCRAFT
BATTLER COLUMNS REPORTER

Seniors Shaun Greer and Hayden Crockett had a dream during their junior campaigns to incorporate two things that they love: college sports and fishing. Hayden and Shaun went to Dr. J.D. Long with an idea to start a club fishing team at Alderson Broaddus University. The team would practice at Pleasant Creek, Tygart River and Lake, and would look to take trips to Summersville Lake and Stonewall Jackson Lake.

“We wanted to bring something fun, competitive, and realistic to the University,” said Greer. “Fishing is a lifetime hobby and is a great way to build friendships.”

The team is looking to come into effect in the fall of 2016 and will hopefully add competitions by the spring semester.