

Commercials 'Bowl' over crowd

By: David Ballard
Assistant Feature Editor

Every year over 800 million people watch the Super Bowl. Many people don't watch it for the big game or the super sized half time show; they come just to watch the commercials. In years past, the commercials were funny, dumb or just plain weird.

This year there were only a handful of commercials I thought were good. A majority of them were dumb and several of them were weird. However, the few commercials that stood out above the rest were some of the most memorable in recent times.

At the top of my list has to be the Rock Paper Scissors ad done by Bud Light. The reason why I thought it was

funny was because it showed two people fighting over the last bottle so they decide to play Rock Paper Scissors, ending with one of the guys throwing a rock at the other guy.

The next one I liked is the Live the Flavor ad. This ad deals with one guy looking at his perfect women while driving. While he's distracted, his car crashes into another and the woman comes running to him. However she trips and falls to the ground, and then the Doritos logo appears.

Finally, we come to another of the greatest commercials, brought to you by GM. One day a robot is manufacturing a car, and then it drops a screw. Everything in the factory stops. The robot is released from service so now he has to find a new job. Fast Food worker and sign holder

were some of his jobs. Sadly, he fails at all he does, but in an instant he wakes up and realizes it was a dream.

Next, we come to the worst of the worst of this year's commercials. This one is brought to you by Doritos. This time we see a cashier at a grocery store checking out a guy who's buying Doritos. The lady is flirting with him. The only problem is the lady will scare you like she did me, and it's just bad taste.

Another bad commercial or set of commercials were the Careerbuilder.com commercials. These were seen as pointless, and to me they were poor attempts at trying to make you laugh. These commercials were showing office workers in a jungle practicing.

Finally, we come to something even more painful to many who watched it.

Personally I felt like I was going to have to "cleanse" my eyes after watching it. This ad is brought to you by Chevy. The ad features a Truck coming to a stop and having dozens of shirtless men attempting to clean it.

Now, the honorable mention of the commercials that made me feel that ads don't have to be funny; they can be respectful and make us feel proud to be an American. After watching this Coke ad about Black History month and seeing a timeline going at the same time, it made me think about progress.

Some of this year's ads were good, but the majority were bad and it's impossible to write about them all. However, we sit and wait impatiently for next year's Super Bowl in hopes that the commercials will be even more hysterical than the attempts

Stengel ponders, 'What is love?'

By: John Stengel
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As defined by Webster Dictionary, love is a "strong affection for another arising from kinship or personal ties."

To me, "What is Love," is a dance song resurrected to serve as the head bobbing tune on Saturday Night Live and A Night at the Roxbury.

"What is love?! Oh baby, don't hurt me/ Don't hurt me, no more" Sorry, I just had to get that out. Now back on topic.

What makes us fall in love? The answer is simple: appearance, lust, personality, and pheromones.

As far as appearance and personality are concerned, people are attracted to those who represent people they grew up with.

For example, you are attracted to people who remind you of your parents. Scary, I know.

However, while most of us would never even consider marrying someone remotely close to one of our parents, studies show that our life partners chosen by none other than ourselves resemble our parents even more so than our desirable mate.

Pheromones exist in sweat and urine. They help animals identify each other and choose a mate with an immune system different from their own. This ensures a healthy offspring and to

keep the species evolving to a better form at all times.

Pheromones are still debated among scientists around the world. It is determined they exist, but it's unclear whether or not they have an affect on humans.

Although debatable, this issue has proven to be extremely interesting in the ever-present issue of mate selection.

The organ that senses these odorless chemicals is called the Vomeronasal Organ. This organ is not present in all humans, and in the ones it is, the Vomeronasal Organ is rarely functioning.

Estrogen and testosterone are two other major chemicals that are involved in the process of love.

They play their largest roles in puberty, sex drive, and lust. These issues, I think we can all agree, play a larger role in relationships than we would like them to, perhaps, these days.

Lust evolved for the sole purpose of mating. Romantic love evolved for the need of mother - infant bonding. Even though lust keeps us looking around, it is romance that causes attraction.

Attraction is the stage in which one's majority of conscious thoughts are about the subject of interest. We all have our own personal attractions to specific types and characteristics of the opposite sex.

These attractions are what we then



Curtis Meier and Hanna Coolidge exchange a loving glance in the hallway. (Photo By: Yada)

base our choosing and desire upon, creating a "type," as some of our friends would say.

Next comes attachment, where both parties idealize each other. Oxytocin, vasopressin, and endorphins are chemicals present in this stage. Oxytocin and vasopressin are associated with the ability to maintain healthy relationships and healthy psychological boundaries with other people.

Amazing how all these chemicals can have such a large affect on our day-to-day relationships we consider to have

complete control over at all times.

Endorphins, the body's natural painkillers, play a key role in long term relationships. They create a sense of well being, peace, and security. Endorphins are released during physical activity.

Love is a chemical state of mind that's part of our genes and influenced by our upbringing.

We are wired for romance because we are supposed to be loving parents who care diligently for our helpless babies. Especially at this time of year, love is all around us.