Ibroscheva looks at how the media portrays women

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Ibroseva looks at how the media portrays women

We are continuously bombarded by com- mercial messages throughout the media, whether it is through TV, radio, newspapers or online. In addition to the obvious call to buy products, there are often less obvious messages that may subtly influence our thinking and even behave. Anyone who studies these messages—specifically at the international level—is Eliza Ibroseva.

Ibroseva, a Ph.D. candidate in Communication and Mass Media at Southern Illinois University Carbondale, recently gave a lecture at the University of Illinois Edwardsville. While being raised in communist Bulgaria, she studied to speak English on her own. A few years after the fall of the Berlin Wall, she newly established American University in Bulgaria. She was the first to establish an American educational institution in Europe. “Ibroseva said. “As a high school student I took a trip to the university. It was the very same semester it opened and as I walked into the building, I was absolutely overwhelmed with the range of things you could do, mainly with the Arts.”

One of the areas she has been working in is the different perceptions regarding terrorism that exists between the United States, Europe and Asia. “Within the European and Asian perspective, media coverage, the coverage lead to a completely different perception of this dual way of thinking, as versus the American look that would have been a lot less framed within the perspective context and particularly so within the perception in Eastern Europe,” Ibroscheva said.

“This stated somewhere along the lines of, ‘Well, the reason why there aren’t women in politics right now is in the fact that the women are not qualified that we can put on the front page and put them in a suit and make them dig themselves further into a hole by saying, ‘Well, don’t get me wrong, I love women and women love me, and I have proof of that with my body, but I want to be married’ women, inferring obviously to his family, daughters and wife,” said Ibroscheva.

Her latest research involves critically analyzing the marketing of visual images in post-contemporary advertising. She brings her research to the classroom in the form of advertising, concentration around the world. Ibroseva is away with a new appreciation for the power of visual images. This is particularly so for the women in class.” More “for the women in class,” she added. “I also had a lot of male students come in and say ‘I wish I was a part of this, I wish I was more involved in advertising”.

Dr. Ibroseva at her office.

By JULIA BIGGS

Special guest

Congressman John Shimkus gave a government lesson to the students at the grade school in Troy on Tuesday. The lesson was part of the U.S. Constitution’s First National Day of Education, a Special Guest program.

Shimkus led a group of about 60 students in a discussion of a person to become a congressperson. His discussion included questions regarding what it takes to become a member of Congress. Shimkus also asked questions to test the students’ knowledge of the Constitution. The students were able to answer most of the questions on the Constitution and were asked questions pertaining to the role of a member of Congress where they were able to answer most of the questions on the Constitution and were asked questions pertaining to the role of a member of Congress.

Shimkus conducted a question and answer session with the students. The students were able to answer many of the questions and articles of the Constitution to mark the more controversial topics of the day.

Photo by Mark Pielage

Discussion planned on Native Americans

SUIE continues Lewis and Clark exhibit

By JULIA BIGGS

The Library and Information Services at SUIE is hosting a free panel discussion in support of the “Lewis and Clark and the Indian Country” traveling exhibition at 7 p.m. on Feb. 26 in the SUIE Lobby.

The “Lewis and Clark and the Indian Country” traveling exhibition is currently on display in the first floor of Lewis and Clark Library. The exhibit tells the story of the Lewis and Clark expedition. The exhibit focuses on the point in time—of the Jeffersonian era—when Lewis and Clark set out on their journey to the Pacific coast. The exhibit features the Lewis and Clark journals and other personal effects of the two explorers. It also offers the opportunity to learn about the Native American tribes of the time.

The exhibit examines this moment in American history through a celebration of cultures; examining the past and present-day effect of Native American culture.

The exhibit will be on display at the library until March 2. Admission is free of charge. For more information, contact the Library and Information Services at 650-4536 or email alsbaum@siue.edu for additional information.

Human resource training available through LCCC

Human resource professionals throughout the region are now being offered the chance to distinguish themselves by adding professional credentials through a six-week Human Resource Management class being offered right in their own home.

Through a partnership between Corporate and Community Learning at Lewis and Clark and Southern Illinois College, the course will be offered at Lewis and Clark’s N.O. Nelson campus in Edwardsville.

The Society for Human Resource Management is the world’s largest association for the needs of human resource professionals. The Learning System course, offered previously in the St. Louis area and in Northern Illinois, is now being offered for the first time. It will earn HR certification exams and help individuals acquire their professional credentials such as the Professional in Human Resources (PHR) or Senior Professional in Human Resources (SPHR) designation.

The course, designed for pre- prepared professionals, will be run from 9 a.m. to 10 p.m. on March 12, 14, 21 and April 11, 14 and April 21, 28. The cost is $999, which is a significant savings over other similar programs. The registration deadline is Feb. 27, or call now to reserve your spot at 698-4805.

For more information on this course, visit www.etsu.edu, click on Continuing & Professional Education and contact Kim Antoszuk with LCCC at 698-4805.

Taxes

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“While I estimated the one percent penalty from February 2011 tax season saved late taxpayers over 12 million when you compare that with the 18 percent penalty tax rate from earlier tax years,” said deputy treasurer Jones Park.

Last Wednesday, Pendergra said he was pleased with how things went this year.

This year’s 6.8 tax buyers was a dough more than last year. Provident said he may well use the 2013 tax season to bring new.