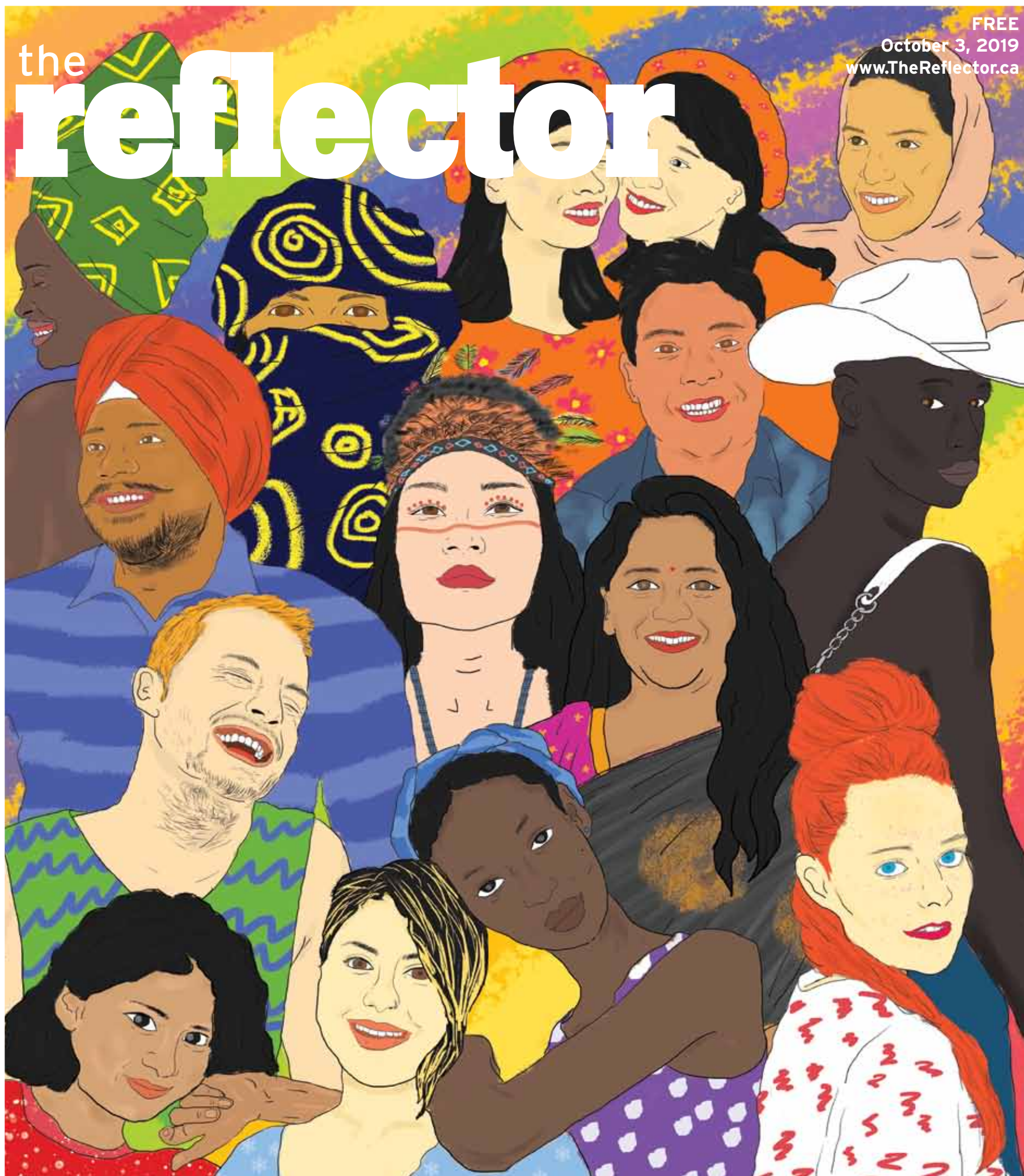


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Trudeau brownface photos may not affect many voters

What does the voter impact look like after Trudeau's notorious incident?

Ryleigh Stangness

Staff Writer



This photo of Canadian Prime Minister Justin Trudeau was published by *TIME Magazine* in September, not long after Trudeau called for the 2019 federal election to take place Oct. 21. Photo courtesy of *TIME*

By now, we have all seen the papers with headlines splashed across the front page, ‘HYPOCRITE!’ and seen the swift and merciless damnation from the media and public.

The controversial image of Justin Trudeau, Canada’s prime minister in brownface makeup in a ‘genie costume’ has been posted on social media, TV screens and newspapers.

The photo, taken in 2001 and released Sept. 18, 2019 by *TIME Magazine*, came at a devastating time during the federal election, which will be held Oct. 21 — just over a month after the photo first hit the media.

Trudeau’s brownface photos in the media

The picture depicts a then “29-year-old schoolteacher in Vancouver, wearing heavy brown makeup and a costume

turban to an Arabian Nights-themed fundraising party,” according to an article written by John Geddes for *MacLean’s*.

The blow to Trudeau’s election platform was ruthlessly followed by photos of Trudeau with blackface makeup and an “afro-style wig” — according to a *Global News* article — for a high-school variety show.

And again in a third instance, a coup de grace, in a video released by *Global News*. Trudeau, in his early 20s, a white water rafting instructor, dressed in dramatically ragged jeans, a shirt with toucans on it and blackface full-body makeup, while sticking his tongue out at the camera.

The *MacLean’s* article predicts the event has only “jolted voters” but this may not exactly impact how they vote. The article cites the polling firm, EKOS Research, who conducted a phone survey that involved respondents entering

digits to answer questions on their phone. *MacLean’s* writes, “About a quarter of respondents said the incident will impact how they vote, with the other three-quarters saying it wouldn’t influence their decision on Oct. 21.”

Another article by the *National Post*, says a survey poll, done by Abacus Data, found that visible minorities and younger voters were more influenced by the scandal.

The poll found that “among voters identifying as visible minorities, this bloc was nine points more likely than non-visible minorities and older people to be bothered by the scandal. For all voters younger than 30, this same nine-point difference applied.”

CBC writes, “Dressing in blackface or brownface is a hurtful, racist and offensive act that mocks, dehumanizes and belittles other cultures while feeding into some of the

worst stereotypes of people of colour,” community leaders and experts say, reacting to the actions of Liberal Leader Justin Trudeau.”

CBC also shares a quote from Tariq Amin-Khan, an associate professor at Ryerson University, who says, “At one level it shows that Justin Trudeau’s understanding about race and racism doesn’t seem to have deep roots.”

MRU thoughts on brownface photos

Duane Bratt, a political science professor and chair in the Department of Economics, Justice, and Policy Studies at MRU says, “Initial polling data is that the brownface scandal is widely known. There are large numbers of Canadians who said that they would not vote Liberal because of it.

“However, the vast majority of those voters were never going to vote Liberal in the first place. Therefore, so far, Trudeau has withstood the impact of the scandal. But in a tight race, it is still possible for it to trip him up. At the very least, it has significantly taken the Liberals off of their election messaging and damaged the Trudeau brand.”

MRU Student Dean Rawleigh says this incident will not be affecting his vote. “The brownface scandal probably won’t influence the way I’m voting, because I wasn’t going to vote for him either way — but it more solidifies the way I’m going to vote.”

Nenshi reacts to brownface

Calgary Mayor Naheed Nenshi held a press conference and wrote a widely-shared

opinion editorial for the *Washington Post* on the issue.

Nenshi says, “Let’s dispense with the obvious: Yes, it was a stupid thing to do, as much in 2001 as now,” he writes. “No, he’s not a racist.”

Furthermore, Nenshi says he himself has received criticism for being too easy on Trudeau, while others think he’s being too hard, yet for the most part, Nenshi’s insights have been received positively.

“What Justin Trudeau did was stupid. It was stupid in 2001 and it’s stupid now. At the same time, he’s been a powerful force for human rights during his political career. This is complex and confusing because people are complex and confusing. And like everyone, the prime minister deserves to be judged on the totality of his record. The voters will decide that next month,” Nenshi says.

Now, Nenshi is using his platform to draw attention to what he considers a bigger issue and wants to shift the public’s focus.

In an article for the *Calgary Herald* he says, “Which brings us to Bill-21 in Québec. We now have a law in this country, in 2019, that restricts what job you can have based on your faith.” Nenshi is concerned that federal political leaders are not talking about this or doing enough to uphold protection of the Canadian Charter of Rights and Freedoms.

He also cites statistics, “Hate crimes are way up (47 per cent increase in Canada between 2016 and 2017).”

However wrong Trudeau’s past scandals are, the election is still expected to be a tight race, with voters yet to demonstrate whether or not this will have significant impact on the polls.

MRU instructor's op-ed opposing diversity under fire

Nathan Woolridge

News Editor

A *Vancouver Sun* op-ed written by Mount Royal University instructor Mark Hecht, made the argument that “low ethnic diversity is the hallmark of countries with high rates of social cohesion,” according to a *Star Calgary* article.

The controversial piece was eventually pulled by the *Vancouver Sun* and *The Province* online, despite being published in the *Sun*'s weekend print edition.

“An opinion article by Mark Hecht published in *Saturday's Weekend Review* section and online contained views that do not meet the journalistic standards of the *Vancouver Sun* and do not represent the views of our editors and journalists,” Harold Munro, the Editor in Chief of the *Vancouver Sun* said.

The *Sun* later issued an apology for publishing the article.

“We apologize for the publication of the article. We are reviewing our local workflow and editorial processes to ensure greater oversight and accountability so that this does not happen again,” Munro said. “We value the trust that our community and readers place in the *Vancouver Sun* and we are committed to continuing, every day, to earn that trust.”

The opinion article received varying views from Canadians,

many stating Hecht had a right to free speech but the opinion column was still shocking. The issue seemed to come down to free speech versus speaking out against ethnic diversity, which is integral to Canada.

“In a country with free speech, Mark Hecht certainly has a right to his opinion. But to see this published in a country that prides itself on diversity was still jarring. Canada is an overwhelming rebuttal to the idea that diversity weakens us,” wrote Linda Solomon Wood in Canada's *National Observer* opinion section.

Many *Vancouver Sun* readers were not impressed with the publication of the op-ed. The *Sun* later gave its readers the opportunity to air their concerns over the controversial opinion piece.

“Mark Hecht reads as what a rotten piece of fish smells like in a dumpster. Waves of gag-inducing stench. The *Vancouver Sun* editorial team should be ashamed of the trash they just published in such a prestigious paper. What crap. I'm sorry you have resorted to such offensive clickbait to get attention. Shame,” Rich Overgaard said in a *Sun* column.

“Mark Hecht's argument that economic prosperity and ‘social trust’ are enhanced by policies of racial nationalism and the creation of ethnic ghettos illustrates Canada is



Mark Hecht published a controversial op-ed in the *Vancouver Sun* that sparked varying opinions from readers and Canadians about his arguments against diversity. Graphic by Riggs Zyrille

not immune from the pastiche fascism that is emerging globally.

“Hecht's pseudo-academic attack on diversity, tolerance, immigrants and racialized others fits neatly with the ‘science’ of eugenics, the politics of white nationalism and reminds me of the racist, segregationist rhetoric I was surrounded by growing up in the Jim Crow South,” E. Wayne Ross wrote for the *Sun*.

MRU also weighed in on the issue by releasing a statement from Jonathan Withey, Dean for the Faculty of Science & Technology at the university.

“We understand the concern from members of the community over this op-ed piece in the *Vancouver Sun*,” Withey said.

Saying that the university “is committed to diversity on our campus, and in the wider community and providing

a welcoming learning environment for all,” adding although the university is open to freedom of expression, Hecht's op-ed does not reflect the views of the department or the university.

“Mount Royal, like all universities, is a place for debate, for freedom of expression and for the respectful exchange of ideas,” Withey said. “The ideas expressed in this newspaper op-ed, while protected by freedom of expression, do not represent my personal views, nor the position of Mount Royal University as a whole.”

A *Canadian Press* article said, “Neither Hecht nor Mount Royal indicated whether he still has his job at the university.”

Before the time of publication, a representative from MRU told *The Reflector*, they didn't “have an update on the Mark Hecht issue.”

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MRU works to send more students abroad

Studying abroad isn't as hard as students think

Christian Kindrachuk

Contributor

While studying abroad might sound like a difficult thing to do, MRU is making it more accessible for students to

have that unique educational experience. However, many students are unaware of the support that the university

offers students who want to study elsewhere.

The university is currently working towards its goal of

sending five per cent of overall students from the school abroad

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Continued from Pg. 3

by 2025 as outlined in MRU's strategic plan. MRU wants to have 20 per cent of students who are graduating each year to have studied abroad, said Trinda Guillet, who is the coordinator for international exchange at MRU.

Common tropes about studying abroad are the costs associated with classes, time commitment or just lack of traveling experience. Guillet said the cost is not much different from what some students are already paying in Calgary.

"Particularly with the exchange, like full semester, if you are a student living in Calgary paying for your apartment and paying all your insurance and everything on your own anyways, sometimes going abroad is not significantly more expensive," Guillet said.

The school, in an effort to try and increase the number of students studying abroad, incentivizes student participation through scholarships and grants. Last year, they started the

International Mobility Award.

"We are guaranteeing every student who goes abroad will receive a grant from our office now, and we guarantee at least \$1,000 to each student," Guillet said.

That is not the only grant students can receive if they are looking to study internationally. Through other grants such as the Scotiabank Student International Experience Fund and the Experiential Learning Fund through SAMRU, there is more money available to anyone who is looking at studying abroad.

Not to say those are the only awards either — they also offer awards and grants more specifically to students looking to do a field school, international exchange or work experience abroad. There are also scholarships available once students have returned.

While the economic costs are getting easier for students, working around the time commitment necessary is something that depends on the individual who is wanting to travel. However, this doesn't

mean there aren't options for students who can't afford to be away for long.

"A field school often is a good opportunity for students like that, because they may only need to take two weeks off, or three weeks off and then they can come back, but to study abroad for a full semester you're leaving for a full four months at least," Guillet said.

Field schools specifically have seen a lot of growth recently. Guillet thinks part of the reason is due to the fact that they "are high impact and high-quality learning experiences, but it's also shorter term."

The benefits of studying abroad can be far-reaching, but it's important to remember to get a sense of what you're getting into beforehand. Full-time international student and volunteer for the international student support centre on

campus Hao Luu said: "It's better to prepare ahead of time."

One of the issues that he didn't prepare for was the language barrier, which was something he had to study from the beginning. "It was a little bit difficult at first because sometimes you want to say something, but you don't know how to say it to other people."

Luu, originally from Vietnam, has worked in the office long enough to see what international exchange students are like when they come here to study.

"They're only coming here for one semester to experiment with what it looks like to study abroad, [...] there's a big community in that because most of them live on residence so they can have bonded really well with each other as a group," Luu said.

"Our students who go abroad

tend to form a very tight cohort with the other exchange students who are there, because you're going through similar things, and so you support each other," Guillet said.

Achieving the goal of having five per cent of students studying abroad is opening opportunities for all students to try something new. MRU wants students to know about this and to know that students are supported for this.

"Come and chat with us and we'll see what type of options we can find that will be the best fit for you and how we can make something work," Guillet said. "Because you want to ensure that every student that would want to go abroad gets the information they need to be able to make an informed choice and decide if they're going to go ahead with it or not."



Trinda Guillet is the coordinator for international exchange at MRU. Photo by Christian Kindrachuk

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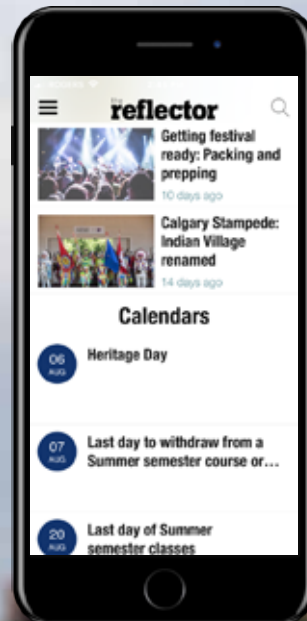
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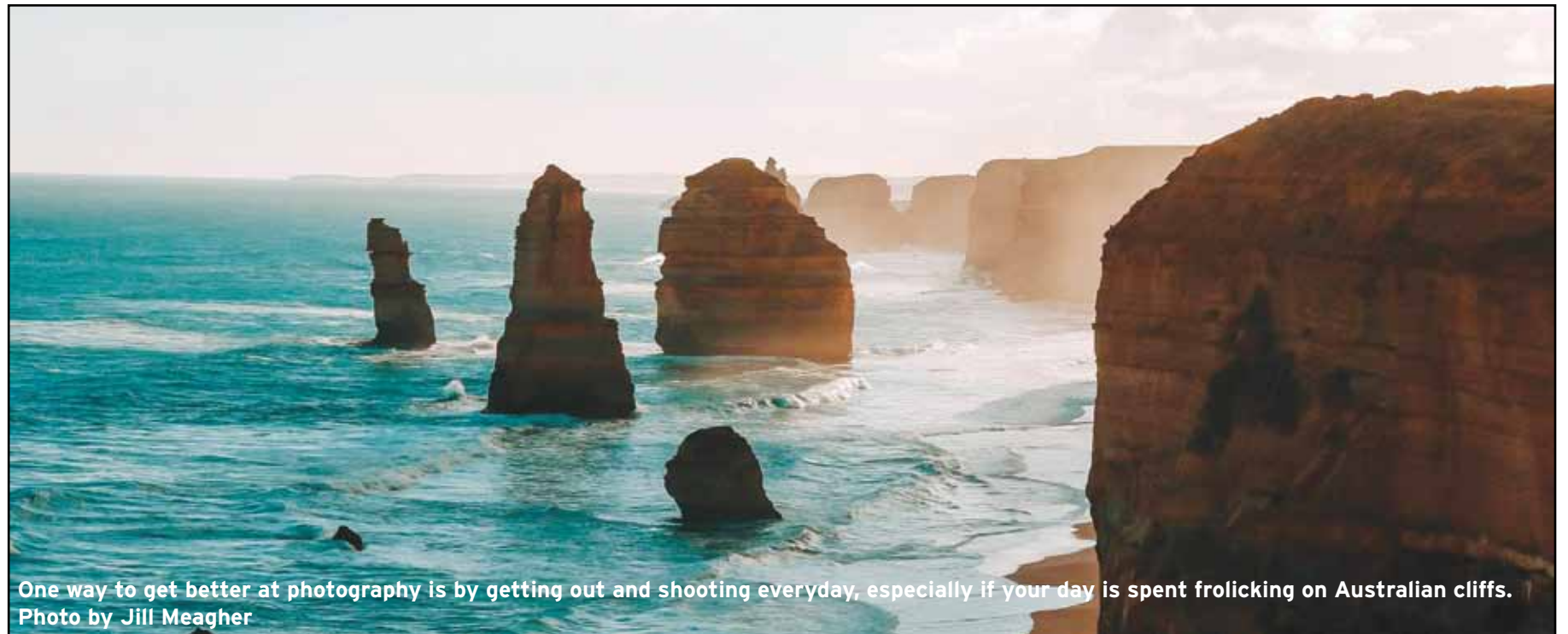
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5 photography tips from one amateur to another

Things to know when you're just starting out

Jill Meagher

Contributor



One way to get better at photography is by getting out and shooting everyday, especially if your day is spent frolicking on Australian cliffs.
Photo by Jill Meagher

Photography can be a tough hobby to get into — it took me forever before I finally got a shot that I actually liked. However, it is extremely rewarding and by far my favourite activity. I believe that everyone should learn how to shoot, whether it be for fun or as a possible career. I have only been in the field for about four years now and therefore I'm still new to the craft, however, along the way I've picked up a few tricks. Here are my five major tips for any beginner.

Get out, shoot and explore

There is no better way to learn a trade than by actually physically going out and doing it. Shooting once a day or a few times a week allows you to grow. You learn to become more comfortable behind a camera and then you start to find your style. The best advice I have ever received was to use my camera everyday and take

at least one photo in order to watch myself progress. This has helped me realize what may have gone wrong in photos I've taken before and what to do in order to capture the image I'm looking for. Go out and explore your city — the best part about photography is that it can take you to new places you have yet to find. I have been to so many locations I didn't even know existed within Calgary by following this tip.

Know your equipment and invest in it

I am not much of a technical photographer but I have learned that an important part in achieving great photos is to know your camera. I suggest reading books and articles as well as watching YouTube videos. Chances are, if you don't know something, someone else in the photo community will and they will be more than happy to help.

Knowing your accessories is important as well. The amount of different lenses, flashes and even cameras can feel overwhelming but don't let that intimidate you. Eventually, you'll start to learn and find what brands and styles work best for you. Equipment can be extremely expensive, especially if you're a student like me, but it is an investment. I don't believe that equipment makes a photographer better, however, I do think it allows you to have a larger range when shooting. When editing, it is handy to have access to tools such as Adobe Lightroom and Photoshop — these apps take your photos to the next level.

Network through social media

Meeting other photographers is one of the best ways to improve and gain inspiration. I am constantly emailing or messaging photographers whose work I admire — our

community is such a fun one to be part of because everyone is so willing to share tips and techniques with one another. Going out and collaborating, especially with a seasoned vet, is one of the best things you can do. You learn so much and are able to see how others work, which helps you to understand how to handle yourself at your own shoot. Look for inspiration online, too — if I'm in a slump sometimes I'll go to Instagram to try and catch the creative bug. There are so many talented photographers that inspire me daily to go out and shoot even if I don't have a subject. Instagram is a good way to get your name out there and to collaborate. It's easy to find models and it's a good way to reach out to other photographers.

Find your style

It can be daunting trying to live up to your own expectations, especially in the beginning. I still look at other

photographers on Instagram and get discouraged because my photos don't look as good as theirs, but we're all learning. I've learned that I have my own style as does everyone, so do not panic if you think your work isn't up to standard — there are no standards. Find what works for you and continue to build your skills.

Have fun

To me this is the most important tip I can give. Photoshoots are meant to be fun for the model and the photographer. Don't take it too seriously — if you do, you'll end up making your client and yourself feel uncomfortable. An awkward shoot makes for awkward photos, so have a good time and don't stress. Having someone love a photo you've taken of them is the best feeling. Seeing them smile because you've made them feel confident and comfortable in their own skin is the best reward.

Board games for bored people

Isabelle Bennett

Features Editor

One of my very favourite ways to spend a Friday or Saturday evening is breaking out the card games and board games for a night-in with a few friends. There's just something about that Capri Blue-scented, skyscraper-lit, giggle-filled atmosphere that makes me some kind of content. But throughout the years I've dedicated to trying to convince my peers that board games are cool, I've learned there are some people out there who can't stand them (usually because the only ones they've tried are Monopoly and/or Sorry and/or puzzles, and puzzles don't even qualify). Here are a few recommendations that are so good they will impress these bozos as well as the seasoned game-player with lots of choices to compare them to.

Exploding Kittens

The title might incite some giggles, but the gameplay

might incite some screams — be careful if you want to keep your friends, friends. This is the card game equivalent to Russian roulette — all you have to do to win is be the last person to die, or in this case, draw an exploding kitten. It's ridiculously easy to learn and can be played with lots of people, plus there are extremely witty graphics on the cards that make me wish I created the game myself. I would highly recommend purchasing the party pack over the regular deck of cards — it can accommodate more players, comes with unique action cards which make the gameplay significantly more fun and the packaging lights up and plays mariachi music when you open it.

Telestrations

While this game might imply a necessity for artistic ability, it's actually a lot more fun

when players have the opposite. Essentially, everyone is given a card which they must draw and pass to the next person who writes what they think it is and passes it on to the next person who draws what the previous person wrote — and so on and so forth. I've both cried laughing and peed a little after seeing some of the artwork that comes out of this game — it's intrinsically fun enough that I've never even bothered to keep score. It's a hoot for the whole family. Again, I'd recommend the party pack which comes with what's needed for more people to play and for the initial phrase to get even more messed up.

Cover Your Assets

Cover Your Assets is another card game and maybe the most inexpensive suggestion on this list. It's the perfect game to keep in a bag for airport layovers

or restaurant waits and if you're feeling competitive, this is a phenomenal choice. Similar to Exploding Kittens, it's incredibly easy to learn and offers a safe opportunity for players to take out their grudges on others. It's simply a competition to collect the most assets and end off wealthiest, but be careful — mo' money, mo' problems. The more that you have, the more others can steal.

Sushi Go Party

My only beef with this game is that the flipping adorable cards always make me hungry for maki. Of the options on this list, this is the most "board gamey" one, but the board is just used to specify a menu and keep track of the points (no chutes, no ladders — don't panic). The rest of the game consists of cards that are used to make combos which amount to different

values. It might take one or two rounds to get the hang of it, but the fun makes it worth it. Plus, gameplay is quick and interactive — there's no waiting for people to take their turn.

Hearing Things

Ahh, another fabulous party game. This one comes with these obnoxious green earphones which spit out raunchy zombie sounds at painful decibels (it's worth it, I promise) while the headphone wearer tries to guess what phrase their teammate is reading from a card. The more cards that are guessed correctly before the zombie-like sounds run out, the better! The entertainment value of this game is seriously unparalleled.

Let me know what you think of these suggestions or other board games in your closet at featureseditor@thereflector.ca.



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Therapeutic activities (that aren't meditation)

Kennedy Bagshaw

Contributor

If you wear your heart on your sleeve and there's no hiding when you're feeling stressed out, you're probably a little sick of the, "Have you tried meditation?" response. Don't get me wrong, meditation is great. It's a practice I personally like to incorporate into my routine (when I happen to remember to). However, I know it's not something everyone can get behind. Maybe you have trouble sitting still, or whenever you try and focus on your breathing your mind ends up wandering to whatever assignment you've been procrastinating the past week. Regardless, even if the act of classic meditation doesn't cut it, its basic calming aspects can still be found in many other things.

Any mindful activity can still help you reap many of meditation's benefits, as long as it's something that you find enjoyable and are able to (at least mostly) focus on. They might not always be "productive" in the traditional sense, but the purpose is more to act as a coping mechanism for when you need it. Though if you ask me, anything done

to take care of your mental health is time well spent. These are a few methods that I personally like to utilize when I'm stressed out of my mind, and seem to be a lot more effective than binging *The Office* for the seventh time.

Embroidery

Obviously it takes a lot of practice to be able to create complex stitched masterpieces, but for someone who just wants to take on a new relaxing hobby, the basics of embroidery are surprisingly simple. Embroidery needles and thread are pretty easy to find at any dollar store, hoops are sold at craft stores for just a couple of dollars and you can use an old t-shirt for fabric. There are hundreds of tutorials online that can teach you beginner stitches and simple designs. Even if you're not an artist, don't be afraid to give this a go. The repetitive motions of stitching and colours of the thread can pull you right into a meditative state. A really great way to approach this art form is to stitch the words of a mantra or quote that you find particularly positive. Just be

careful – many an hour can be wasted looking at incredible embroidered art on Pinterest.

House plant care

Plant parenthood is trendy, and for very good reason. Everyone knows that having plants around is great for your mental and physical health. It improves the air quality of your home, which can only be a good thing when you need to take a few deep breaths at the end of a hard day. It's also especially nice to have something green to look at during a Calgary winter. Additionally, the actual act of caring for your leafy children can be a great addition to any self-care routine. Spend a little time researching the specific care needs of your plants, create a watering and feeding schedule and track this care either in your phone or in a journal. Pay attention to how well each plant does in specific light, and how the leaves perk up after a good watering. If you're particularly artistic, you can find second-hand pots at thrift stores and paint them to match the aesthetic of your home. If you show love to your plants,

they'll show love back to you. That in itself is incredibly therapeutic.

Organize something (small)

If you're someone who takes pleasure in seeing things looking neat and orderly, especially if you have more of a type A personality, this might be extremely relaxing for you. I'm not telling you to overwhelm yourself and try to Marie Kondo your entire closet in one night. Believe me, that does not go down well when you're already anxious. Just pick something small, like arranging one shelf on your bookshelf by colour, emptying your bag out and throwing away the forgotten granola bar wrappers or putting all the loose hair ties floating around your bathroom in one specific spot. The actual act of organizing can be very meditative for a lot of people, especially if you're able to shut out other distractions and just be mindful of the task at hand. Additionally, completing a small task can leave you feeling a little more refreshed,

accomplished and less scatter-brained, especially if it doesn't require a whole lot of energy.

Baking something new

The obvious benefit of this: it results in delicious home-baked goods. Other than that, you can approach baking in a way that you think would be most enjoyable and relaxing for you personally. If you prefer having clear instructions, follow a recipe exactly and measure out each ingredient perfectly. If you want a little more creative freedom, you can experiment with flavours and proportions. Either way, use your physical senses to turn your time in the kitchen into a meditative experience. Focus on the textures and colours of the ingredients while assembling the dough or batter. Enjoy the incredible smell during the actual baking process. When you finally get to enjoy your creation, take in every flavour. Activities that allow you to pay attention to your senses are incredibly grounding. And of course, you deserve to treat yourself.



Everybody needs a pick-me-up sometimes, especially in the midst of wintery weather. Embroidery and caring for plants are a few suggestions. Photo by Kennedy Bagshaw

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Define: Wholehearted

Unpacking Brené Brown's groundbreaking research on shame and vulnerability

Sarah Green

Arts Editor

Not to be dramatic or anything, but Brené Brown changed my life. More specifically, her research on wholeheartedness changed the way I live my life. So much so, in fact, I got the word “wholehearted” tattooed on my body — and that’s saying a lot for someone like me, a perfectionist with commitment issues.

Brown became a household name in 2010 after she gave a TED Talk called ‘The power of vulnerability.’ Her research on shame stirred the hearts of many and brought a powerful concept to light: vulnerability is the key to living a wholehearted life. Brown’s TED Talk has since become a world-wide phenomenon — viewed and shared by millions of people, earning the title of one of the most-watched TED Talks of all time.

In her talk, Brown defines shame as the fear of disconnection. It’s the self-deprecating cycle of believing there is something about us that makes us not worthy of connection. Through her research, Brown discovered that shame is universal — we all have it. She also came to understand that no one wants to talk about it, and the less we talk about it, the more we have it.

Despite the crippling power shame has, Brown believes it never has to have the final

word. She explains shame has a kryptonite — excruciating vulnerability. Brown discovered that in order for true, genuine and meaningful connection to happen, we have to allow ourselves to be seen — shame and all.

In perhaps the most impactful part of her talk, Brown explains that there was only one variable that separated the people who had a strong sense of love and belonging from the people who didn’t. The people who had a strong sense of love and belonging believe they’re worthy of love and belonging. It really is as simple as it sounds — they believe they’re worthy and therefore, live from a deep place of worthiness.

When Brown came to this realization, she grabbed a manila folder, took a sharpie, and wrote one word on the cover: wholehearted. Since that moment, Brown has dedicated most of her life’s work to unpacking the notion of wholehearted living. Now, she is the author of five *New York Times* Bestsellers, all dedicated to unpacking this profound concept.

In one of her books *Daring Greatly*, Brown boils down her years of research into one definition. She writes, “Wholehearted living is about engaging in our lives from a place of worthiness. It means cultivating the courage,



Brené Brown believes that we have to allow ourselves to be seen – shame and all.

Illustration by Riggs Zyrille

compassion, and connection to wake up in the morning and think, ‘No matter what gets done and how much is left undone, I am enough. It’s going to bed at night thinking, ‘Yes, I am imperfect and vulnerable and sometimes afraid, but that doesn’t change the truth that I am worthy of love and belonging.’”

In the same book, Brown refers to the 10 guideposts of wholehearted living. They are as follows:

1. Cultivating authenticity. Letting go of what people think.
2. Cultivating self-compassion. Letting go of perfectionism.
3. Cultivating a resilient spirit. Letting go of numbing and powerlessness.
4. Cultivating gratitude and

joy. Letting go of scarcity and fear of the dark.

5. Cultivating intuition and trusting faith. Letting go of the need for certainty.

6. Cultivating creativity. Letting go of comparison.

7. Cultivating play and rest. Letting go of exhaustion as a status symbol and productivity as self-worth.

8. Cultivating calm and still. Letting go of anxiety as a lifestyle.

9. Cultivating meaningful work. Letting go of self-doubt and “supposed to.”

10. Cultivating laughter, song and dance. Letting go of being cool and “always in control.”

When I first read this list, the realistic and slightly pessimistic part of me kicked in. I managed

to convince myself that I could never live a life according to these beautiful values — it was impossible. As I mentioned before, I am a perfectionist with a deep fear of commitment — and that’s just scratching the surface. Yet, as time passed, I realized Brown’s list isn’t a to-do list, it’s a letting go list. It’s letting go of the things that tie me down. It’s letting go of the things that don’t fill me up. It’s letting go of the things that for so long, had the final word.

I realized at the end of the day, it all comes down to living my life with intention. It is waking up in the morning and telling myself I am worthy of great things — and that is something I can get behind.

OUT'N ABOUT

Halloween and Entertainment Expo (HEX)

The organizers of now-defunct *ScreamFest* are back with an epic new event on Oct. 11. Join them for fan expo, film festival and spooky carnival.

Us and Them

On Oct. 10, delve into the realities of homelessness at this documentary screening held in honour of World Homelessness Day. After, two experts will lead a conversation on homelessness in Calgary.

The Imaginarium by Wordfest

Experience 10 days of workshops, readings, and performances as *The Imaginarium* by Wordfest returns with 76 artists at 56 events in Calgary.

Calgary Spanish Film Festival

Experience the first-ever Calgary Spanish Film Festival! Watch four films never before seen in the city, showcased over the course of four Tuesdays in October.

Purpose or profit?

Why do companies really stand behind social issues?

Mackenzie Gellner

Staff Writer

In current times, mental health, feminism, racism and a long list of other topics that have been historically ignored have become major talking points. As a result, many companies are integrating them into their business models. Ultimately, these hot topics have become a strategic way to gain more consumers and followers through perpetrating a sense of thoughtfulness towards social issues.

Although this is a smart business plan, it is important to question whether this strategy is sinister or supportive.

Companies, such as Dove and Aerie, have based their brands around body positivity. Dove has done this through several video commercials that give women of all ages the chance to notice and appreciate their natural beauty. In doing this, Dove gets women to purchase their products because they are portraying the message of supporting everyone's body.

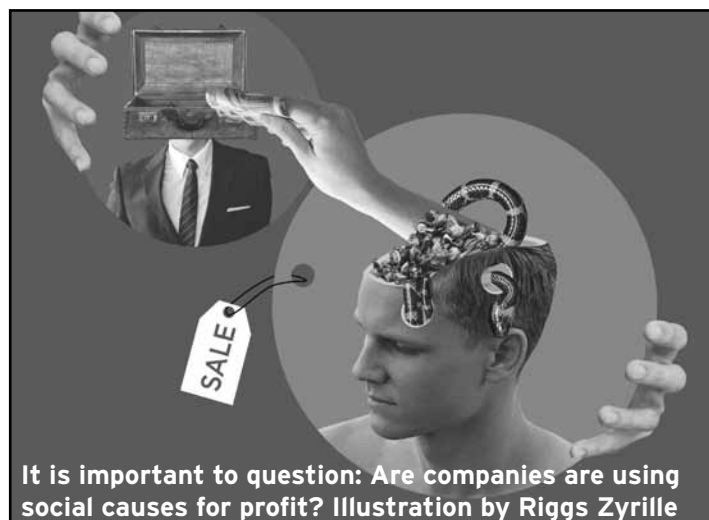
Although this is an excellent narrative to promote, at the end of the day, one must remember that Dove is still a business. This means they have one primary goal: profit. Regardless of whether Dove's employees truly believe the notion of body positivity as individuals, they are feeding off of a social issue in order to make money.

Yes, this does sound cynical. I'm not suggesting Dove doesn't support the idea of self-love, but one cannot ignore it is a smart business strategy.

Aerie operates in a similar way by using unretouched and unedited women in their advertisements. Aerie's campaign, 'Aerie Real,' focuses on women feeling beautiful in their own skin through using models of all shapes and sizes in their advertisements. They also refuse to retouch their models in Photoshop to prove to the customer that they are beautiful in their own natural skin.

Yes, it is smart, but is it right?

Ultimately, many companies take on social issues to use as a business strategy because, especially nowadays, there



It is important to question: Are companies are using social causes for profit? Illustration by Riggs Zyrille

are many social justice issues being brought to light, such as LGBTQ+ rights and police brutality.

Some though, go about this in a detrimental way. Pepsi is a perfect example of what not to do when approaching the topics of police brutality and racism.

The star of the commercial was the iconic model and reality star, Kendall Jenner. The advertisement starts by switching between scenes of different people practicing a skill, all amidst a peaceful protest. As the video progresses, Jenner is shown in a blonde wig modelling. When she sees the protest though, she decides to join by whipping off her wig and wiping off her lipstick. The commercial closes with Jenner leading the group, face to face with armed policemen. To seemingly solve the heated protest, she casually walks up to the officers and hands one a Pepsi. As soon as he drinks it, he smiles and everyone starts cheering. Ultimately, Kendall Jenner and Pepsi saved the day.

Whether the intentions of Pepsi were harmless or not, the ad did not sit well with the rest of the world. Due to its choice in a young, white model as the "hero," the ad was labelled as ridiculous and offensive. People were outraged that Jenner was seemingly able to end police brutality by simply passing someone a can of soda.

Taking this into account, companies must be extremely careful when developing advertising relating to mental

health and social justice issues. It is essential that they consider any way it could come across poorly. This is primarily because, instead of simply using humour or other marketing ad categories to sell their product, they are using serious, and often triggering, concepts. In addition to this, companies have to think and research the specific people they want representing their brand in case they run negatively on any social issues.

For example, this is important for companies who sponsor particular athletes to wear their clothing, such as Nike. When the 2009 Tiger Woods cheating scandal spread like wildfire, Nike dropped him immediately. The better the athlete does, the more sponsors want them. However, if anything negative occurs related to their name, the sponsors will back out.

Here's the reality: businesses need to make money, however, just because they use social issues to their advantage does not make them monsters. In fact, in most cases, it is beneficial to the cause.

Businesses taking on social issues can be beneficial when done right, like Dove and Aerie as mentioned above. If a well-known, respected company takes a stance on a particular issue, it gives power to the cause because more people will gain awareness and appreciation.

Ask yourself the next time you watch a commercial: is this company really standing up for something or just trying to make a dollar?



Ugh, those feels again

Snoh Aalegra
Atrium
Recordings
Score: B

I think this album should come with a warning, "Beware: This album will make you feel everything."

In her third studio-produced album, singer-songwriter Snoh Aalegra, explores themes of vulnerability, euphoria and heartache. With up-beat piano loops and perfectly timed fade ins and outs, *Ugh, those feels again* tells the raw story of going through trying times in a relationship.

This album solidifies her strength as an R&B artist but in a genre where everything can feel so similar to one another, it's nothing new. If you're a fan of classic 90s R&B, I think this album is worth a listen. However, if you're more interested in the new wave sound that's currently trending, I wouldn't label this album as a must.

- Hermie Ocenar

Princess Catgirl

Cashmere Cat
Mad Love/
Interscope
Records
Score: A



If you were able to hear love, I think it would sound like every track on this album. In his second studio album, it's undeniable that Cashmere Cat can take any noise — no matter how odd — and transform it into musical brilliance.

After producing tracks that feature artists such as Tory Lanez, Selena Gomez and Ariana Grande, his newest album, *Princess Catgirl*, features only one artist — himself. It's

honestly refreshing being able to listen to a DJ's true skill without the influence of another artist.

Different from his previous album, *9*, DJ and record producer, Magnus August Høiberg will launch you into space with *Princess Catgirl*, filled to the brim with its futuristic sound effects of warped reverb and autotune.

- Hermie Ocenar

The Madden Curse is real and this year proves no different

Sajan Jabbal
Contributor

The NFL is into week five of the 2019-20 season which also means all you hardcore *Madden* gamers are in full swing for your annual football video game entertainment. The *Madden* franchise and the athletes chosen for the cover are prized. But in fact, gracing the cover has proven to be detrimental for many athletes.

From injuries, to scandals the Madden Curse is real and here is the proof.

Madden '01: Eddie George

A star running back of



Antonio Brown on the cover of *Madden '19*. Photo courtesy of EA Games

the Tennessee Titans, he set career highs in rushing yards and touchdowns. In playoffs however, he bobbled a pass that was intercepted during the AFC Divisional round. The next year, he had the worst statistical season of his life. He was never the same after gracing the *Madden* cover.

Madden '03: Marshall Faulk

Leading his St. Louis Rams to two Super Bowl appearances. Gracing the cover next season, he hurt his ankle and failed to rush over 1,000 yards for the next five seasons.

Madden '04: Michael Vick

An explosive quarterback who mastered the mobile quarterback mold, Michael Vick led a poor Atlanta Falcons team to the playoffs in the '03-'04 season, but after gracing the '04 cover, Vick only played in five games throughout the '04-'05 season due to a fractured fibula he sustained during the pre-season. Three years later, Vick plead guilty to dog fighting charges and served a two year prison sentence.

Madden '08: Vince Young

Tennessee Titan star Vince Young was on the cover of *Madden '08*, which proved to be a curse in the long run. After injuring his quadricep and his knee in the '07-'08 season, he did not get his starting position back for two years. When he did get his starting position

back, he played great, but after an altercation with Titan head coach Jeff Fisher, he was cut by the team.

Madden '09: Brett Favre

After announcing his retirement after the '07-'08 season, everyone thought that he would not be affected by the Madden Curse. He joined the NFL once again the following season and after a great two years with the Minnesota Vikings, he retired once again. During retirement, he was caught in a sexual assault scandal, in which he was accused of sending derogatory pictures to a staff member on the New York Jets during his one season with the team.

Madden '11: Drew Brees

Brees graced the cover of *Madden '11*, and after struggling with a knee injury throughout the season, the team imploded due to a scandal in which the Saints coaching staff were penalized for paying players to cause injuries on the field.

Madden '12: Peyton Hillis

Hillis was a surprise inductee in the *Madden* 2012 cover, and the running back was never able to get past 500 rushing yards again.

Madden '13: Calvin Johnson

Superstar receiver Calvin Johnson was on the *Madden*

'13 cover. After having an amazing two seasons after the cover, many thought that the curse was over. However, after the 2016 season Johnson made a surprise retirement announcement at the age of 30.

Madden 25: Adrian Peterson

Peterson was the star of the 25th anniversary edition of the *Madden* game and a year after his cover appearance, Peterson was indicted on charges of sexual abuse and was suspended for the rest of the season. Although he has made a comeback to the NFL, he is still cursed with the past of his sexual abuse charges.

Madden '17: Rob Gronkowski

Large tight end Rob Gronkowski graced the *Madden '17* cover. Gronk sustained two injuries in the following season only playing eight games before two years later announced his retirement, stating that he no longer has fun playing football.

Madden '19: Antonio Brown

Lastly, but definitely not at least, star receiver Antonio Brown was on the cover of the 2019 game, and although Brown was never an issue on and off the field, nobody was expecting what would happen in the 2018-19 season.

Despite being considered the best receiver in the game Brown's history in the NFL has been riddled with violations of contracts and being

released as a free agent due to conduct. This included but was not limited to, skipping practices, threatening a coach and violating team policy and California state law by posting a recorded phone call with Oakland Raiders' staff without their consent to social media.

After moving from the Pittsburgh Steelers to the Raiders, and finally to the New England Patriots, Brown was accused of sexual assault. Currently under investigation for sexual assault, the Patriots have cut him from their roster after one game.



Michael Vick on the cover of *Madden '04*. Photo courtesy of EA Games

#S

20, years on Oct. 1 since the Edmonton Oilers retired Wayne Gretzky's No. 99.

53, home runs for New York Met Pete Alonso who became the first rookie to lead the home run race in MLB history.

1,326, receptions for Larry Fitzgerald making him second in NFL history.

1,510, an NFL-high, yards thrown by quarterback Patrick Mahomes through four weeks.

Cougar Corner: September recap

Dan Khavkin

Sports Editor

Men's hockey

Mount Royal's men's hockey squad opens its 2019-20 Canada West campaign hoping to build off of last year's success.

"I think our group is excited to get the season started. We have only seen two teams in the pre-season, the [Calgary] Dinos and the [Lethbridge] Pronghorns. This will be a good barometer to see how we match up against one of the perennial contenders," said Cougars head coach Bert Gilling.

Last year, the Cougars finished 12-11-5 on the regular season before beating out the UBC Thunderbirds in three games during the quarter-finals round.

MRU reached the final-four for the fifth straight year but lost in the Canada West semi-final. But with a strong crew on the roster from last year, and a strong recruiting season, MRU seems poised for success after sweeping powerhouse Saskatchewan 5-4 and 7-2 last weekend. MRU hauled in their first-ever national champion in Nic Sicoly, the graduated captain of the NAHL Robertson Cup-winning Aberdeen Wings.

Other high-calibre recruits for the season include Tri-City Americans captain Nolan Yaremko, one-time Hitmen and Calgary Flames rookie camp invitee Andrew Fyten, Seattle Thunderbird Sean Richards and Grand Prairie Storm captain Connor Blake. After red-shirting last year due to serving time in the pros, Keegan Iverson will suit up in the navy and white.

Iverson carried the load with a six-point weekend (1G, 5A) in his debut weekend.

Ex-Victoria Grizzlies netminder Kurtis Chapman is the lone goalie in this year's recruitment class and will have a shot to fight for the back-up slot with Kootenay Ice goaltender Wyatt Hoflin.

Women's hockey

MRU's women's hockey squad wrapped up a successful pre-season against the Dinos ahead of the Canada West opener against the Huskies at Flames Community Arenas. The Cougars own a 3-1-1 record through exhibition play. They opened play with a 1-1 tie with the Saskatchewan Huskies before

winning two straight against the Manitoba Bisons on home-ice.

MRU split a weekend set against the Alberta Pandas, picking up a 2-1 overtime win with 2.2 seconds left on the clock before dropping the rubber match in Edmonton 4-1.

The Cougars host the Dinos for their final pre-season game before the season begins on Oct. 4 at 7 p.m. at the FCA against the Huskies.

Men's soccer

The boys in blue representing MRU are sitting pretty atop the Prairie Division with a 8-2-0 record at the scheduled reset.

MRU was ranked in the U Sports top 10 for the first time since 2016, earning the No. 10 ranking.

"All the teams grow throughout the season. Rosters become less variable because starting spots are more secure. Second games against teams are more challenging, and they become more fine-edged," said Mount Royal head coach Ryan Gyaki.

"We have consistent performances all season long from our guys which allows guys like Dane [Domic] and Mo [El-Gandour] show us their magic. The magic in the back is just as vital ... the fighting spirit to keep the zero is commendable," Gyaki said.

El-Gandour contributed to all three MRU goals with two tallies and an assist during a 3-1 victory over the MacEwan Griffins Saturday afternoon during Calgary's first snowstorm.

He leads the Cougars with seven goals and holds two assists to his name which leads the scoring race.

MRU also holds the best defensive stats, allowing a Canada West-low seven goals against.

Sophomore goalkeeper Kyran Valley is third among goalies with three clean-sheets to his name that goes along with an eighth-best save percentage of .724, allowing eight goals on 21 shots so far.

MRU held off a MacEwan Griffins squad inside the first major snowstorm to grace Calgary this year with a 3-1 win on Saturday, Sept. 28.

"These guys work hard

regardless of what the table says. Every game is difficult in this league. The numbers are deceiving ... We just focus on having shots go in," said Gyaki.

Women's soccer

Mount Royal is still on the hunt.

It's not quite time to hit the panic button for the winless

Cougars women's soccer squad, but the schedule reset would seem to be the opportune time to turn the tide of the season.

The Cougars look to build off picking up their first point of the season last weekend and look to pick up their first win of the season with seven matches left in the season if they want to reach playoffs for the fifth consecutive

season.

The 0-5-2 MRU women's squad have only Prairie Division competition to be played.

MRU drew the Alberta Pandas 1-1 before the men's game, playing in similar cold winter conditions late in September and had their Sunday matchup against MacEwan also be moved to a future date.

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