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Is violence in sports on the rise?

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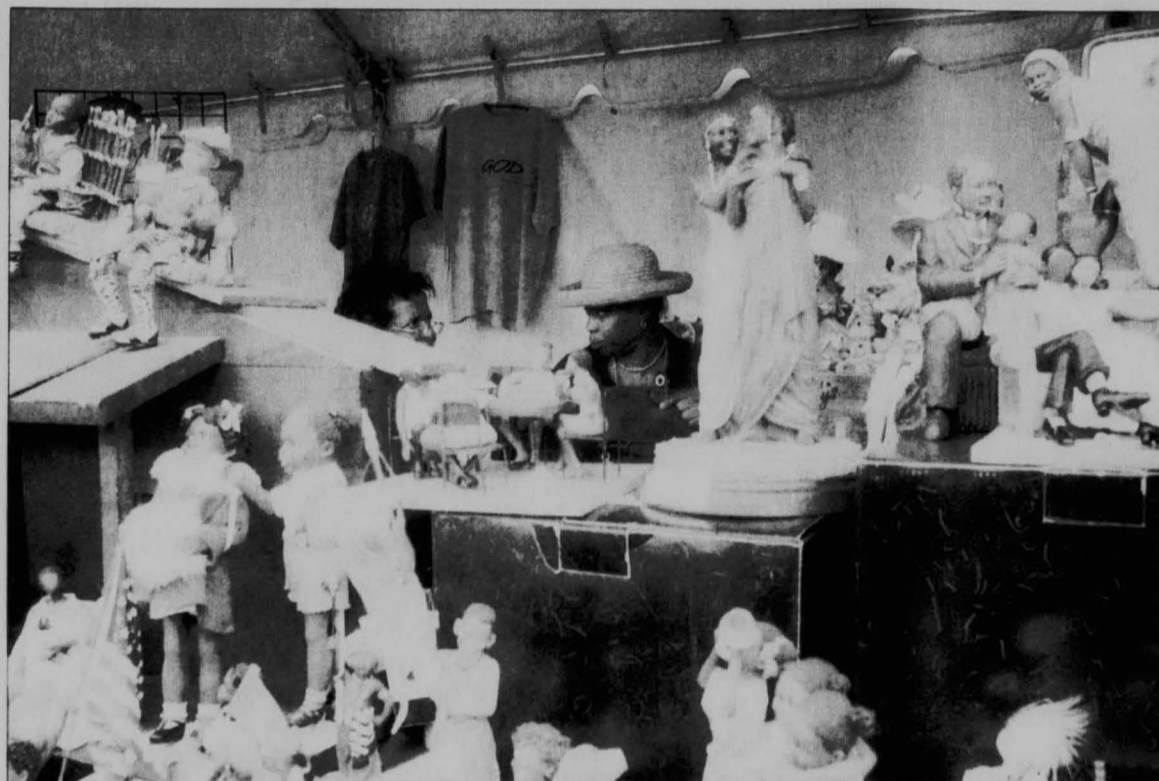
SPARTAN DAILY

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TUESDAY, SEPTEMBER 21, 2004

Life on display ...



Julia Weeks / Daily Staff

Arista Flower and Dolls was on hand at the Multicultural Festival Saturday to sell and display work.

SJPD says man jumped from garage

By Yasuyo Nagata
Daily Staff Writer

A man in his mid 20s to 30s who jumped from the downtown San Jose Fourth Street city garage across from the Dr. Martin Luther King Jr. Joint Library on Sunday is still alive, said San Jose Police Department public information officer, Sgt. Steve Dixon on Monday afternoon.

The man's personal information was not released.

Dixon confirmed that the man jumped from the third floor of the garage and did attempt suicide.

There was no evidence of foul play, he said.

Even though it rained on Sunday, Dixon said there wasn't any evidence that the man slipped or fell.

"(The man) didn't fall, he jumped," Dixon said.

There was at least one eyewitness when the man jumped from the third level of the garage on Sunday.

SJPD is unable to determine why

the man jumped from the garage since officers weren't able to speak to him, Dixon said.

"(The man) is still in very serious condition at San Jose Medical Center," Dixon said Monday afternoon.

There are several recent cases in which people have attempted suicide by jumping from buildings in downtown San Jose including the Fourth Street garage, Dixon said.

Dixon said this was not the first time someone attempted to jump from the garage.

Some people in the city are depressed and try to commit suicide, Dixon said.

"People have a lot of reasons for it," he said.

An employee who was working on Monday afternoon at the garage didn't know about the incident, and didn't get any new precautions about the security of the garage.

Every two hours, a security guard goes around the garage, the employee said.

Forum discusses new policy

Academic Integrity Week begins with Student and Faculty Honor Code Forum

By Emmanuel Lopez
Daily Staff Writer

Students, faculty and administrators took part in the Student and Faculty Honor Code Forum Monday in the Uminuhum room of the Student Union.

The forum is part of a week-long drive to raise awareness about changes in the school's official Academic Integrity Policy.

Debra Griffith, chief judicial affairs officer, said that the goal of the forum was to "engage students,

faculty and staff in a dialogue about academic honesty."

Griffith said the forum is also designed to raise awareness to changes in the Academic Integrity Policy that were passed in May.

The new policy consolidates regulations set forth by the old Academic Dishonesty Policy and its subsequent three amendments into a single document.

"Today is the first part in a series of event this week promoting awareness of the new policy," Griffith said.

Griffith spoke briefly before turning the podium over to Meghan Sullivan, chair of the honor committee at the University of Virginia.

Sullivan spoke of the student-run committee, which is the oldest such system in the United States, and oversees academic dishonesty in Virginia.

The committee investigates possible cases of academic dishonesty and also levies punishment.

The key to getting the system to work, Sullivan

see FORUM, page 4

SJSU has five registered sex offenders

By Anna Molin
Daily Staff Writer

Five registered sex offenders roam San Jose State University on a nearly daily basis, according to the University Police Department.

Sgt. Robert Noriega said in addition to the five on campus, there are a considerable number of sexual offenders who reside in the vicinity of the university.

"On a given day there are anywhere between 300 and 400 registered sex offenders living within the two zip codes that are closest to campus," Noriega said.

There are 94 sexual offenders registered in zip code 95110 and 338 sexual offenders registered in zip code 95112, according to the San Jose Police Department's "290 team," the unit responsible for monitoring and tracking registered sex offenders in San Jose.

"There is an area of concern for anyone who is here late at night and needs to go from one place to another when the area is deserted," Noriega said.

He said the department does not keep sexual offenders under surveil-

lance on a daily basis.

"We don't have the staffing to do that," he said. "(Instead) we rely a lot on the campus community to report any suspicious activity to us, and on the officers in the field to report if they make any contact with any of the sexual offenders."

The offenders on campus are all males and, with the exception of one new employee who registered in August, they have been at SJSU for at least two years, Noriega said.

"Three go to school here and two work on campus," he said.

Joe Shreve, a junior journalism major, said he has some reservations about sex offenders working at SJSU.

"Obviously they should have a job, but I don't know if working around so many young people is such a good idea," he said. "It seems like an unnecessary risk."

Margarita Garcia, a junior marketing major, said although she feels somewhat apprehensive knowing there are sex offenders working on campus, she still thinks the university is a safe place.

see OFFENDERS, page 4

San Jose cafes battle for best boba tea drinks

By Ling-Mei Wong
Daily Staff Writer

Somewhere around San Jose State University, someone is drinking boba tea.

In the area around SJSU, four boba tea stores brew tea and mix it with sticky tapioca balls.

"Boba" literally translates into "dominatrix of balls." It is a Mandarin term used for a well-endowed woman, a reference to the spherical shape of the tapioca balls.

Tapioca Express, Quickly, Hydration and Café Boba serve boba drinks, along with more traditional drinks such as coffee.

"It's more competitive," said Maggie Chiang, a Hydration employee.

In the last two years, boba beverage stores have cropped up around SJSU.

Tapioca Express was the first to sell boba drinks, opening in September 2002.

Café Boba opened in October or September of 2002, said Joyce Kuo, a Café Boba barista and cashier. Kuo is an SJSU senior psychology major.

On July 4, 2003, Hydration opened on Third Street, and Quickly opened this August in place of Cat's Caf.

With so much competition

around SJSU, the stores try to have an edge over each other for student patronage.

For example, Kuo said Café Boba makes its boba with maple syrup as its secret ingredient.

Tapioca Express is relatively alone on the west side of campus, located at San Carlos and Tenth streets. The other three boba stores are all located beyond Fourth Street on the east side of campus.

"(Tapioca Express is) not really affected by competition," said Annie Vu, cashier and drink assistant. Vu is a marketing senior at SJSU.

Not all the stores involved agree about competition.

"It's pretty bad," Kuo said of Café Boba, located on San Fernando between Third and Fourth streets. "We have the On Fourth coffee shop in the library, so we get a lot of competition from them. My feeling is that a lot of small businesses go out of business pretty quickly. So in a few years, I think every coffee shop (that is not a franchise) will close."

Café Boba and Hydration are small businesses, while Quickly and Tapioca Express are franchises.

Quickly is the newcomer to SJSU's boba scene. It was the first boba tea franchise in Taiwan, the country

see BOBA, page 4

Pop culture reflects limited view of Latino population



Robert Sparling / Daily Staff

Located at 1720 Story Rd., Ritmo Latino is a music store that specializes in Latino music. Displayed here are compact discs from the Rock en Español section.

By Anna Molin
Daily Staff Writer

With the likes of Ricky Martin, Salma Hayek and Jennifer Lopez, Latin American pop culture exploded onto the American market a few years ago.

Today, the Latin American music trend appears to have subsided as the stars have abandoned their Spanish-language singing and television roots to pursue careers in English-language music and film, said Marcos Pizarro, assistant professor and graduate coordinator for Mexican-American studies at San Jose State University.

Still, the unparalleled growth of the Hispanic population in the United States persists in bringing Latin culture to the American market, said Gregorio Mora-Torres, lecturer in the Mexican-American studies department.

According to the U.S. Census Bureau, 39.9 million Hispanics lived in the United States in 2003, representing 13.7 percent of the total population and the largest ethnic minority group in the nation. Out of those 13.7 million Hispanics, 67 percent are of Mexican decent, ac-

ording to the bureau.

"With such a large number of people coming from all parts of Latin America, it begins to change part of our culture," Mora-Torres said.

He said the influx of Latin music and film into the United States has occurred as a result of more "people of Latin American ancestry living in the United States."

With more people of Latin heritage living in the nation, American society changes as "the cultures become more and more intertwined," he said.

As Hispanic Heritage Month kicked off on Sept. 15, Americans have the opportunity to rejoice over some of the diverse emblematic cultural expressions of Hispanics. For instance, the unfailingly characteristic Mexican Mariachi music or the ritual "El Grito" cries, signaling the beginning of Mexican Independence Day.

Mora-Torres said Latino celebrations such as Cinco de Mayo, May 5, and Mexican Independence Day, Sept. 16, allow people to "see the presence of Latin Americans and the presence of culture."

see POP CULTURE, page 4

Opposing Views: *Is violence in sports on the rise?*

YES *The line between heckling and violence grows smaller every day.*

There is a bubbling rage lying underneath the surface of a growing amount of people in our society.

It is often handled inappropriately, and in recent years, has manifested itself in events like road rage, school shootings and in the arena of professional sports.

A tragedy occurred in San Francisco over the weekend at SBC Park. Giants fan Timothy Griffith was fatally stabbed, and his friend beaten unconscious, by three men outside of SBC Park on Friday night after Barry Bonds hit his 700th home run in a game against the San Diego Padres.

The police are still looking for the subjects, and no one has been able to say why it happened, except that the men attacked after Griffith bumped their car. It was a senseless act of violence.

Last week during a baseball game in Oakland, Texas Rangers pitcher Frank Francisco threw a folding chair at a fan. The chair bounced off of a fan, Craig Bueno and hit his wife in the face, breaking her nose.

Francisco was entirely out of line, and should be held responsible to the full extent of the law for injuring an innocent bystander.

But this issue isn't as cut and dry as some people want to make it.

It has been reported that Bueno was heckling the Rangers, badgering players by yelling out insults or objections, before the attack.



SARA SPIVEY

The practice of heckling, although seen as acceptable in our society — just "part of the game" to some fans — is a form of abuse.

I am against violence and abuse in any form.

Imagine if someone shadowed you to class and yelled out insults when he or she thought you made a mistake. The hecklers might say things like, "Hey, you suck at taking notes," or "You couldn't give a good presentation if someone wrote it for you."

If someone sat in the back of the classroom and heckled me every day, I just might want to pick up a book and throw it. If he or she said something

personal, I might feel provoked enough to even throw a chair.

The athletes in professional sports are just showing up to work every day, like me, and doing their best.

This concept is lost on some sports fans that feel any player is fair game for insults and jeers.

I think the issue boils down to too much money and misplaced hero worship.

The celebrity status of professional athletes has grown in the last few decades, as have the huge sums of money they are paid.

Some fans think the athletes' celebrity status should allow fans unlimited access to the athletes' lives, and fans are using the personal information they get from the media in their heckling attacks.

There is a fine line between heckling and violence that is crossed way too often.

When it comes to sports, people turn their backs on violence.

The violence Bobby Knight committed against the players of the Indiana State University basketball team was acceptable to the school's administration for more than 15 years.

He was not fired until 2000, after violating the university mandated "last chance."

After all the violent acts and abuse Knight heaped on his players over the years, after he was finally fired, he still had fans, and received a book deal to tell his story.

Knight is a classic example of the overwhelming rage prevalent in current society.

Violence and abuse, of any kind, should not be acceptable — not from a basketball coach, a baseball player or a fan.

Sara Spivey is a Spartan Daily Staff Writer.



Illustration by Kevin Nguyen

NO *Violence in sports is just more sensationalized by the media today.*

The recent debacle at Network Associates Coliseum that involved Texas Rangers pitcher, Frank Francisco, throwing a chair into the stands and breaking a fan's nose has caused a media frenzy. Francisco was charged with felony aggravated battery and suspended for the remainder of the season.

In wake of this event, people have suggested that violence in sports is on the rise, but this is not a new phenomenon — it has been around since the early 1900s.

In New York at Hilltop Park in May of 1912, infamous Detroit Tigers' center field, Ty Cobb, charged 12 rows into the stands and beat a fan who had been heckling him throughout the game. The man had lost one hand in an industrial accident and only had three fingers left on his other hand while Cobb beat the fan vigorously.

Sept. 16, 1940, Ebbets Field: Umpire George Magerkurth had many run-ins with players, managers and fans. He was even arrested once for fighting with a player under the stands. Another time, he and a player were suspended for spitting at each other, however, on this day he was supposedly minding his own business when a Los Angeles Dodger fan leaped out of the stands and tackled him at home plate and began pummeling him.

Aug. 22, 1965, Candlestick Park: Pitcher Juan Marichal was infuriated that a return throw by Dodgers' catcher John Roseboro almost nicked his ears, so he smashed his bat over Roseboro's head. What followed was one of major league's nastiest brawls.

June 4, 1974, Cleveland Stadium: The stadium held a wild promotion — beers for only 10 cents. After an estimated 60,000 cups of beer were sold, all hell broke loose. In the ninth inning of the Rangers and Cleveland Indians game, fans fought other fans, umpires, police and with the players. The Rangers were awarded a 9-0 forfeit.

July 13, 1979, Comiskey Park: It was Disco Demolition Night and a local disc jockey put together an anti-disco promotion to be held between the games of the White Sox and the Tigers doubleheader. Thousands of records were jammed into a large wooden box in the center of the field and blown to pieces. A riot ensued onto the field as fans brawled and lit bonfires with debris, which then forced the postponement of the second game.

Aug. 26, 1986, Yankee Stadium: A Bowling hunting knife with a five-inch blade was thrown at California Angels rookie Wally Joyner and grazed his left arm after defeating the Yankees 2-0.

Sept. 24, 1999, Milwaukee County Stadium: A fan jumped out of the stands and tackled right fielder Bill Spiers, and then starting pitcher Mike Hampton raced to the scene and pounded the spectator. Spiers suffered a welt under his left eye, a bloody nose and a case of whiplash.

May 16, 2000, Wrigley Field: Dodgers' catcher, Chad Kreuter was sitting in the bullpen when a rowdy fan hit him on the head and stole his cap, which then lead to several Dodgers charging the stands — 16 players and three coaches were given suspensions.

The media sensationalizes the violence in sports and uses it as a marketing tool to gain more ratings. It has become more visible with the presence of CNN, ESPN, sports talk radio and the Internet. The incident at Network Associates Coliseum is just another part of baseball's history.

Maria Villalobos is Spartan Daily Staff Writer.



MARIA VILLALOBOS

Editor's note: Due to space restrictions, "Sparta Guide," "Hot Damn" by John Myers and "Thought Crimes" by Konstantin Abadjiev will not appear today. "Sparta Guide" and "Thought Crimes" will return Wednesday and "Hot Damn" will run next Tuesday.

—E.L.

campusvoices

COMPILED BY EMMANUEL LOPEZ; PHOTOS BY ADAM HEYMAN



"Yes. The players are on steroids and they're angry."

Payman Banhazl
senior,
radio-television-film



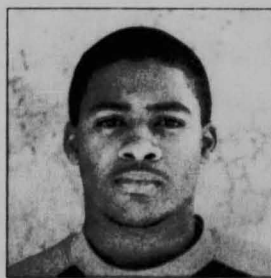
"No. There's always going to be some violence and player bashing associated with a sports event."

Selina Gaitan
junior,
interior design



"Yes. I think there's been a rise. There are a lot of crazy people going to sports games."

Sylvia Cortez
freshman,
undeclared



"No. It has been going on for a while. The media's just hyping it."

Jamaal Abdul
freshman,
electrical engineering



"Yes. There has been a rise. I went to a game and fans were shouting and throwing stuff."

Maricela Millan
freshman,
history and microbiology



"No. The players are just being overpaid and overly-sensitive babies."

Rigo Pantoja
junior,
kinesiology

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FORUM

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said, is to introduce students to it early as incoming freshmen.

"We want students to develop a strong sense of ethics in the classroom and also in other parts of their lives," Sullivan said.

Yoko Baba, chair of the sociology department, said that the forum was very informative and useful.

"It's good for me to become familiar with the new policy," Baba said. "I can also share this information with faculty who aren't here because they're teaching class."

Baba said she also hopes to learn about new methods to combat cheating. "I want to know about what available resources I can use," Baba said.

Gabe Romero, a freshman graphic design major, said he notices cheating often among his peers and is glad the school is stepping up its efforts to curb cheating. "Kids in my high school did it all the time," Romero said. "It's good to see that the school's basically saying that this is for real and they're not joking around."

Sullivan said even with the benefits of a student-driven honor system, there are still several challenges to face. "The challenge is keeping students interested over four years," Sullivan said.

Wallace Southerland III, the director of academic services, said that the idea of a student-run honor committee is an excellent idea.

"A committee would be a great thing for the university to pursue," Southerland said. "The university should have a role in students' ethical development."

Southerland added that it would be an enormous challenge because of the campus environment at San Jose State University.

"It'll be tough because a lot of the students aren't heavily exposed to these kind of ethical issues," Southerland said. "They see their peers and political leaders cheating and getting away with it. They've become disenchanted with adult role models."

Still, Southerland said that the university should make it a point to educate students in ethics.

"The university should play a large part in preparing students to be ethical citizens when they leave the university," Southerland said.

Academic Integrity Week continues today with a faculty workshop on ethical issues.

OFFENDERS | Web site will inform public of sex offenders who are on campus

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"I'm trusting that the university has made the right decision to let them work here," she said. "I feel pretty secure and safe with the police department on campus, which I'm sure will help out if anything would happen."

Noriega said although there has not been a single incident involving an individual registered with the department, he would encourage people to keep a lookout for any suspicious activity.

"I would encourage anyone to report any suspicious persons," he said. "(For example,) anybody they see around the child-care center and who seems to be out of place or is taking an abnormal interest in the children."

SJSU has two child-care centers located in close proximity to the university — SJSU Laboratory Preschool, located in the Central Classroom Building, and Associated Students Child Development Center, located at 460 8th St.

Teresa Stuefoten, program coordinator for A.S. Child Development Center, said safety is not a problem for the day care center, which has roughly 100 children attending on any given day.

"No one has access to the children without our knowledge," she said.

Stuefoten said the child-care center has a "secure yard with a high fence" and a system of checking any unknown persons who seek contact with the children.

"We get to know who the parents are, and if someone other than the parents picks up a child, we have an emergency card that lists all persons who have access to the child," she said. "So everybody (other than the parents) have to show their ID, which allows us to confirm that they are allowed to pick up the child."

Noriega said the department has kept a database of sex offenders for roughly two years, during which it has had a total of six sex registrants.

None of the registered offenders live on campus, though one used to but has now left the university, Noriega said.

The department also relies on Internet technology to track registered sex offenders,

Noriega said. For example, with "Open Image Management System," an online photo database of registered sex offenders, officers, who come in contact with a sex offender, can contact UPD to download a photograph via the department's dispatch phone system.

Noriega said the department is in the process of putting together a Web site where the names, pictures and primary offenses of SJSU's registered sex offenders will be available upon request in the next couple of weeks.

He said state legislation permits UPD to disclose specified sex registrant information to members of the campus community.

Noriega said he is not sure of what the reaction will be once this information is released, adding that the department has not decided how to relay the information to the campus community.

Garcia, the marketing major, said she thinks the campus police are doing a service to the campus community by putting information about sex offenders at SJSU on the Web site.

"I think that is a great idea, especially for parents who are concerned about the safety on campus and around the campus community," she said. "I think that could help them to be informed about the people who are around the campus."

Shreve, the journalism major, said he sees both positives and negatives in terms of relaying sex offender information to the public.

"I think it is a good idea in that it can make people feel a little safer, when they are walking around, if they know who to look out for," he said. "At the same time, it kind of feels like an invasion of privacy. I mean you can't deny that (the sex offenders) screwed up, but at the same time, they are never going to live that down."

Noriega said although recent releases

of information on sexually violent predators, such as Cary Verse and Brian DeVries, both of who are high-risk sex offenders, have sparked a lot of public controversy, he thinks "the public has the right to know."

"It is kind of a double-edged sword," Noriega said. "It can make people feel uncomfortable, and it can create a hostile environment for the persons who just got out of jail and are now trying to correct their lives."

UPD's Web site will inform the public of sex offenders who are on campus and explain the process of requesting information about those sex registrants, Noriega said.

In addition, it will provide the necessary forms to request information about the sex offenders as well as the text of the California Penal Code Section 290, the law that mandates registration of sex offenders, he said.

California Penal Code 290 prescribes that every person convicted of a sex offense, who attends an institution of higher education for more than 14 days or for more than 30 days in a calendar year, must register with the campus police no later than five working days after the start of school or employment. Failure to register in compliance with Penal Code 290 could lead to a felony conviction and resultant incarceration for a minimum of 16 months or a maximum of three years, according to the San Jose Police Department's Web site.

Anybody connected with the university who fills out a request form and submits it to the campus police can obtain information about the sex offenders on campus.

The selected sex offender information available for public scrutiny includes all names and aliases, a physical description and photograph, in addition to the subject's gen-

der, race, date of birth, primary offense and last known registration or re-registration date, according to a UPD press release.

Information not available to the public includes a sex registrant's status of employment, field of study, vocational activity and exact address, according to California Penal Code Section 290.4.

Noriega said sex offenders convicted of a felony must notify a prospective employer of their crime. Three of the offenders on campus have been convicted of a felony sex crime, while two have been convicted of a misdemeanor sex offense, he said.

The group of five consists of two "serious" sex offenders and three "other" sex offenders, Noriega said.

Sex offenders are categorized into three distinct classifications, namely high-risk, serious and other, according to Penal Code 290.

According to SJPD's Web site, the category "serious sex offenders" concerns individuals convicted of misdemeanor child molestation or a felony sex crime. By comparison, the group "other sex offenders" involves individuals convicted of misdemeanor sexual battery, incest, spousal rape, pornography or exhibitionism.

The gravest category, "high-risk sex offenders," deals with repeat offenders convicted of multiple violent crimes, out of which at least one was a sex crime, according to the Web site.

Noriega said one of the "serious" sex offenders was convicted of sexual battery, and one was convicted of annoying and molesting children.

In addition, two of the "other" sex offenders were found guilty of child molestation, and one was found guilty of sexual battery, Noriega said.

Rachel Goodman, an education graduate student, said she has mixed feelings about knowing there are registered sex offenders on campus.

"I guess they have as much rights as anybody else to pursue their goals and dreams," she said. "And if the government deems that they have been rehabilitated, then how long are we supposed to judge them?"

"I would encourage anyone to report any suspicious persons."

Sgt. Robert Noriega,
University Police
Department

POP CULTURE | 'People need a break from commercial music'

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Mora-Torres said Hispanics and other Americans benefit from seeing Latino representation in American pop culture.

"When (people) see more and more Latin Americans in popular culture, (such as) music and television, they see the spirit of Mexican culture in the United States," he said.

Pizarro, who identifies as Chicano, said American pop culture borrows from Mexican pop culture "to create a hybrid," labeled Chicano pop culture.

"In American pop culture there is a lot of borrowing from different cultures," he said. "It creates a washed-out version, so that what becomes popular is something more Americanized, a watered-down version of Latino, Mexican and Chicano culture."

Rocio Sinanz, music director for Rock En Español programming and disc jockey for KSJS 90.5, San Jose State University's radio station, plays a popular combination of Spanish rock, pop and urban grooves every Wednesday between 10 a.m. and 2 p.m. on KSJS.

"Even though I speak Spanish in my show, I do have (English-speaking) listeners," she said.

Although some listeners do not understand what she says on-air, they will frequently call to say they love the music she plays, Sinanz said.

"People need a break from commercial music," she said, noting that Spanish rock, hip hop and electronic music provide an alternative for those who have had enough of pop music.

Mora-Torres said another way Latino pop culture has permeated American society is through the large television networks that cater to the Spanish-language market.

"Millions of people watch Spanish-language television in the United States," he said.

According to the Nielsen Media Research Web site, Univision is the leading Spanish-language television network, followed by Telemundo, an operating subsidiary of NBC.

Since both television networks cater exclusively to the Spanish-speaking population, few people outside the Spanish-speaking community will tune in to watch the programming, Mora-Torres said.

Diana Rubio, student assistant for the activities coordinator at Mosaic Cross Cultural Center, said the networks are pretty similar in format, however, she prefers Univision.

"Their soap operas are better," she said. "They are the Mexican ones and they resemble the ones I used to watch on Spanish channels as a child."

Rubio, who is a senior international business major, said Mexican pop culture has had an influence on Americans. For example, she said, in her Latin American dance class, other non-Spanish speaking students have approached her to discuss "yesterday's soap opera," aired on one of the Spanish-language networks.

Rubio said Americans could learn about Mexican traditions and values through the novellas, the trademark soap operas of Mexico's entertainment culture.

"The novellas talk much about what the rest of the world loves," Mora-Torres said. "The soap operas that are produced in the United States are entirely different from the soap operas that are produced in Latin America."

In general, Mexican novellas concern "themes that are universal in nature," such as eternal love, pain from loss of love, class differences and racism, Mora-Torres said.

"Even if the language changes (in translation), the images don't change and people respond to that," he said.

Rubio said American media seldom show the true spirit of Mexican pop culture.

"It is not like you turn on the TV and see Vicente Fernandez, who is like the Mariachi god in Mexico," she said. "I don't think Americans get that (part of the culture) of TV."

Like Rubio, most Hispanics prefer Univision instead of Telemundo, Mora-Torres said.

"The problem with Telemundo is that (the network) is still doing fantasy shows, (whereas) Univision is catering to the Latin American culture," he said.

Mora-Torres said since Univision purchases the network programming from Latin America, and in particular from Mexico, "they are producing novellas that are still ripe with the culture and the soul of Latin America."

Pizarro said people can "learn about a society by looking at pop culture in terms of what is valued."

Unfortunately, the majority of Mexican pop culture fails to convey the essence of Mexican culture when marketed to the United States, Pizarro said.

"A lot gets lost in translation," he said. "It is just the way American pop culture works. It takes a little thing and makes it a little bit different to

give a new twist or flavor to something," he said.

"Cultural celebrations are cool," Pizarro said, "but the realities of what is happening for many working class Latinos in this country doesn't get addressed through pop culture."

"When things happen on a higher level of Latino saturation in American pop culture, some folks will take that as a sign of integration that things are changing in racial relations in a significant way," he said. "It is a sign of changes but it is also oftentimes an indication of ignoring bigger things."

Pizarro said pop culture could create "a distraction" from more important issues, such as Latinos' education, jobs, health care and disparities in standards of living.

"Three quarters of Latinos go to the worst ten percent of schools in the state," Pizarro said.

According to the U.S. Census Bureau, in 2003, 22.5 percent (9.1 million) Hispanics lived in poverty, compared to 8.2 percent of whites, 11.8 percent of Asians and 24.4 percent of blacks.

Pizarro said although the Latino community might not expect Jennifer Lopez to deal with the tougher issues affecting the Hispanic community, Latin Americans still want somebody to address the those issues.

"We have a great diversity of Latinos, but people don't see that in the media," Pizarro said.

In 2002, Hispanics represented 3 percent of the characters on the major broadcast networks, compared to

81 percent of whites, 15 percent of blacks, and 1 percent of Asians, according to a 2003 study by the University of California, Los Angeles.

Mora-Torres said although some shows have pushed the issue of ethnic representation on national television, the problem of racial diversity persists.

"Traditional Hollywood still prefers white actors or actresses for the leading roles," he said. "Producers still see America as being essentially white."

Mora-Torres said Latinos are likely to increase in representation on national television as the Hispanic population continues to grow.

The U.S. Census Bureau estimates that the Hispanic population will increase by 188 percent or 67 million people by 2050, provided the influx of Latin Americans to the United States remains the same.

Pizarro said Spanish-language media in the U.S. fails to reflect the face of the Latino population.

"If you think about how many white skinned, blond people there are in Spanish television, it is kind of crazy," he said.

Nevertheless, Spanish-language news presents a more insightful coverage of Latino issues, Pizarro said.

Rubio, who gets most of her news from Spanish-language media, said "I like to keep updated on the news that goes on outside the country and many of the Spanish channels focus on that."

In the end, Mora-Torres said he believes change is inevitable as America is becoming increasingly more "multicultural."

"It is going from one (culture), which was essentially Anglo-American, to one which reflects the true face and the true character of our society," he said. "There is a cultural mixture taking place (in the United States) that you don't see anywhere else in the world."

"In American pop culture there is a lot of borrowing from different cultures."

Marcos Pizarro,
assistant professor

BOBA | 'It's 800 calories ...'

continued from page 1

of origin for boba tea.

Manager David Dwan of Quickly said that he was aware of the competition, but felt that his product was good enough.

So far, none of the stores has significantly different prices for boba tea. The stores charge \$2.50 for boba milk tea, except for Quickly's price of \$2.49.

Dwan said, with SJSU's Asian population, he felt confident that Quickly would do well. According to the city's Web site, San Jose was 26.9 percent Asian in 2000, while the SJSU Web site reported the university as being 31.7 percent Asian in Fall 2003.

Not only Asian people are going to the boba stores. Old Cat's Cat customers are returning to drink coffee at Quickly.

In the competition for students, some stores have garnered fierce customer loyalty.

Andrew Blash, an SJSU environmental science senior, said he chooses to study at Hydration rather than the other cafes.

"It's clean, well lit ... has free wireless (Internet access) and has no TV," Blash said.

Blash said he likes the atmosphere, good food and decent people who run Hydration. The diversity of people from all over the world, especially Asia, is something Blash appreciates.

Not everyone likes boba tea as much as Blash, though.

Danielle Custode, a junior at Palmer West Chiropractic College,

used to drink boba tea, but stopped after finding out about the calorie count on boba tea.

"It's 800 calories (per cup)," Custode said.

Boba is made from starch, cassava root and sugar. Depending on how much boba is added to the tea, the calorie count varies. Plain tea with milk and sugar is 60 calories. One source says that seven "pearls" of boba equals 100 calories, with an average of 30 pearls per cup.

Despite the calorie count, students are still drinking boba. All four stores reported high return rates from student patrons.

"San Jose State is big enough for us (boba beverage stores)," said Vu.

Hours of operation

Cafe Boba, 110 E. San Fernando St.

Mon-Thru 7 a.m. to 8 p.m.

Sat 7 a.m. to 6 p.m.

Sun 7 a.m. to 6 p.m.

Hydration, 310 S. Third St.

Mon-Wed 10 a.m. to 11 p.m.

Thu and Fri 10 a.m. to 12 a.m.

Sat 11 a.m. to 12 a.m.

Sun 11 a.m. to 11 p.m.

Quickly, 140 Paseo de San Antonio

Mon-Sun 7:30 a.m. to 9 p.m., some-

times open to 11 p.m.

Tapoca Express, 457 E. San Carlos St.

Mon-Thru 10 a.m. to 12 p.m.

Fri 10 a.m. to 11 p.m.

Sat and Sun 10 p.m. to 10 p.m.

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