Ads aren't just matters of money

By Bob Wasserman

Many journalists will readily admit that their news medium is at the mercy of its advertisers because of the difficulty today of making a newspaper or magazine profitable. What often goes unnoticed is that advertisements are an integral part of the medium itself, being an important source of revenue. The advertisements themselves, however, are not always just an extension of the traditional role of advertising, which is to persuade consumers to buy products. They can also provide social commentary, as well as social perspective.

Advertisements in The Tech and other campus media give a valuable insight into life at MIT. The largest general advertisers in The Tech are beer companies (beside the Tech Corp., whose large ad aims to the tendency of students to shop primarily on campus). Several of these, such as Busch and Miller, appeal to readers in a sporting or humorous tendency of students to shop primarily on campus. Several of these, such as those devoted to foreign policy issues, such as the turmoil in Lebanon and Taiwan's internal policy. There seem to be less advertisement to the extent that students are not necessarily in line with Armco's "Plain Talk about Jobs" series which rails out against government regulation and union control.

Advertisements can provide social commentary, as well as social perspective. Without neglecting the rest of the context of a newspaper, of course, a reader should read ads critically, receiving them in a spirit of persuasion without neglecting the rest of the context of a newspaper.

The Tech welcomes letters to the editor, which should be typed, triple-spaced, and as brief as possible. Unsigned letters will not be published. An author's name may be withheld on request.

China: Whither the revolution?

By Joel West

On Friday, December 15, 1978, in a nationally broadcast press conference, Carter announced what for many was long overdue — the United States would, after 30 years, recognize Red China as the legitimate government of one-fourth of the world's population.

In spite of the rather tepid tone, Richard Nixon's 1972 visit to China, controversisly immediately erupted over the implications of this move. The debate has primarily centered over our obligations to Nationalist China, the government which the Red Chinese drove to the island of Formosa in the 1940's. After Carter's announcement to the Taiwanese stormed the American Embassy in Taipei, while supporters in the U.S. marched on Plaines.

Other supporters in the U.S. (sometimes known as Senators and Representatives of the Republican party) rallied to have Carter's actions thrown out as it is.

Opinion

Hard as it is to believe, but there is a story behind the headlines.

With the defeat of Madame Mao and the radical "Gang of Four," China has been steadily making progress towards Westernized industrial society. Four great modernizations are planned: in agriculture, industry, defense, and space and technology. According to a laudatory article in the Jan, 1 Time Magazine, these modernizations could cost as much as $800 billion by 1985, although this only represents $1.50 per capita per annum.

The unsettling part of the Time article was not the magazine's usual insight-filled commentary; rather, the full-color vignettes of Chinese society, complete with captions, demonstrated how far the modernization has really come. One caption read "Couple holding hands on a stroll along Hangtow lake." But regulations (Please turn to page 4)

Students left out in the cold

By Kent C. Massey

Paul Hubbard

Oh, I'm sorry Paul, but I've got to do my laundry Friday night.

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