



UWG STUDENT BECOMES FINALIST AT INTERNATIONAL COLLEGIATE MARKETING CONFERENCE

CINDY MARTINEZ
Contributing Writer

The American Marketing Association International Collegiate Conference (AMA ICC) wrapped up its annual convention in New Orleans, Louisiana. April 11-13 was a weekend of showing off participating UWG students' strategic excellence at the conference featuring over 2,000 students worldwide. UWG was recognized by having Senior Marketing Major Jacey Coleman represented as a finalist in the sales marketing competition.

The AMA conference includes career-enhancing resources. For example, it had keynote speakers, networking opportunities, skill-enhancing workshops and many more. With over 2,000 Students in attendance, the conference had so much to offer young aspiring marketing professionals that translated well with Coleman and the other attendees.

"The conference is focused on growing the student's professional growth through interaction with students from all backgrounds, and cultures, and like-minded students with similar interests," said the UWG Marketing Club Advisor and UWG Professor Kenneth Hilderhoff. "Competing in various competitions challenges each student and improves their level of knowledge and confidence."

Coleman, being a first-year attendee, attended the conference with classmates and with Hilderhoff. Each of the students competed in various challenges like sales competitions, marketplace simulations,

perfect pitches, marketing strategy, Instagram reels and other educational competitions.

"I was very excited," said Coleman. "With this being my first time at this conference, I was just happy to be able to get the opportunity to attend and compete in the two competitions I signed up for. For the competition, I read the various scenarios and Brainstormed about different approaches to figure out the most effective approach. For the Sales competition in particular, after developing my presentation, I spent a lot of time rehearsing my approach."

On Saturday April 12, after two days of competitions, the AMA ICC held their award ceremony to recognize the students who over-achieved in the various contests. Coleman was a finalist in the sales competitions topping over 200 students who had competed, and she finished in the top five finalists.

"To be a finalist is a huge accomplishment and I'm very thankful to everyone who helped me become one," said Coleman.

Coleman was recognized for her efforts and congratulated by her fellow classmates as well as Hilderhoff for representing UWG outstandingly in her win.

"Having Jacey finish 4th is both a rewarding experience personally and for UWG's quality of education for those who participate in these activities," said Hilderhoff. "For marketing students, no organization at the chapter level or national level can provide

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what the AMA offers. For students majoring in marketing, this conference is a major step in developing a better understanding of what marketing offers."

CAREER SERVICES OPENS UP "CAREER CLOSET" SO STUDENT CAN DRESS TO IMPRESS

BRIANNA TILLIE
Contributing Writer

The way a person chooses to dress plays a role in the impression that person makes on others. Attire can significantly influence how someone is perceived, whether it be in a professional setting, a social event or even just everyday interactions. A well-put-together and appropriate outfit may not only boost one's confidence but also convey professionalism and respect for the situation at hand.

The Career Services department at the University of West Georgia is committed to assisting students in taking steps towards a professional career, and this includes dressing for success.

On April 11, the University of West Georgia Career Services held the official ribbon-cutting ceremony for their brand-new space. Career Services advertised the "Career Closet" at this event.

"The Career Closet is a place where the students can go and get their professional attire for interviews, hiring events we have on campus, professional social events, anything like that," said Career Coach Anika McCoy. "The items are gently worn donated items from other faculty and staff, even some people in the community have donated their professional attire."

The clothing items in the Career Closet are available to all University of West Georgia

students completely free of charge.

"All a student would have to do is check in and give their 917, and they can go into there and find an outfit," said McCoy. "It is theirs to keep forever. The only time they would ever need to return an item is during the hiring events, we only bring one rack with select items for both men and women. But they can turn around and go back to the Career Closet and get the items that they would like."

Dressing for success is not simply about dressing business professionally, but rather dressing appropriately according to the environment and occasion.

"Every job is not going to require you to wear a suit and tie. You do not want to overdress for a position and you do not want to underdress for a position," said McCoy. "One thing is to know the difference between business attire and business casual. You need to know the environment you are going to work in."

Career Coaches also encourage students to be mindful of the fact that their attire is the first thing an employer sees, and opening judgments begin there.

"This is your first impression. You want to make sure you put your best foot forward whenever you are introducing yourself for a possible career for your lifetime," said

McCoy. "Would you rather go in blind and not know what you are supposed to wear or would you rather be prepared and get the job?"

The career coaches exist for the service of students and they are passionate about helping students reach their career goals.

"My role is to help guide our students from their college careers into their professional careers," said McCoy. "We want to make sure that their resumes are together, they are equipped for interviews and that they start looking for jobs in their field. We want them to start making those connections with employers and companies and seeing what type of environment they want to be in and if their field is a good fit for them."



Photo courtesy of @uwg.campuslife via Instagram

“THE TOXIC AVENGER” CLOSES UWG THEATRE’S “RESISTANCE IS FUTILE” SEASON

ABBIE KLEIN
Contributing Writer

On April 17th the UWG Theatre Department opened their production of “The Toxic Avenger,” a rock musical adaptation of the 1985 film by the same name. The musical, directed by Shelly Elman, was a fantastic close to their “Resistance is Futile” season dedicated to the late Alan Yeung-Marcello. The audience was constantly erupting in laughter and the small cast only added to the intimacy and the humor of it all.

The show opened with all of the cast members singing about how horrible the pollution is in New Jersey, the state in which the story was set. Asking the question “who will save New Jersey?” The story continued with the main character, Melvin, confessing his love to a blind librarian named Sarah in the song “I Will Save You, Sarah.” The audience was then introduced to the antagonist of the story, Mayor Babs Belgoody, who is in charge of the corporation responsible for polluting the city. Melvin, in an attempt to be a hero, confronts the Mayor about her unethical ways. Unsuccessful in his attempt, the Mayor orders the city bullies to “Get the Geek”. Melvin is pushed into a vat of toxic waste and turns into a mutant with superhuman strength.

With his new found strength Melvin rescues Sarah from the bullies and takes her home. Sarah, unaware that this mutant superhero is her friend Melvin, falls in love with the Toxic Avenger thinking he is a French man named Toxic. Horrified with his new

appearance and powers Melvin seeks help from a scientist who says there is no cure but to stay away from bleach because it is his only weakness.

After accepting his new life and falling in love with Sarah, Melvin grows confident as the Toxic Avenger and uses his powers to stop polluters and other crime in the city. Mayor Babs, who is now threatened by this mutant hero, seduces the scientist in order to discover Melvin’s weakness. Having discovered that bleach is the only thing that can kill Melvin the Mayor starts a hunt for the Toxic Avenger.

At the most climatic part of the story Sarah comes to save Melvin from Mayor Babs, killing the Mayor and reviving Melvin in the process. The musical ends with the cast singing about how they plan to reverse the pollution in their city and save New Jersey in the song “Brand New Day in New Jersey”.

Among all the humor and fun of the show, emotions were high for senior Valeria Lee, who took to the UWG stage for one last time in her role of Sarah. As the female lead and only senior in the show Lee acted as a mentor for the other cast members and crew.

“It’s been very fun,” said Lee. I feel like they made me feel kind of old because they’d always call me a dinosaur, but it felt nice to be able to show them and teach them certain things since a lot of them are new or this is their first musical. It was just a fun combination of my four years of being here.”

Her performance as Sarah was impressive not only because of her

vocal ability but also because of the exceptional job she did in portraying a blind character. For most people, convincing an audience that you’re blind is not an easy task, but for Lee it was never too much of a feat.

“The process started pretty easy because we already had a lot of our props and specifically I already had the [cane], so it wasn’t too hard,” said Lee. “But what was really hard was not looking at other people. I wanted to look at them so badly, especially when it was like something funny but I had to remember to just look the other way.”

Lee’s performance was not the only one that stood out. Isiah Sargent and Jamiyah Smith were truly the highlight of the whole performance. Both of their roles required them to play multiple characters including the bullies, CSI agents, the scientist and Sarah’s friends just to name a few. Whenever they stepped on stage in a new costume or wig it was a guaranteed laugh from the audience.

The show was overall a silly and fun experience that the entire audience enjoyed, making it a successful close to the season. The show will continue to run until April 21, for tickets visit <https://tcpa.my.salesforce-sites.com/ticket#/events/a0S5d00000c9zJMEAY>.



Photo courtesy of UWG Theatre Department

ARTS AND ENTERTAINMENT

“CIVIL WAR” TIPS IT’S CAP TO THE WORLD OF PHOTOJOURNALISM

DOUGLAS SALTER
News Editor

Successful suspense thriller writer and director Alexander Garland has released his fourth film “Civil War”. Civil War is about a post-apocalyptic world where, due to a lack of good leadership, has caused the United States to break apart. California and Texas have formed an alliance called the Western Forces. They have one goal, kill the president and anyone that gets in their way.

Other states have remained loyal to the government, and some remain distant, acting like nothing is going on at all. The story focuses on a group of photojournalists in New York, who aspire to drive to Washington DC and interview the President before he is assassinated. The movie stars Kirsten Dunst as a famous photojournalist that leads her partner, a young girl, and her mentor across the country.

It can be quite intense for some viewers due to the fact that some could see this as a potential future. Some say the movie could be inspired from citizens storming the capital a few years ago and other riots. The pacing is rough as we see people kill each other left and right just because of their opposite beliefs. Then in somewhat of a heartbreaking fashion, the photojournalist encountered several people hanged, tortured and murdered. They take several pictures of casualties and other damage across the country.

On their journey they meet people along the way who are not exactly in favor of their actions. They meet people that live like the war does not exist, they meet people that try to kill them just because. They stop at camps where they meet people just trying to survive the best they can. They encounter a riot and even find some of their colleagues

headed to DC to make their own story. It is a brutal journey for a much larger goal. Even when things get tough, they move forward, because they have to.

It is an incredible story that some people may find pushy and over-political, but actually it tells a beautiful story about documentation. The realism that comes with the story makes it more interesting and compelling, as scary as it might seem. The sounds and the cinematography are immaculate as the journey goes on. All the different situations the journalist sees could all be pieced together in a number of ways, but the way Garland strung the scenes together creates a powerful image across their journey.

Dunst and the ensemble give great performances through their characters’ various hardships. The craziest thing is that this caused director Alex Garland to retire from directing. It is uncertain why, but it possibly be due to the difficulty and the severity of creating this kind of movie. But regardless of the circumstances, I applaud Garland and the rest of the cast and crew for making this important movie. I give Civil War 4/5 stars.

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NETFLIX'S SCORES WITH "THE BEAUTIFUL GAME" A FEEL-GOOD TRUE STORY

BRIANNA TILLIE
Contributing Writer

The Homeless World Cup, founded in 2001, is an annual international soccer tournament that brings together teams of people who have experienced homelessness from around the world. The tournament aims to use the sport to empower participants, raise awareness about homelessness and promote social inclusion. Participants in the Homeless World Cup come from diverse backgrounds and have faced various challenges, including addiction, poverty and marginalization. This hidden gem of a social organization served as the source of inspiration for a newly released sports drama.

On March 29, Netflix released "The Beautiful Game". This heartwarming feel-good film brings awareness to the Homeless World Cup by following the story of a character named Vinny, a homeless man with a talent for soccer who is recruited to join England's Homeless World Cup team.

While the film is touching in several ways, the main character, Vinny, is such an unlikeable character that it is difficult to root for him even though

the film seems to want the audience to root for him. Vinny's biggest character flaw is his arrogance, which is constantly thrown in the face of the viewer. At the beginning of the film, Vinny denies even being homeless. But when the team manager Mal follows Vinny out to his car and sees that Vinny is too proud to admit he's been living out of it, he simply hands Vinny his phone number.

Once Vinny is on the team, it is needless to say that he sees his teammates as being beneath him and he treats them as such. Though the other characters do call this out, it does not appear that Vinny was held properly accountable or showed appropriate remorse for his behavior. Even when the film suggests that one cruel comment made by Vinny causes one player to quit the team.

What makes Vinny's character somewhat redeemable however is towards the end of the film, it is revealed that Vinny is the way that he is not because of extreme confidence, but extreme brokenness. Vinny was

supposed to be a professional soccer player and he believed he had it all, only to be told he was not good enough. He was "one of the ones to not make it."

This adds a layer of complexity to Vinny's character and exposes why Vinny was so haughty in his attitude, especially towards his teammates. With one being a drug addict, one being a gambler and one being a neglectful father, Vinny truly did see himself as above them even though they were all homeless. While this does not excuse the poor behavior of Vinny, it does communicate to viewers the lesson that things may not always be what they seem and sometimes a grandiose and pompous individual is really a deeply insecure and dissatisfied one.

Aside from the film's complicated main character, "The Beautiful Game" sends such an optimistic message. In the film, the participants of the "Homeless World Cup" consist largely of individuals who have lost their way in life. But instead of succumbing to despair, they are trying to get back on course and redevelop a sense of purpose through this soccer team. This communicates the message that no matter how low it seems that life has fallen and the temptation to give up all hope seems especially appealing, the choice always exists to choose a more positive option and make something better of oneself.

MONKEY MAN PACKS A PUNCH ACROSS THEATERS

DOUGLAS SALTER
News Editor

Star actor Dev Patel made his directorial debut with "Monkey Man." Produced by horror director Jordan Peele, Patel's film tells an amazing revenge story about a man who is out to kill the man that murdered his mother. The title comes from the character's identity. When he was young, Kid learned about an Indian legend named Hanuman who was a Hindu legend that was part monkey, part man. The story inspired Kid.

As an adult he fights in an underground boxing league and wears a monkey mask dedicated to his favorite story that his mother told him. Big fans of the John Wick franchise will enjoy this movie because of the amount of brutal action that comes from its protagonist. Though the action is not for the faint of heart as the film is rated R for severe blood and gore sequences.

We first see a flashback that reveals that Kid and his Mom lived on a sacred land that was taken over by government forces. In refusal to leave her home, Kid's mother was killed by police chief Rana Singh. Kid was hiding in the house and Singh did not know he was there. After he killed Kid's mom, Singh burned down the house. Kid ran for safety but not before trying to save his Mom whose body was burning. When Kid tried to grab her, he got horrifying burns on his hands, which gave him permanent damage.

Kid becomes a man that tries to achieve his one goal and will let nothing stop him from accomplishing that. He meets friends and even gets an inside job along the way that helps him gain information. Kid never stops pushing forward but does get sent back to square one after becoming a wanted fugitive

for fighting.

After the downward spiral, Kid goes on a spiritual journey. He goes back and resurfaces that day that his mother died through a hallucinogenic experience. He meets more friends through his spiritual journey that see him as an inspiration. All this allows Kid to truly remember who he is and what he is fighting for. He even helps out the needy and improves his skills as a boxer.

He is able to return to the underground boxing league and dominate as a fighter. He even has someone place a bet on him and with all the winnings, he gives it all back to the community that helped him regain his mentality. He goes off to the city to go find his man, the chief of police. Being a wanted criminal, that was not exactly a hard thing to do. They found each other and engaged in a fight to the death. Using his new fighting skills, Kid was able to easily kill Singh and he finally was able to avenge his mother and feel peace in his heart.

Overall, the movie was a fun watch. There was lots of action and even some wonderful character development. I give Monkey Man 3.5/5 stars.

SPRING FLICK "LATE NIGHT WITH THE DEVIL" SPOKES AUDIENCE WITH 70S TALK SHOW HORROR

KESHAWN ALLEN
Contributing Writer

At the beginning of this decade, many horror movies have made waves in pop culture and the horror genre. This year, the film "Late Night With The Devil" brings something a little different to this genre.

The movie is about Jack Delroy, a late-night show host, who is recovering from the death of his wife while at the same time trying to save his failing talk show. Jack's biggest issue is that since this is his last chance to make a big impression on his audience members and his viewers at home, he's willing to go along with anything as long as it means he gets to stay on the air. During the live broadcast of the last episode he will ever make, a

series of horrific and unfortunate events occur. In the beginning, the audience is under the impression that the studio is either haunted or that Jack is being attacked by demonic spirits surrounding him. In actuality, there is something much deeper than the audience could have guessed.

Jack invites many guests on the late-night show to keep the viewers entertained. Mysteriously, none of the guests know each other, but they connect by the time the climax approaches. The first guest is a famous magician who is also a skeptic regarding the supernatural. He is willing to find the flaw in every claim of paranormal activity that takes place around him. The

next guest is a man who claims to have the clairvoyant ability to talk to spirits and dead people. His ability to talk to spirits gets questioned due to the events that take place throughout the night. The last guest on the show is an investigative journalist and researcher who claims that she has brought a little girl who has the devil living inside of her.

The cinematography in the film is brilliantly done by the editing crew and set crew. This movie takes place in 1977, and the amount of 70s nostalgia some viewers may receive is astonishing. The film does a great job of presenting this movie as if it were an actual broadcast of a real-life 1970s talk show. Not only do the 70s pop culture references send the viewer back in time, but the camera filter they chose to shoot allows them to be under the impression that this is a vintage, real-life recording.

During the back story, the audience witnesses the footage from the night Jack filmed his show for the

last time. Not to mention that every time they cut to a commercial, there is a behind-the-scenes recording of everything taking place when they are cut off and aren't live. This camera records in black and white in contrast to color when they are live. Another notable feature with

the camera work is that 90 percent of the film is captured through the television camera to keep the found footage feel of the movie.

With this being an indie film, it was not expected to make as much money as it did. As it has been released for three weeks,

it has already made ten million dollars worldwide and will possibly bring in more money. If anyone who enjoys horror would like to experience a unique and different kind of horror movie, this film should be added to your watch list.

"INVINCIBLE" SEASON TWO REJUVENATES GENRE AMONGST "SUPERHERO FATIGUE"

JEFF IGBOKWE
Contributing Writer

The second season of "Invincible" is the highly anticipated continuation of Amazon Prime's popular animated superhero show. Based on the long-running comic book series created in 2003 by Robert Kirkman, the show's second season drives viewers deeper into the convoluted and turbulent life of Mark Grayson, aka Invincible (Steven Yeun), as he learns to cope with the emotional and physical wounds he sustained after his confrontation with his supervillain father, Omni Man (J.K. Simmons) at the end of the first season.

The first four episodes of the sophomore season were released in November of last year, taking place a month after Mark's battle with Omni Man. While there is no time wasted drawing viewers back in with the heart-pounding action that defines the series, if I were to pick anything to gripe about, it may be the fact that despite the amazing job the second season does at continuing the story of Mark Grayson (as well as the stories of the various supporting cast members), at times it just feels slightly crowded. As well as the stories of Mark, his mother Debbie (Sandra Oh), and Atom Eve (Gillian Jacobs), there were many

threats to the world set up at the end of the previous season, arcs we see continue into season 2. The Mauler Twins (Kevin Michael Richardson) were gearing up to escape prison, Doc Seismic (Chris Diamantopoulos) began breeding large, fanged creatures beneath a volcano, a race of pink squid like aliens had taken over Mars and were headed to Earth, and Omni Man had fled Earth (to name a few events).

On top of all the plot points that had been previously established, more issues arrive, as the multiverse crossing Angstrom Levy (Sterling K. Brown) is introduced as Invincible's new arch-enemy, all while Mark is attempting to have some semblance of a social life outside his planet-saving duties, leaving home to start college whilst taking things to the next level with his girlfriend Amber (Zazie Beetz).

While it is true that when making an adaptation, it is key to stay true to your source material to ensure you please longtime fans, the fact the show stays true to the comics is in fact what creates this issue. Squeezing multiple comic issues into an 8-episode season can prove to be challenging, and there is a lot going on.

While the first part of the second

season may feel slightly stagnant due to a chunk of the screen time being spent introducing characters such as Levy. They didn't play a huge role, yet were major players in the comics. Towards the end of the last four episodes, these new characters and setups seem to have paid off, resulting in the clash with Levy in the final episode.

Omni Man was undoubtedly the star and focus of the last season, and while the writers of the show do not put the talents of J.K. Simmons to waste as the character reappears in this season, more screen time is given to supporting characters to help develop their story. We see Atom Eve struggling with the responsibilities of being a superhero, Rex Splode (Jason Mantzoukas) becoming overwhelmed by his insecurities, and Allen the Alien (Seth Rogen), exploring the origins of the character. Of course, it is Mark who perhaps faces the toughest challenge as the offspring of Omni Man. Will he become the man his father is?

Picking up right where it left off, "Invincible" season 2 is just as hectic and entertaining as the first season. At a time where many are suffering from so called 'superhero fatigue' thanks to Marvel and DC constantly cramming shows and movies down our throats, "Invincible" offers a satire of the good versus evil stories we've had forced upon us, all while providing us with an action packed (slightly graphic) adventure of a teen who feels the weight of the world upon his shoulders.

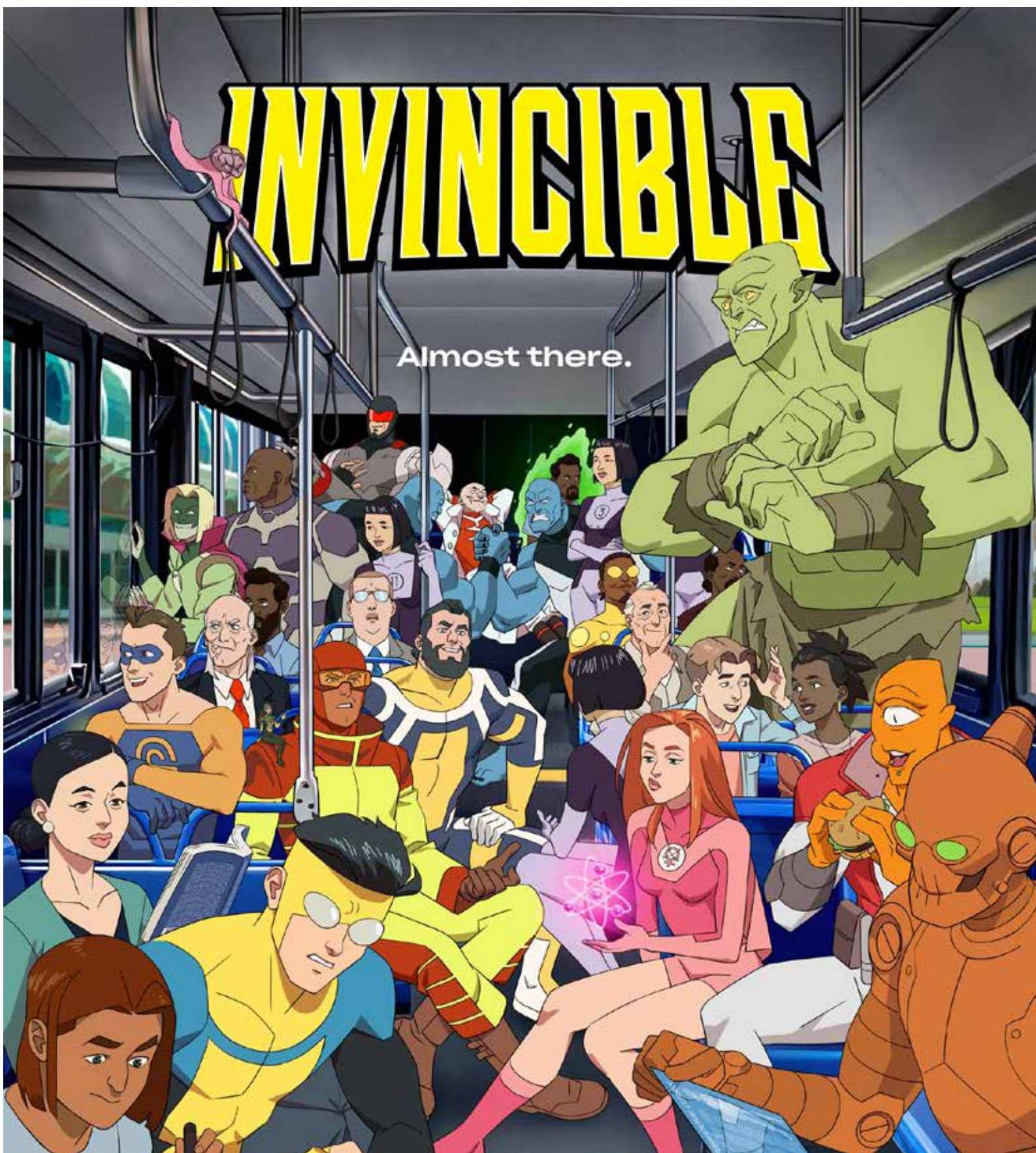


Photo courtesy of Amazon Prime