Conference speakers inspire

USC hosts more than 500 students for leadership workshops, talks

President
Jameson Brogi
Third-year political science student
Former intern for U.S. Sen. Jim DeMint and Sen. Tim Scott, both Republicans of South Carolina.
Master of ceremonies, Campus Crusade for Christ
Resident mentor in Harper/Elliot

Lindsay Richardson
Third-year political science student
management and marketing student
President pro tempore, student Senate
University ambassador
Resident mentor in Carolina Women’s Community
EMPOWER diversity peer educator

Vice President
Donnie Iorio
Third-year management science and marketing student
Chief justice, Constitutional Council (currently on leave of absence due to campaign)
National president, Pi Beta Lambda Business Fraternity
Founder, USC for Babies
Resident mentor, Woodrow College

David Leggett
Second-year economics and political science student
History student
Historian, Student Government Member, Carolina Judicial Council
Vice, South Carolina Senate Judiciary Committee
Former president, Gamecock Club Swimming

Treasurer
Ryan Harman
Third-year business economics student
Former vice president of internal affairs, Carolina Productions
Former intern for BODSA
Former comptroller, Student Government
Capstone Fellow

Students vote for Cheerios ad in Super Bowl class

General Mills brought back Gracie and her interracial parents from last year’s Super Bowl during the first unscheduled timeout of Sunday’s game.

According to Business Professor Bonnie Drewniany’s Super Bowl class, General Mills was doing something right when they created the ad.

The students voted in the year’s best ad, making its creators the winner of the annual Cocky Award.

In the ad, a father uses Cheerios to explain to his daughter who she should have a baby brother, and the girl responds by suggesting she should have a puppy to the family.

The students in Drewniany’s class were focused on the commercials during the big game, while most people focused on the game, spent time with friends or gorged on food.

The group of more than 100 students gathered in the Carolina Coliseum to watch the game together and rate each commercial based on its likability, persuasiveness, brand identity and whether or not they’d seen it before.

“What it comes down to for me is, ‘Am I intrigued by it the whole time?’” fourth-year business student Louis Howell said. “That’s the one I’m going to give the best score to. If there’s more than one that does that for me, I’ll give to the one that sets above the rest.”

The class stopped after every commercial to rate it, and during the game, they skipped past the lag time in between plays. Even so, the students typically fund the game an hour and a half behind the rest of the world.

While preparing for the event, students practiced rating ads in class and analyzed what made previous winners of the Cocky Award so successful. They also researched the behind-the-scenes aspects of the commercials.

“We gained an appreciation of how much goes into making that million-dollar ad,” fourth-year advertising student Shannon Whiteside said.

Drewniany said she hopes that the students in her class and beyond the commercials has taught her students “never to look at it in all the same way.”
Missing shrimp sparks suspicion in Fort Mill

A food distributor in Fort Mill is suffering a severe shrimp shortage after a shipment of frozen shrimp went missing, according to the Rock Hill Herald.

A U.S. Foods employee told police Thursday that the shrimp shipment, valued at $5,480, arrived Tuesday and upon arrival, eight cases of shrimp were not accounted for.

A police report says police and employees have surveillance footage of a pallet being moved into a truck.

According to the York County Sheriff’s Office report, all deliveries are "scanned into the system" before they are stored, however, employees later found eight cases of shrimp were missing.

— Hannah Jeffrey, News Editor

Legislators attempt to block law school sale

A number of South Carolina legislators are attempting to stop a Florida-based company from buying the Charleston School of Law, according to The State.

Infi Law owns for-profit law schools in Charlotte, Jacksonville, Fla., and Phoenix and is looking to merge the law school with a state-supported school, which would give the state two publicly funded law schools.

But before the sale can go through, the South Carolina Commission on Higher Education must give the company a license to operate within the state.

Several legislators are questioning the deal, including state Rep. Leon Stavrinakis, R-Charleston, who wrote to the Commission on Higher Education saying, "That cannot possibly be a safe bet for South Carolina’s students."

The status of InfiLaw’s application could be known as early as June.

— Hannah Jeffrey, News Editor

Hoffman found dead in New York apartment

Philip Seymour Hoffman, a prominent character actor, was found dead Sunday in his New York apartment, the Associated Press reported. He was 46.

Anonymous law enforcement officials told the AP that Hoffman was found with a needle in his arm. According to those officials, glassine envelopes containing what is believed to be heroin were also found with Hoffman.

Those who knew Hoffman took to Twitter to express their grief. Actor Ricky Gervais tweeted, "One of the greatest actors of a generation and a sweet, funny & humble man." Director Spike Lee said, "Damn, We Lost Another Great Artist."

— Hannah Jeffrey, News Editor

CRIME BLITTER

The blotter comes from police reports released by the USC Division of Law Enforcement and Safety and doesn’t include crimes reported by city or county law enforcement.

JAN. 25 TO JAN. 31

6 Drug/ Narcotics Violation
3 Theft from Building
3 Larceny (all other)
2 Traffic/ DUI
2 Larceny of Bicycle
1 Trespassing
1 Larceny of Moped
1 Fake ID
1 Alcohol/ Liquor Law Violation
1 Larceny/ Theft from Vehicle
1 Drunkenness
1 Assault

— While on patrol early Wednesday morning, an officer saw a man urinating at the corner of Laurens and Greene streets. When the man saw the patrol car, he began to walk in the opposite direction, but the officer pulled up next to him and noticed the man was still urinating as he walked. The man was unsteady and slurred his speech and told the officer that he was 18. The officer asked for his fake ID, and the man provided a Connecticut driver’s license that did not belong to him. When the officer asked where he had been, the man said he was at "Pavlov's all night drinking beer."

— An officer responded to a report of drunkenness in East Quad and found an inebriated girl vomiting in the lobby. The girl said she’d had a lot of whiskey, but she was beginning to feel better after vomiting several times. When she was asked if she had been drinking beer, she told officers no, she had been drinking liquor, and told them she was 18. They asked her who the president is, and she answered George Washington. She was given a citation and was taken to Palmetto Health Baptist.

— An officer was dispatched to South Tower Monday morning after vandalism was reported in the building’s three elevators. Upon arrival, the officer was told that one light was missing from the first elevator, all six were missing from the second elevator and three were missing from the third elevator. A sign was hanging in the second elevator with a picture of “Jigsaw” that said “I would like to play a game.” Damage was estimated to be around $5,000.

— Compiled by Hannah Jeffrey, News Editor

Briefs don’t include every incident from the last week, and suspects are presumed innocent until proven guilty. Information could change as investigations continue.
Awesome snow day pics on Instagram. The latest scoop on Twitter. Cool stuff to share on Facebook. You want it. We’ve got it. Engage with #UofSC on your favorite social media channels, and show the world your love for all things garnet and black.

Facebook  facebook.com/uofsc
Twitter   @UofSC
Instagram @UofSC
Google+  sc.edu/google+

NO LIMITS.
Election season is here again, and the various competitions look to be tightening this year. Despite an absence of a field of candidates that’s known widely around campus, all of those running for office appear qualified for the offices they seek. Each has a solid background and experience in various USC bodies, and the vast majority of them have extensive leadership or service experience. What this means, roughly, is that we’re in for some very tough races.

Those running for president are two Student Government veterans, Lindsay Richardson and Chris Sumpter, along with third-year political science major Jameson Broggi, the only student running for freshman office who hasn’t had ties to SG. To be honest, it’s refreshing to see political contenders from outside Student Government circles. It opens up the candidate pool to perspectives and areas of interest not otherwise represented in those fluent in the operations of SG.

What’s essential for any elected official to have, and what we must remember that the student body president is not: an elected representative of the entire universe. (There is also the very real possibility of self-reflection. It didn’t particularly matter what the passages involved were, so long as the book were associated with figures. People who dared shout was sent out. Even if the writing was changed, everything went from here on down. We would not be able to say, the words were authored by the authority.

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Less than a week after his Grammy performance was cut off by Delta Airline’s commercial, lead singer Josh Homme took the stage at the Township Auditorium on Friday as part of their 2014 tour, which features goth rocker Chelsea Wolfe.

Fans were mad at the awards show interruption, however. Queens of the Stone Age for more than just the disrespectful Grammy debacle, but the frontman was clearly miffed about it at his Friday night show. You could feel him seeing red as the band hammered out one combustive song after another with little to no rest in between. Save for a few thanks, Homme barely stopped to speak to the audience.

“I know you’re supposed to talk during these things ... but this is one of those nights I just wanna play, you know?” he said.

The crowd responded with a raucous and heartfelt “F--- the Grammy.”

The setlist covered much of the album’s material, from the contemplative, depressive “The Vampyre of Time and Memory” to the reflecting, depressive “The Lull.”

The fast-paced show slowed down for in a hard rock show: a royally pissed-off vocalist, thrashing guitar solos and an LED screen lighting up a backdrop of rivers of blood, malformed skulls gnashing their teeth and silhouettes of naked women dancing.

The audience was made up of a blend of college prep and college dropout goths, which made for one amusing highlight: a woman in all black with fishnet and whiteout makeup slow-grinding on a man with a polo tuck into khakis.

There was something poetic about the moment — two opposite souls coming together to revel in their disgust for the mistreatment of modern rock.

"Blue is the Warmest Color" awe-inspiring

The French NC-17-rated romantic drama “Blue Is the Warmest Color,” really has no plot, or at least very little happens in the three-hour story.

The film, the original title of which translates to “The Life of Adèle - Chapters 1 and 2,” follows the life of Adèle (Adèle Exarchopoulos) as she starts high school. She has full, round cheeks, a slightly agape mouth and a longing curiousness in her eyes.

There is not yet great pain or frustration in her life for the most part. Rather, she is a typical teenager trying for the first time to find her place in the world. She becomes freshly weakly interested in an attractive boy she goes to school with, and their relationship continues with meals and conversation.

On the way to meet him one day, she sees a woman with blue hair with her arms around another woman. She instantly catches Adèle’s eye, even among the crowd in the bustling city street. Adèle continues dating her boyfriend, and like many teenage relationships, their relationship becomes sexual. Convicted by her first time at intercourse, she realizes not so much that the act is a holiest yet, but that she does not seem to be attracted to men. Her heterogeneous experiences leaves her cold and detached.

One of Adèle’s best male friends is gay, and one evening, he takes her to a gay nightclub. She slips out and finds her way into a lesbian bar, and much to her surprise, she sees the blue-haired woman she saw briefly on the street.

She finds out her name is Emma (Léa Seydoux) and the two have a long conversation at the bar. Right away, they both can tell they have a connection. They begin seeing each other as friends, but their relationship becomes more real. Take, for example, the line, “Because not everything that goes around comes back around you know.” Then, at the beginning of the encore, Homme sat at a piano for the contemplating, depressive “The Vampyre of Time and Memory.”

The audience is asked to completely invest in the characters. This one is.

There have been few films ever made that have been as emotionally raw and honest about love, sex and human attraction as this one.

"Blue is the Warmest Color" won the Palme d’Or at last year’s Cannes Film Festival, and in an unprecedented move, the award was given not only to its director, Abdellatif Kechiche, but also to its two female stars, Adèle Exarchopoulos and Léa Seydoux. It is the best film of 2013.

Adèle Exarchopoulos turns in an excellent performance as a lesbian lover in this fearless, overwhelming work of art.

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Most of the film is shot in medium close-up with hand-held cameras giving the film a spontaneous power. The viewer almost becomes a part of the relationship because of its intimacy. The film does not seem to be made to satisfy an audience or tell a conventional story. Some of the conversations go on for much longer than they would in most films, and the characters pause and glance like actual people do.

Kechiche let the actresses read his script only once and wanted them to forget their lines and react naturally together. The film is a character study that is so invested in its characters that it truly feels like real life is unfolding. The actresses are committed to their performances, and they pour their souls onto the screen. Some of the most emotional scenes are hard to watch because the characters’ intensity is so palpable and fierce. Much has been made about the explicit sex scenes in the film that earned it the NC-17 rating. They are graphic, but everything was simulated. Some people have criticized the film for being voyeuristic because a straight male director is looking into the private life of these women.

However, the director is capturing the intellectual, emotional and physical connection the two women have for each other, and the sex scenes are an essential piece of the rest of the film. The scenes of lovemaking, as graphic as they are, are real in creating the bond between Adèle and Emma. “Blue Is the Warmest Color” is an awe-inspiring and cinema-redefining in its intimacy as Alfonso Cuaron’s “Gravity” is in its grandeur. It is one of the cinema’s best love stories, regardless of the characters’ sexuality. There are moments and images in the film, glimpses into other lives, that are as beautiful and moving as anything ever put on screen.

BLUE • Cont. from 5
Women's basketball remains at top of SEC

South Carolina topsole Missouri 78-62 Sunday

Tanner Abel

SPORTS@DAILYGAMECOCK.COM

A strong first half helped the South Carolina women’s basketball team earn its 20th win of the season on Sunday. A 78-62 victory over Missouri in front of 7,814 was as well as first place in the SEC. Freshman guard Tiffany Mitchell scored 20 points to go along with nine rebounds and four assists. Mitchell was named SEC Freshman of the Week. Along with Mitchell, sophomore point guard Khadijah Sessions was active on the defensive end with four steals and four blocks. Sessions set the tone early with a nice dish off to junior forward Alaina Coates for a layup to give South Carolina a 1-0 lead. They were in the bonus with more than 13 minutes remaining in the first half, and the Gamecocks held a 13-7 lead with a little more than eight minutes to play in the first half after sophomore guard Morgan Stock’s three-pointer. The Gamecocks held the advantage in points in the point, with 16 to Missouri’s 16.

“I think we took advantage of our points early on and used that to our advantage. We knew they were going to sag off pretty hard on us and we still tried to execute and get the ball inside,” South Carolina coach Dawn Staley said.

No. 17 Texas A&M narrowly lost to No. 6 Vanderbilt on Sunday to help push the Gamecocks into the SEC’s top spot. Mitchell and Dozier said they realize that the team has a target on its back now, but that they also understand the progress the program has made over the past few years. “I think we understand the history of the program and how far we’ve come,” Mitchell said. “So we’re just thankful to be a part of this.”

Gamecocks lose rematch against Rebels

Men’s basketball squared off against Ole Miss in the second half, but star guard Marshall Henderson was held in check with one of his 23 points. Henderson is averaging the third-most points in the SEC, with 19.2 per game. But star guard Marshall Henderson was held in check with one of his 23 points. Henderson is averaging the third-most points in the SEC, with 19.2 per game. Henderson was held in check with one of his 23 points. Henderson is averaging the third-most points in the SEC, with 19.2 per game. Henderson was held in check with one of his 23 points. Henderson is averaging the third-most points in the SEC, with 19.2 per game. Henderson was held in check with one of his 23 points. Henderson is averaging the third-most points in the SEC, with 19.2 per game. Henderson was held in check with one of his 23 points. Henderson is averaging the third-most points in the SEC, with 19.2 per game. Henderson was held in check with one of his 23 points. Henderson is averaging the third-most points in the SEC, with 19.2 per game. Henderson was held in check with one of his 23 points. Henderson is averaging the third-most points in the SEC, with 19.2 per game. Henderson was held in check with one of his 23 points. Henderson is averaging the third-most points in the SEC, with 19.2 per game.