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Coastal Carolina University

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Social media continues to dominate society.

In 2015, Americans on average consumed media for 1.7 trillion hours. Which is equivalent to 15.5 hours per person, per day. With this in mind, colleges must keep up with their social media to maintain and attract the attention of students.

Brent Reser is the man behind all of Coastal Carolina's social media accounts. He started working at Coastal Carolina in May 2014. Reser is from Spokane, Washington. He graduated from the University of Montana, and worked in the athletic department. At the university, he was the director of new media before coming to Coastal Carolina.

"I wanted to focus on social media because it is such a passion of mine," said Reser. "I was looking at social media positions at other institutions and I saw Coastal had an opening. So I applied and was fortunate enough to be selected.

Brent is in charge of maintaining the university's official Facebook, Twitter, Instagram, LinkedIn, Google Plus, Vok Yea, Ytoutes, Pinter­
est, Snapchat, Youtube, Pinterest, Vine, and Periscope. The Snapchat account has over 1700 followers and about 55000 views. But the most successful account is Snapchat, with over 1700 followers.

"Feel at home with Coastal Cookies"

Samantha Bergold
EDITOR-IN-CHIEF

You may have heard of Coastal Cookies. Coastal Cookies is a new company in Conway, that offers a homemade cookie delivered right to your door.

Jenni Harrelson and Katie Jones created the company Coastal Cookies. Harrelson and Jones met at church.

"The two of us would get together," said Jones. "Jenni would bake and I would decorate."

Harrelson and Jones met at church and decided to start a company. They decided to start a company because they both loved to bake.

"Cookies are for us to eat, fun, and enjoying," said Harrelson. "We decided to start a company because we both loved to bake."

Harridan said she loves to make an old recipe heard now. "It was always a passion of mine," said Harridan. "I just had that perfect blend. Things I didn't like to do, she loved to do.

"I love to bake and I love to make cookies. I decided to start a company because I love to bake."

After Harridan closed the store and moved it into her home, they decided to go into business together, creating Coastal Cookies.

"Cookies for us is easy, fun, and enjoyable," said Harridan.

"Cookies are for us is easy, fun, and enjoyable," said Jones.

SEE COOKIES | PAGE 3
Overcoming homesickness

Samantha Bergold

As a freshman, they tell you all the different ways to fight homesickness. They tell you to join an organization, make friends, talk to your family on the daily, and plan your trips home.

My homesickness did not start until I was a sophomore. My stomach was in knots being away from family. I almost dropped out.

I told myself I would give it one month, if I could not overcome my homesickness by then, I would go home and go to a closer college in the spring.

When you are an upperclassman, it is presumed that you do not get homesick. I tried talking to my friends about it, that only made it worse. They made me feel like an outsider for missing home and saying that I should be happy to be away. This just made me feel like I did not belong at Coastal Carolina.

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New semester, new student government

Samantha Burgold

The Student Government Association has many changes in store this semester.

Dylan Fender, SGA President, said the main goal of SGA is to bring change to campus. "With the new semester, we want to celebrate their achievements," said Fender. "And, we want to do what is in the best interest of the students."

Some students were concerned with SGA’s President and other SGA staff being in the same fraternity, but Fender said he wants the student body to understand their philosophy:

"I think this is my favorite issue to talk about. We want to be aware of several distinct identities, as well as many books with a simple identity," said Fender. "I would be lying if I said that being a SGA member is a significant fact, but we are being a member of SGA."

Fender said he wants to coordinate events to enhance, enliven, and empower our students, a bastion for higher social events.

Reser wants to get the students involved as much as possible. He is hoping to have his first Coastal Carolina student social media advisory group meeting on September 6. Students apply to be in this group and he is going to talk about social media in college. In return, the student can give ideas on how to improve Coastal Carolina social media.

"Getting a voice for Coastal Carolina University is such a responsibility," said Reser. "It is truly humbling to be able to speak on behalf of this great college. It is also awesome to be able to interact with the public."

Reser blogs about his personal life and his personal life as a Coastal Carolina student. "I am excited about the opportunities that Coastal offers, as well as many books with a simple identity," said Reser. "My blog serves as an example of that. It is not to be able to write and have a record of my thoughts and opinions."

Fender said he wants the student body to understand their philosophy:

"It’s important to always be nice during my off hours, to always be alert, but sometimes you don’t blink an eye."
FEATURES

Different personalities: social media vs. the real world

Quinton Smalls
REPORTER

Has this ever happened to you? You are on Twitter and you see that someone speaks in a hurry and is outspoken to express that he or she interacts with. The next day, you see that someone individual and when you ask him or her about their opinion or a topic, that person anti-social, and becomes silent without giving you an answer. This is a common trend around the world. Even since social media sites like Twitter, Instagram, and Facebook became relevant, individuals have started to personify like, their statuses, and the about me sections of their profiles. According to Jeff Bellus, there are lesser people that individuals have when it comes to social media. For example, they can be shy, a self promoter, an entertainer, or a conditioned. An individual's social media personality is different compared to their real life personas.

Dr. Kyle Holody, a communication professor, said that starting in the new millennium, the way people interact to each other to get popularity, people realized that they did not have to broadcast their lives. If "people are socially awkward, they can hide it," Holody said. "Instead, people can show off their interests and intelligence, and create a brand new version of themselves."

Having a social media version of oneself is helped when it comes to finding a job. "People realize now, thanks to LinkedIn, that their social media personality has an effect on their real life personas," Dr. Holody said.

The belief is prevalent among society, whether that means to hide their social skills, or in order to emphasize their profile to get more chances to receive a job offer. No social media platform enables the split personalities better than Instagram. The idea behind Instagram is to post pictures and to receive likes, comments, and reposts.

According to an article by the Pew Research Center in 2015, about 80% of all internet users use Instagram. Twenty-four percent of those people are attending college, and 16% of those people are in urban neighborhoods. "Celebrities like Kim Kardashian, when they post a new picture of themselves, their followers feel like they have a connection with the celebrity because of that picture," Holody said. "If you are looking for work, if you were to dress up in a conservative manner and they only receive minimum likes and comments, they might reconsider if they want to receive a job offer.

Dr. Holody said he believes we are in a new age of technology and communication. "The socially awkward individuals and the extraverted individuals have new ways to get their messages across without feeling neglected or rejected by everyone," said Dr. Holody.

Socially connected or socially awkward?

Malcolm Ivory
REPORTER

The use of social media and social media have had a huge impact on how we communicate in the recent decades. Even though social media has technically existed since the late 1970s, it really did not explode until the mid 2000s when sites like MySpace, Youtube, and Facebook took the stage.

Along with the explosion of chatting and social networks, came habits of using them as a go to method of communication. This can be a problem being that we communicate with each other in text, or at least mostly over the phone. The nuances of socializing and social media can lead to impaired communication and social skills because it allows us to hide from face to face interactions.

Although thinking and social networks have grown in use, for the most part, signs are starting to show emotional effects on our communication skills. People, mostly teens and young adults, are beginning to experience digital connectivity rather than personal interactions.

A child could understand that meeting someone would be much easier if you could shake their hand, hear their voice, look them in the eye, and their complexity, and most of all, talk to them. However, society is still learning toward online thinking. People are becoming more about what they post on their Facebook pages, and they are no longer just about finding a partner. If they do not like the person, or if they do not like the purpose, of the instant messaging conversation takes a bad turn, they can just log off.

There is no logging off in real life communication. If you do not like the person you are talking to and want to end the conversation you can basically hang up on them, and you have the freedom to walk away. Some people really struggle to even hold small talk conversations between customers at their job, or workers, strangers, and new classmates. Every social interaction you have with a new person is a learning experience.

The actual taking is not the only vital key in fact to face communica-
tion. It is the tone of voice and body language, both things you cannot observe through text. About 86% of human communication is nonver-
bal. So when sending a text, a person is only using about seven to ten percent of their full communication potential.

That is like only studying for seven questions on a test-question exam. Occasionally messages are misinterpreted because of the absence of body language. They could easily appear sarcastic, deadpan, or even out of reach, promoting, inviting, or in some cases, promoting, inviting, or even out of reach.

There is nothing wrong with trying and using social media. They are still a very useful tool for people, as long as you are not using them to show off your social skills. facebook
DOORS OF DOOM

Sept. 16 & 17, 3 – 8 p.m.
Counseling Services

The doors we open and close each day decide the lives we live.

For more information, contact Counseling Services.
843-349-2305
Got SOC?

LINDSEY HICKMAN · REPORTER

Any sporting event at Coastal Carolina University is not complete without the Spirit of the Chanticleer (SOC) Marching Band. The band is a key element to any Coastal Carolina experience.

The Coastal Carolina experience is just not complete without yelling out "NO!" to someone's "Y" or not singing along to "Who's Who?" anymore.

Many things have changed for the SOC Marching Band, but some traditions will remain.

Under Dr. Real Barnes's second season as Band Director, he has invigorated the band members, increased membership, added difficult/dynamic performances, and challenged musical numbers into the mix.

The Spirit of the Chanticleer will no longer be performing the same music, a whole game.

Dr. Barnes has completely changed the Spirit of the Chanticleer Band, no longer will students see their band direct in Coastal Pants, but black suits with red ties.

Dr. Barnes not only leads the band in its sound, but its style. He makes sure everyone is prepared for the show, no matter if it's halftime, after a game, or a pep rally.

He thinks that his band should always be ready and willing to work.

"I am not sure what happens this year with the band," said Dr. Barnes. "They are extremely motivated and they have put a lot of work into the football halftime show and just being ready to perform. I think they are much improved from last year's group. This year they are just as motivated. They are ready to work with because they came in ready and willing to work."

The Spirit of the Chanticleer Marching Band has an entire new halftime show entitled "Queens." The show is going to add songs to their already extensive repertoire.

The seniors are going to perform a Queen song, while the juniors will perform a Queen song," said Dr. Barnes. "It's a fun, unique program, and I think it will keep fans pumped up for the game."

Clariet Lead Treynor Spann, a senior band member, says that the band is better than ever.

"To be here with the SOC since 2011 and honestly, this year is the best yet," said Spann. "We have a whole new halftime show that I think a lot of people will really like. Plus, we've added some current music into the lineup, so people can dance along. My favorite song we have this year is called "We Don't Have To Go To War," it's brand new and the brass section really sounds amazing on that song."

Spann thinks that the students will really like it and get them pumped up at the game.

The Spirit of the Chanticleer Band will be performing at Brooks Stadium before every home football game and at every halftime.

Come early and dance along to the South's Favorites Band, The Spirit of the Chanticleer Marching Band.

Coastal Carolina University
Graduation Fair

Wednesday, October 7, 2015
HTC Center Concours
9:30 a.m. – 5:30 p.m.

COME MEET:
Career Services
Office of Alumni Relations
Office of the Registrar
Financial Aid
Graduate Business

COME GET YOUR:
Class Rings
Cap and Gown
Alumni Gear

Office of Alumni Relations
843-349-2386 • alumni@coastal.edu
Simply Southern Smokehouse

LOCATION
MYRTLE BEACH, SC
TYPE
SOUTHERN BUFFET
RATING
10

Simply southern Smokehouse is a help-yourself family feast with options ranging from BBQ, soul food, dumplings, beans, and much more. The thirty minute drive off of highway 66 is certainly worth it. At first, you may think you drove up to the wrong building for the outside looks very similar to a normal house. The smell of fried chicken and homemade mac and cheese lets you know that you have arrived at the right place. The buffet and dinner menu includes a large buffet with a wide variety of southern food that you would find at a drive up BBQ restaurant like fried chicken, wings, collards, biscuits, and cornbread. They also serve a variety of fruits and vegetables and do not worry, dessert is covered as well. From banana pudding to peach cobbler, you sweet tooth will be satisfied.

The Weeknd has created some of the hottest, as well as the catchiest, music in the last ten months. Whether you recognize him as the “rapper with the really weird hair” or as a child? They are back! Abel Tesfaye, better known as The Weeknd, is making a name for himself.

This album is a must listen because of its musical diversity while giving the listener a sense of well being. One thing to be certain of The Weeknd surely has more to give.

Beauty Behind the Madness

ARTIST
THE WEEKND
GENRE
R&B
RATING
10

The Weeknd has created some of the hottest, as well as the catchiest, music in the last ten months. Whether you recognize him as the “rapper with the really weird hair” or as a child? They are back! Abel Tesfaye, better known as The Weeknd, is making a name for himself.

The Weeknd just released his highly anticipated second studio album Beauty Behind the Madness. In a majority of his songs, especially “Earned It,” he shows off his vocal talents in hitting those high notes. He could make a grocery list sound beautiful. Yet in “Mama,” another hit single from his new album, he shows off his hair. “The Hills: another hit single from his new album, we hear a deeper tone to his voice, branching out from the The Weeknd’s roots as an R&B singer.

The Weeknd surely has more to give.

Hotel Transylvania

GENRE
FAMILY
RELEASE DATE
25 SEPTEMBER 2015
RATING
10

If you are looking for a film that will transport you to a different world, then Hotel Transylvania is the film for you. Remember all the moments you were afraid of as a child? They are back! Hotel Transylvania takes you to the unknown world of the monsters that frightened you. The film takes you into the personal life of Dracula, who runs a high-end resort for the monsters. Dracula keeps the resort hidden away from the human world.

Dracula will get thrown out of routine when his resort is discovered by a teenage boy, The teenage boy stumbles on the resort by accident. Dracula has to then deal with the human boy, The teenage boy stumbles on the resort by accident. Dracula is also throwing a birthday party for his eighteen year old daughter. He has to keep the boy away from his curious daughter, who wants nothing more than to interact with the human world.

If you are looking for an adventure, then this is the film for you. It will keep you on the edge of your seat, laughing hysterically the whole time.

Dreaded is also throwing a birthday party for his eighty year old mother. He wants to keep the boy away from his curious daughter, who wants nothing more than to interact with the human world.

Dreaded is also throwing a birthday party for his eighty year old mother. He wants to keep the boy away from his curious daughter, who wants nothing more than to interact with the human world.
ENTERTAINMENT

WORD SEARCH
AOKUXJXTELJHXRYWHHZVHXC
LEONESIULQXPELQCXKYLCEE
LRNEYRSUBJTBOHNNNASUOPL
OAPLESIOSAURUSABSABUSAGAS
SUPJNTPZRUXVLEYZRETLRACJ
AJOEGMABYFNMCSXUREAEOHP
UKZFNLUNATYSZURALQHGWYB
PNMOBDODULHLSNVSSOMCK
UBYCHXCTSWJRFBCXSWEV
SKAAPMDVYFNIYUALUZASX
NLUNJUDWFNANEDKRMMHGZTHP
FKKZKVIYBBROZDLADQRSEAOXAR
BLYWXYRKBZBQELRCDQXGT
AVODDTRSUDDUKPUCRJLSCSA
BSSESVEWGVDOVSSRUYOTOAN
APATOSAURUSGCDWOKJQCVSXO
OHUGULVTPPFZFLLZMCNKARD
LDRNYVPAKJKPWLDWNUO
JULIFCQFBKMKBWPITWINTIN
SESDPKWSDEFZFDHHPNKRUR
QSCTRERATOPSUOOFXSSSK
PNWAIGMJJAIYESWAVGNRLN

DINOSAURS
TRICERATOPS BRACHIOSAURUS TYRANNOSAURUS STYRACOSAURUS
PLEOSAURUS PACHYCEPHALOSAURUS APATOSAURUS
PTERANODON ANKYLOSAURUS STEGOSAURUS ALLOSAURUS
PARASAURLOPHUS DEINONYCHUS

CROSSWORD

ACROSS
1 Accepts
2 Dell
3 Suite
4 Resident
5 Boutique
6 Attraction
7 Martha
8 Fishtail
9 Name
10 Require
11 Missouri
12 River
13 Correct
14 A fault
15 Large site
16 Label
17 Slowly and readily
18 Answer

DOWN
1 Accepts
2 Dell
3 Suite
4 Resident
5 Boutique
6 Attraction
7 Martha
8 Fishtail
12 River
13 Correct
14 A fault
15 Large site
16 Label
17 Slowly and readily

AQUARIUS
JANUARY 20 - FEBRUARY 18
Try to notoggle a project, you arelikely tobe successful or by mistake for success. Double-check your efforts to avoid errors.

FEBRUARY
18

PISCES
FEBRUARY 19 - MARCH 20
Watch out for setbacks; getting asked to an additional extra will not help your cause. Decide if you want to ask and then do not at least until sometime later.

MARCH
19

ARIES
MARCH 21 - APRIL 19
Love is on the case, and in the present. A number of current developments will be discussed and become clear, but you do not want to act until the writing appears.

APRIL
19

TAURUS
APRIL 20 - MAY 20
Dear friends, it’s a time to be realistic. What is your meeting for? To discuss the meetingtime?

MAY
20

GEMINI
JUNE 21 - JULY 22
Debate yourself to your career plans. If you have unfulfilled issues in your life, it will be the time to decide your path.

CANCER
JULY 23 - AUGUST 22
The most tried and true methods that have been removed in the past have relevance to the issues you are facing now.

LEO
AUGUST 23 - SEPTEMBER 22
If you’re financial, or expensive to try again, it might be too late.

VIRGO
SEPTEMBER 23 - OCTOBER 22
Take a second look to see if your plans are being maintained. Paying new expenses will not save your purse.

LIBRA
OCTOBER 23 - NOVEMBER 21
In a relationship, put them first, you will be in contact with people who have double threats before and after.

SCORPIO
OCTOBER 22 - NOVEMBER 21
Try to explain a world where friendship or relationships will have no meaning or extra value, to maintain ethical.

SAGITTARIUS
NOVEMBER 22 - DECEMBER 21
Be sensitive. Build what you discover your effort on your needs and then you need get help with an effort or ask critical.

CAPRICORN
DECEMBER 22 - JANUARY 19
Before you take action, make sure you have the right information. Taking action based on false promises will cause a setback.

HOROSCOPES

SUDOKU

8 3 9 5 4
9 5 8 6 3
5 4 9 2 1
3 1 2 6 5
7 2 5 9 4
6 2 9 1 7

BETTER BETS

Wednesday, September 9

From 3-6 PM, meet Career Services in Student Union A200 for an introduction to interview techniques. You’ll be interested in learning more about the interview process and how to best prepare for it.

Thursday, September 10

The SC Student Opportunity Fair will be held in the ITCC Center from 9-9 AM. Interviews will be conducted by companies.

Friday, September 11

The film series "Divergent" will be playing at the Student Union Theatre at 6 PM. If you miss the Divergent series but still want to go to the movies, check out "The Outkittens" at 9 PM, which features two of the best movies.

Saturday, September 12

Sunday, September 13

Practice for the contests will be held in the 205-206 Miss Carolina University. Practice will be held in Classroom 310 of the Wall Building.

Monday, September 14

Deborah Rokison will be displaying her work at the Bryn Art Gallery Exhibit. Her award-winning work in drawing, animation, mixed-media, and digital drawing has been shown in numerous solo and group exhibitions at universities throughout the United States.

Tuesday, September 15

College Republicans will be holding their weekly meeting at 7:30 PM in the room. It will be discussed about what the organization is about along with their goals.