Tell Me About

Dear Ms. Cabot,
I'm graduating next month and OH MY GOD I don't know what to do! I will have at least a month free before I go back home to start "adulting." Should I go somewhere? A couple of small trips? One really long trip? Should I do something...

CONTINUED ON PAGE 4

Apartment Cooking

by VICTORIA TROUVAILLE

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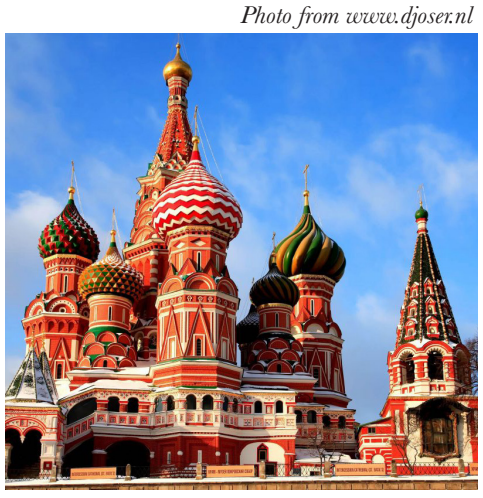
5 THINGS To Do in Russia This SUMMER

Photo from www.djoser.nl



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5 TIPS For Combating GENDER STEREOTYPES

by PRIYA SAGE

In response to: "11 Small Steps Toward (Re)building the Sisterhood," by Frederica Bocco in last month's issue of the Matthew, my reaction is very mixed because the article seems to perpetuate the problem of stereotypes that exists among women-to-women friendships, while painting them in a negative light. The article makes some good points, like listening to what other people have to say, not spreading gossip, and not being jealous of other people's successes, but these points should not be solely addressed to women.

Let's be honest for a moment with ourselves, man and woman: we are all guilty of these things at some point, so why is it that women are bearing the responsibility of these negative attributes? Tips like needing to "smile" at others and saying "goodbye to this petty, kitty-catty woman-to-woman behavior," just perpetuate this issue of gender stereotyping and sends the message that we, as women, must be happy, polite, and accommodating. I don't know about you guys (and ladies!), but I want to be seen as so much more than these surface level attributes.

So as an alternative, I am offering 5 tips to increase our awareness this month to help combat gender stereotyping, which in turn will make our...

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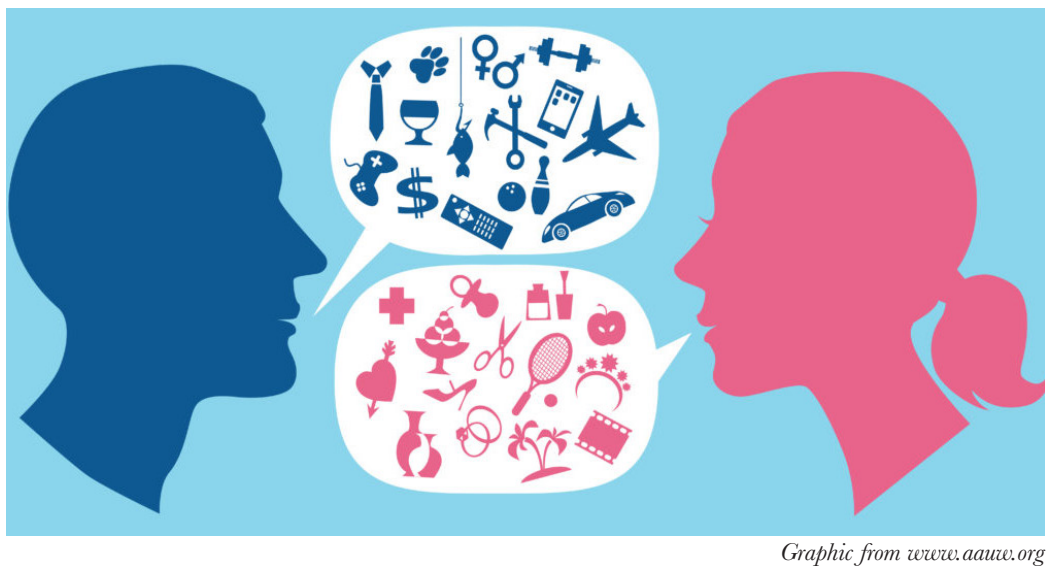

Graphic from www.aauw.org

From the Editor

Dear John Cabot Community,

Welcome to the last issue of the Spring 2018 semester!

When I first became Editor-in-Chief last year, I had in mind two main objectives: to transform the newspaper's layout, and to print it in a bigger format that resembles real newspapers. As all paths do, my experience at JCU has come to an end as I'm graduating this May. However, I'm really proud to have achieved what I had in mind during summer 2017, and I hope both students, faculty and staff have enjoyed the new version of *The Matthew*.

In this issue, I present to you a reponse by student Priya Sage to March issue's *11 Steps Toward Rebuilding the Sisterhood*. You'll read more about what to do in Russia over the summer, sexist ads in 2018, and more.

Feel free to send us comments and if you want to write for *The Matthew*, please do not hesitate to email us at newspaper@johncabot.edu!

Yours,
Cristina Di Leva
Editor-in-Chief

Sexist and Racist Ads in 2018:
YES, THEY'RE STILL A THING

by CRISTINA DI LEVA

"An iron, a pajama, an apron, a Pandora bracelet. What do you think will make her happy?"

That's how the famous Danish company Pandora advertised its renowned product last December in the subway of Milan. The sexist campaign, which became viral...

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COMPLICIT:
We Watch Them Strive For Beauty, For Beauty That Kills

by TOMA VOLOZHANINA

Even elementary kids reckon that human body needs proper fuel to function. However, one in 120 American females is starving. This fact does not result from poverty, unemployment or disparities in social welfare. It is a consequence of deliberate choices. These women are held hos...

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5 Tips for Combating Gender Stereotypes

As international university students, let's focus on understanding and overcoming our gender stereotypes to strengthen our university and communities for the better.

by PRIYA SAGE

In response to: "11 Small Steps Toward (Re) building the Sisterhood," by Frederica Bocco in last month's issue of the Matthew, my reaction is very mixed because the article seems to perpetuate the problem of stereotypes that exists among women-to-women friendships, while painting them in a negative light. The article makes some good points, like listening to what other people have to say, not spreading gossip, and not being jealous of other people's successes, but these points should not be solely addressed to women.

Let's be honest for a moment with ourselves, man and woman: we are all guilty of these things at some point, so why is it that women are bearing the responsibility of these negative attributes? Tips like needing to "smile" at others and saying "goodbye to this petty, kitty-catty woman-to-woman behavior," just perpetuate this issue of gender stereotyping and sends the message that we, as women, must be happy, polite, and accommodating. I don't know about you guys (and ladies!), but I want to be seen as so much more than these surface level attributes.

So as an alternative, I am offering 5 tips to increase our awareness this month to help combat gender stereotyping, which in turn will make our university a more inclusive environment for everyone. Easy, right?

1. Educate yourself by taking an online quiz on one of the diverse categories that https://implicit.harvard.edu/implicit/ offers to increase your awareness. These quizzes help us to understand our implicit/unconscious attitudes toward gender.

2. Acknowledge it! We all stereotype because it's the way our minds are built, but to grow as individuals we need to test them. I'm not ashamed to admit that my data suggested "a moderate automatic association for male with career and female with family."

3. Reflect on it, and critically challenge your assumptions. Why should one trait be associated with masculinity or femininity? Why file attributes into such narrow black and white categories?

4. Stereotyping is a habit, which means that it can also be broken. Let's all strive to be more inclusive.

5. Let's retire our stereotypes in favor of the truth. The truth is that women and men, and everything in between, deserve to be treated fairly and with respect.

If we are going to fight patriarchy, then we all need to support gender equality, and by doing so we can avoid the very thing that keeps systems like this in place: stereotyping. Tweet #HeForShe to create awareness and show your support for our shared humanity, rather than our socially created differences. We may not be able to change other people's assumptions, but we do have the ability to change our own.

Photo credit: H&M

Sexist and Racist Ads in 2018: Yes, They're Still a Thing

"An iron, a pajama, an apron, a Pandora bracelet. What do you think will make her happy?"

by CRISTINA DI LEVA

That's how the famous Danish company Pandora advertised its renowned product last December in the subway of Milan. The sexist campaign, which became viral on social media, undoubtedly portrays a type of woman that even in the 1950's would have been anachronistic. But Pandora is not the only company that in the last few months, has commercialized its products in a sexist and racist way.

The advertisement rapidly aroused criticism and indignation over the Internet. Many women commented on Facebook about the ad, and among many, one said: "If you think women are just irons and jewels, you should know that it's not like that. Please update yourself. You are insulting and mediocre."

The Feminist Movement also commented: "Unfortunately we see plenty of sexist advertisements, but this time Pandora has exaggerated, putting together different stereotypes that this society unfairly attributes to women. There is the iron, the pajamas and the apron, objects intended for a domestic work-slave that must spend her free time between the walls of the house!" They continued: "The real perfect gift you could give is... respect."

Pandora has tried to publicly apologize, stating twice that their advertisements in Italy were inspired by the results of a study that showed how often women receive the wrong gift for Christmas. However, their apologies were not enough, and many customers affirmed that they will not purchase Pandora products anymore.

The Danish company, however, is not the only one who committed an "accidental" mistake in its campaigns. H&M, the international low-cost clothing company, has been accused of racism after a New York Times commentator posted a reaction to an ad on his Instagram profile. The reason? The Swedish brand had chosen an African American child to endorse a green sweatshirt with the slogan: "The coolest monkey in the jungle."

Reading between the lines, the slogan could only be interpreted as a discriminating and embarrassing message. The ad generated a storm throughout media sources.

After the controversy, the image of the African American child was immediately erased and H&M's communication officers released their excuses for the misunderstanding: "We are sincerely sorry and it was not our intention to offend anyone with the image printed on our sweatshirt. The image was immediately removed from all our online channels."

H&M's discriminatory messages were continued with another H&M sweatshirt, which was dedicated to the Mangrove forest and its protection, and sponsored by a white child. The orange sweatshirt read, "expert in the survival of the species," printed on the figure of a tiger.

Comments from the public were taken to Instagram and Twitter: "It's so sad to see this kind of ads in 2018. And don't tell me it's a mistake. We all know how the industry works. Shame on you," wrote a user. After 24 hours, the photo disappeared from the H&M e-commerce. However, the sweatshirt is still on sale.

Another "epic fail" was committed by Dove, brand of personal hygiene products, owned by Unilever. The company put on Facebook an advertisement in which an African American woman who, after using a Dove product, gets transformed into a white woman. The black woman has a brown t-shirt, the white woman a white t-shirt. After having removed the advertisement, Dove posted a public apology saying the company did not represent black women appropriately.

In the past, Dove had to apologize for another racist ad: even in that case, it suggested that soap helps a black woman to become whiter.

Back in 1963, Martin Luther King Jr. had a dream. He dreamt of a society where racism didn't exist. But, as a matter of fact, sexist and racists ads continue in 2018. This implies that we have a long way to go in order to understand that we all are equal in our beautiful differences.

5 THINGS to Do in Russia This Summer

by POLINA KUZNETSOVA

As the World Cup approaches, a lot of fans get ready for their trip to Russia. Football becomes a perfect reason to visit a once mysterious, unknown land. Is Russia really all about bears, vodka and borscht? See for yourself!

1. Drink Russian tea near St. Basil's Cathedral on the Red Square.

As cliché as it sounds, Red square is the nicest place to go for a first time tourist. Unlike other European countries, the touristic center in Moscow actually has the best restaurants and cafes. You can have an elegant meal or a delicious berry drink with the view of the Kremlin. Bosco café is especially nice – you can watch the postcard-like, curvy silhouette of St. Basil's cathedral. The café is surrounded by a variety of flowers, and cinematic sensations are guaranteed.

2. Walk in Russia's oldest department store, GUM.

GUM is one of the most visually pleasing department stores in Moscow. Each season it is decorated with a new installation. High ceilings display glittering illuminations in the shape of flowers, suns, moons or animals. Roses and tulips boast pink, yellow and red next to every shop. There is also a nice fashion exhibition each season, which shows past Russian fashion trends. My favorite part, though, is eating Soviet ice cream, plombir. It is a vanilla ice cream, which is especially creamy and complex in taste. The Chinese leader still orders it directly from Russia. In GUM, you can try various flavors.

3. See Qol Sharif mosque in Kazan.

Kazan, another championship host city, has many places of interest. Being a city with a significant Muslim population, Tatarstan has many gems of Islamic architecture. Qol Sharif mosque is one of them. Before Ivan Grozny's invasion, it was the biggest mosque in the world. Its high, blindingly-white columns and lazurite blue roof shimmer brightly in the sun and mirror the clarity of the sky. It's open for tourists and there are a bunch of English-speaking tour guides around, who can tell you more about the architectural masterpiece.

4. Watch ballet in Bolshoy theater in Moscow or Mariinskiy theater in St. Petersburgh.

Russia and ballet are two things that are instantly associated with one another. Even in Hollywood movies you can see Russian spies and Mafiosi doing ballet as their every day exercise. Ballet schools in Russia are considered some of the prestigious in the world. Bleeding their feet off, starving and training night and day, Russian dancers show both technically and emotionally powerful performances. Swan Lake, Onegin, The Nutcracker and Sleeping Beauty are some of the most popular among the audience. Besides the ballet itself, you can have the pleasure of admiring the richly decorated interior design of the theaters: its golden ceilings, frescoes and statues are hypnotizing. However, my favorite place in the theater is always the buffet. You get a mini-excursion in Russian food culture. It's only a theater cafeteria but you can eat anything, from expensive fish and caviar dishes to small but aromatic soviet style sandwiches and Russian champagne. It's a great bonus to the actual ballet performance.

5. Simply have a traditional Russian meal.

Eating Russian food in Russia is a must. Borscht, a famous beetroot soup, Russian dumplings, crepes with caviar, chicken cutlets, pickled vegetables with vodka, honey cake and berry teas – this is just a tiny list of Russian dishes you can try. I personally like the restaurant Varenichnaya number 1, for its reasonable prices, good food and great ambiance. It resembles a style of a typical babushka's apartment, and it is always fascinating for foreigners to see how an actual Russian household used to look like. You will certainly get a trip back in time and experience a mouth-watering culinary journey.

COMPLICIT: We Watch Them Strive For Beauty, For Beauty That Kills

by TOMA VOLOZHANINA

Even elementary kids reckon that human body needs proper fuel to function. However, one in 120 American females is starving.

This fact does not result from poverty, unemployment or disparities in social welfare. It is a consequence of deliberate choices. These women are held hostage by an infamous and pervasive illness, anorexia.

Produced by toxic culture of morbid over-fixation on corporal perfection and rigorous restriction of one's essential needs, anorexia should not be reduced to individual self-loathing struggles. It is a collective problem that needs a preemptive strike.

We are no aliens here, we should be ready to step in.

According to the National Association of Anorexia Nervosa and Associated Disorders (ANAD), approximately 24 million Americans, and 70 million individuals worldwide suffer from different eating disorders. Anorexia is for sure the most dangerous one.

As a society, we need to realize the unbearable costs of our passivity. Research from the South Carolina Department of Mental Health shows that more than 10% of anorexics in America die within 10 years after the development of the illness, about 20% die within 20 years, and only 60% are reported to have fully recovered.

Taking responsibility for someone's life is demanding but we can no longer hide behind the cognitive shield of self-comforting ignorance. It is time to recognize that there is likely to be lasting affliction and self-destruction behind the sudden thinness of your friends and relatives. Patients' determination to hide and nurture their disease renders our active involvement the only sure strategy to provide timely treatment.

Our caution can save lives.

Facebook and Instagram are abundant with pictures of pseudo-fit girls who have sacrificed their health on altar of virtual popularity. "They use popular hashtags, including #gains, #eatclean, and #fitgirls, to offer a distorted perspective on normal body image and eating habits", said Jordan Younger, a vegan blogger.

How many times have you 'liked' a celebrity, looking so skinny that you almost feel urge to feed her? Have you EVER unfollowed?

By supporting those accounts, we consolidate anorexia's grip over its victims and increase its appeal in eyes of the youth. We should better filter what we promote on the web, and foresee what impact we are unwillingly causing. You are able to understand that those sticking out ribs and tiny wrists do not look healthy. Your little sister, probably, isn't.

A growing online community of "pro-ana" activists seeks to defend anorexia's right to existence, urging public to respect the independence of personal choice to limit their food intake. "Anorexia is a lifestyle, not a disease," said Jade, a 24 years old blogger from UK.

The reasonability of this criticism, which presents social action as infringement on individual freedom, is somewhat questionable. Voluntarily sticking to a certain lifestyle requires not only will and passion but also a conscious mind and rationality, the qualities which anorexics seem to lack. We justify the use of force when preventing suicides: how is anorexia different?

When people are sinking, they scream for help while trying to stay afloat. Anorexics despise any instincts of self-preservation. They never admit they are in trouble. According to ANAD, only 0.1% of anorexics ask for professional help, while 20 % of those who are not getting treatment – do not survive.

We have no right to condemn these people to fighting their demons alone. We should stay alert and intervene once intimidating signs surface. We should be more attentive during the class discussions, on Facebook forums, in sport clubs, on parties and at home.

Our indifference is their death sentence.

Look into your friends' eyes, don't fall prey to the debatable standards of, possibly, homicidal beauty. ACT.

Tell Me About It

Dear Ms. Cabot,

I'm graduating next month and OH MY GOD I don't know what to do! I will have at least a month free before I go back home to start "adulting." Should I go somewhere? A couple of small trips? One really long trip? Should I do something productive and smart? Should I enjoy my last month of uselessness before I sell my soul to a corporate machine? HELP!

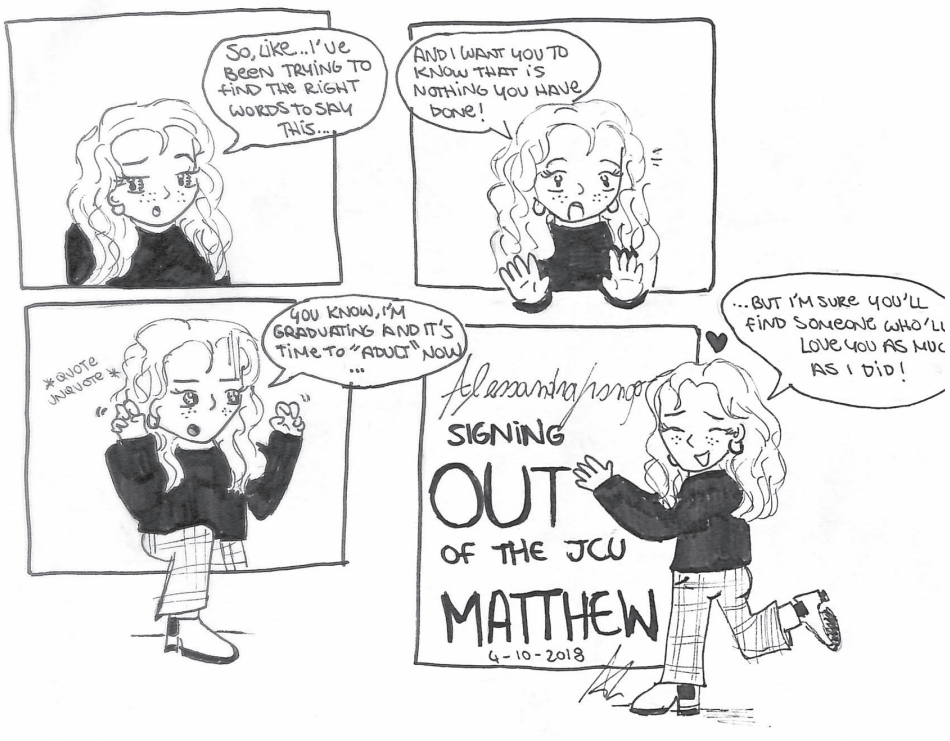
Sincerely,
About-to-snatch-that-diploma-and-run

Dear About-to-snatch-that-diploma-and-run,

First off. Congrats. You made it out of here! Well, almost. Don't let senioritus get to you and then later regret the time you wasted! Secondly, yes, there are so many options but only one goal. What do you want from it? Do you want to be productive? Do you want to be inspired? Do you want to have fun? Answer these questions and then the right decision will come to you. Do something that will give you what you want. Productivity? Okay, go volunteer in that program you heard about. Help the homeless, save the planet, tutor at-risk youth, teach refugees how to read, care for the elderly. Take that internship in that non-profit or company that you've always dreamed of working at. Make a difference. Impact someone's life. Hone your skills and make the world a better place. Create a 5 year plan and do it. You will glean so much from helping others, and you'll help yourself in the process. Inspiration? Lace up your shoes and walk the Santiago Camino in Spain and find yourself! There is something spiritual about walking, it helps clear your mind, focus your soul, and quiets your spirit. Whether you're religious or not, there is something to learn from seeking and walking alongside other pilgrims! The people you will meet along the way, the sights you will see, and the miles you will walk as you search your heart, mind, and soul for answers will inspire you like no other. This would definitely take up quite a bit of your month break, and besides finding yourself, you'll probably gain some killer calf muscles! Fun? Pick a city you haven't been to, in a country you've never visited, pack a weekend bag and go explore. Alone or with friends, don't plan, just go. Let the adventure find you. Get out of your comfort zone! You might meet some amazing friends, gain new connections, and make the best decisions of your life by being spontaneous (but smart) and open-minded! This is an important window in your life. You just accomplished something great. Reward your hard work. Enjoy your freedom. Channel what you seek into something amazing. Your time is short. So don't let it pass you by. Lastly, just be you.

Sincerely, Ms. Cabot

by ALESSANDRA LONGO



Apartment Cooking

Cooking inspo for college life and a college budget

Photo credit: Katie Smith

by VICTORIA TROUVAILLE

Are you living in an apartment with a five-euro-budget and no idea how to cook? Va Bene! Here are two easy recipes that will cost you five euro or less: chicken cutlets with red sauce and a mediterranean salad with tuna.

If you are from an Italian or an Italian-American family, I am sure you are no stranger to Nonna's chicken cutlets. Thankfully, they are extremely easy to make at home! You can get the following ingredients from your preferred grocery store: olive oil, breadcrumbs, chicken breast (thinly sliced), flour, eggs, and the red sauce of your choice. To prepare the chicken, you will need three bowls: one full of flour, the second with two eggs beaten, and the third with breadcrumbs. Simply take your chicken breast and completely cover it with flour, dip it in egg, and then gently press the chicken in the breadcrumbs. Once the chicken is prepared, place the breast in an oiled pan on medium heat. Cook the chicken on both sides until it reaches a golden color, cover it with your warmed red sauce, and enjoy!

This next recipe takes minimal preparation time and can easily please a vegetarian without the tuna! The mediterranean salad will require 1/2 can of chickpeas, one large tomato, half a cucumber, feta cheese (optional), a can of tuna (optional), and olive oil. Dice your vegetables and add them to a bowl with the rest of your ingredients. Lightly drizzle the medley with olive oil and ensure that all ingredients are mixed evenly. Add a bit of sea salt and pepper if you wish, e buon appetito!