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# MINERO

VOLUME XI | FALL 2010

MAGAZINE

EL NEGOCIO  
DE LA  
MUSICA  
TOCAR Y CANTAR NO BASTA

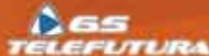


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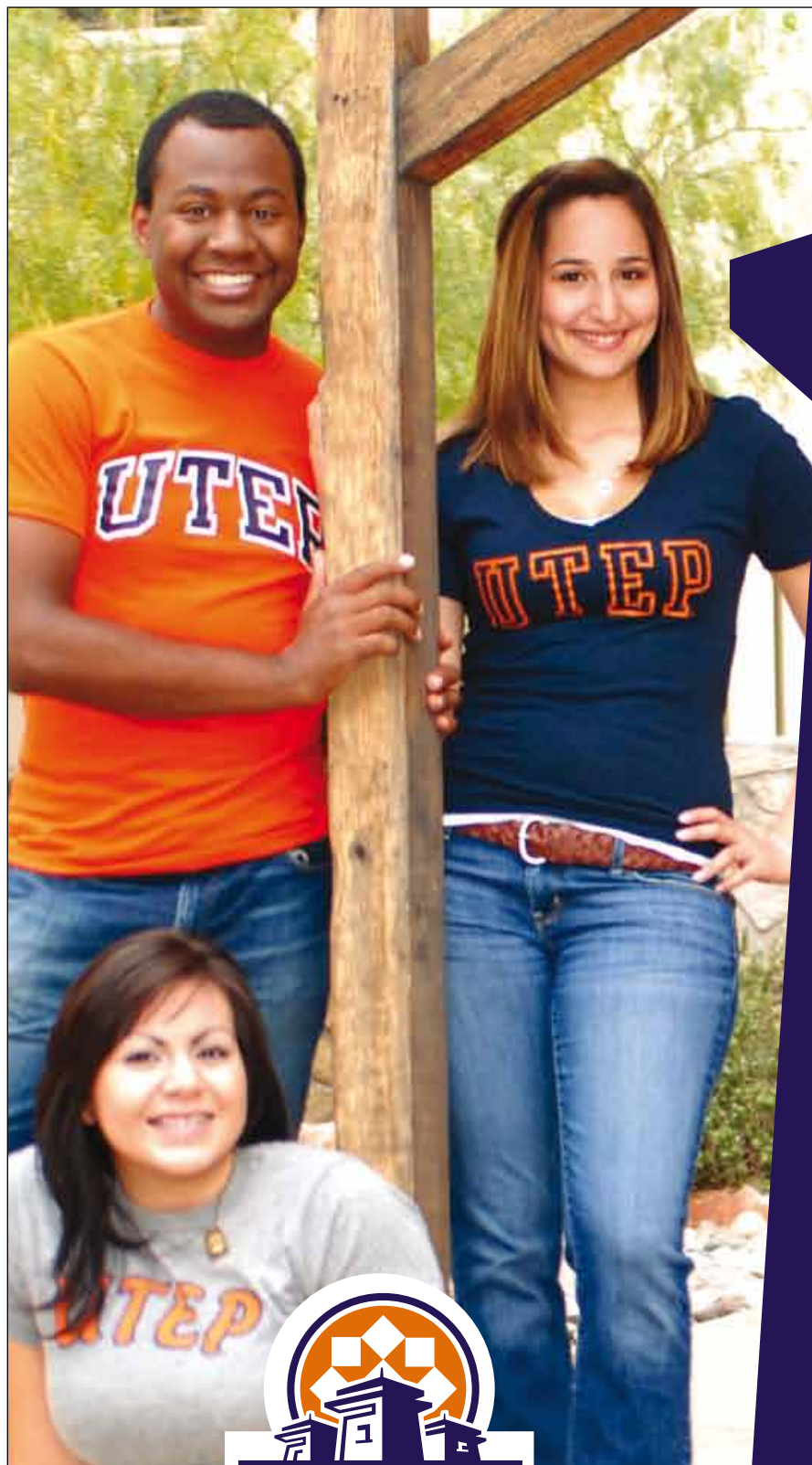
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# MINERO

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The Procrastinator's Creed is a 14-point list of rules to live by and, if followed, it could be disastrous for someone in the publication business. One rule that really hit home for me read: "I truly believe that all deadlines are unreasonable regardless of the amount of time given." A deadline is known as a journalist's worst enemy, but fortunately us at Minero Magazine, we usually have a semester to produce an issue, so our deadlines weren't much of a problem.

But what happens when an ambitious editor decides to speed up the process and shorten the production time? Other than a trashcan filled with death threats, it not only has the potential to decrease the size of the staff and increase stress levels, it also builds character and develops a more unified, hardworking and dependable staff.

Here at the magazine, we decided to challenge ourselves and produce a new issue a few months ahead of schedule, and it was an action that evoked a multitude of problems. Besides the fact that the deadlines were shortened for writers, photographers, designers, editors and advertising representatives, we consistently combated summer classes, vacations and seasonal fatigue, and despite all that, we met our target release date.

Each story gives the reader an insight into a culture that they might not be familiar with. As you read through this issue, you will see what it's like to be a local band trying to make themselves known and the difficulties of labeling a group as Latino or Hispanic. Also, you'll take a ride through the experiences and minds of car enthusiasts and delve into the unique culture of the video gamer.

In addition to the feature stories, we are showcasing the artwork of graphic designers, who voiced their opinions about the violence across the border at a recent exhibit, and we also explore the latest trends in regional fashion.

With this issue, we compiled a diverse array of stories that we hope you will find appealing. We hope you will enjoy our newly designed magazine. Happy reading!

A handwritten signature of Jesus C. Martinez in black ink.



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# PEACE of ART

DESIGN FOR CHANGE



The exhibit, held July 8, featured work by local graphic designers to create awareness about the violence happening in Cd. Juárez. Coordinated by Sandra Salas, a UTEP alumna and graphic designer, the exhibitors hope to also raise funds to help those who have been caught in the crossfire.



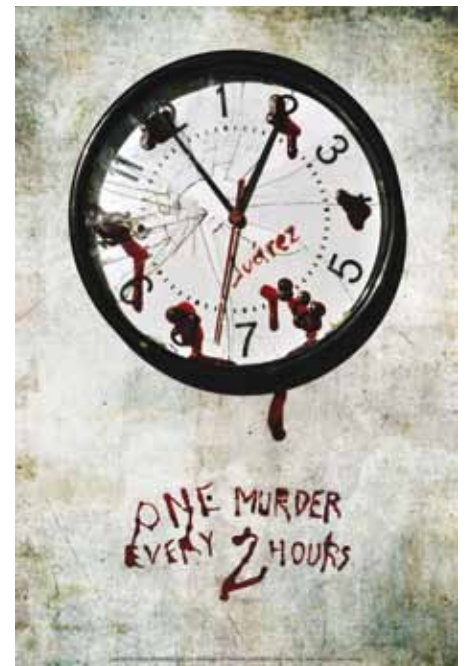
## Antonio Castro, UTEP associate professor of art

What I wanted to do was use Benito Juárez's head, put it on its side in a puddle of blood—looking at you, telling you we are all Juárez. I also took that line from the federal government in Mexico—they have a slogan that they've been using more as advertisement—nothing's being done. So in a way, Juárez is looking not only at the government, but every single citizen saying: What are you doing? Is it only the fault of the criminals or is it the fault of society?



## Carlos A. Lopez, UTEP alumni and associate design director for SandersWingo Advertising

It's (artwork)—a very crude image about a murder in the streets and a typical picture of every day in Juárez. It's a shame, but it is what it is. The positive thing in the poster is that together, you can see in the hands of the people trying to help the people on the floor, they can form peace, but it's a collective.



## Jorge Calleja, UTEP junior graphic design major

I imagine this to be just one clock—I mean everyone has clocks—but I imagine that all the clocks are being destroyed. That's what I wanted to portray. No one actually picks up a clock and just stares at them and I've seen most clocks stop working and nobody cares about them... I'm just hoping that someone with the power to do something will actually do something about this. Because I don't think that Juárez alone can get this situation to an end.

For more images of the event, please visit [www.utepprospector.com/minero](http://www.utepprospector.com/minero)



# EL NEGOCIO DE LA MÚSICA

## TOCAR Y CANTAR NO BASTA

Por Michael Galindo

Todas las bandas de música en la frontera aspiran a ser reconocidas en la escena musical. El éxito puede medirse por el entusiasmo que generan sus presentaciones en vivo o por los hits que alcanzan sus videos en el Internet. Pero para algunas bandas como The Royalty, el éxito viene también acompañado de una perspectiva sólida de negocio competitivo.

En sus más de tres años de vida, The Royalty – que ha abierto conciertos para Taking Back Sunday y Delta Spirit – pasó por varias etapas antes de llegar al momento en el que está ahora.

Al principio, recuerda Jesús Apodaca, el guitarrista de la banda, la prioridad era escribir y grabar tantas canciones como fuera posible. Después, dijo, había que distribuir esa música por todos los canales existentes. Así lo hicieron hasta que llegó el primer concierto en The House of Rock and Roll.

“Unas cuatrocientas personas asistieron a este concierto que nos ayudó a darnos a conocer”, recuerda Jesús. “Si quieres ser un profesional, tienes que demostrarlo y complacer a tus fans”.

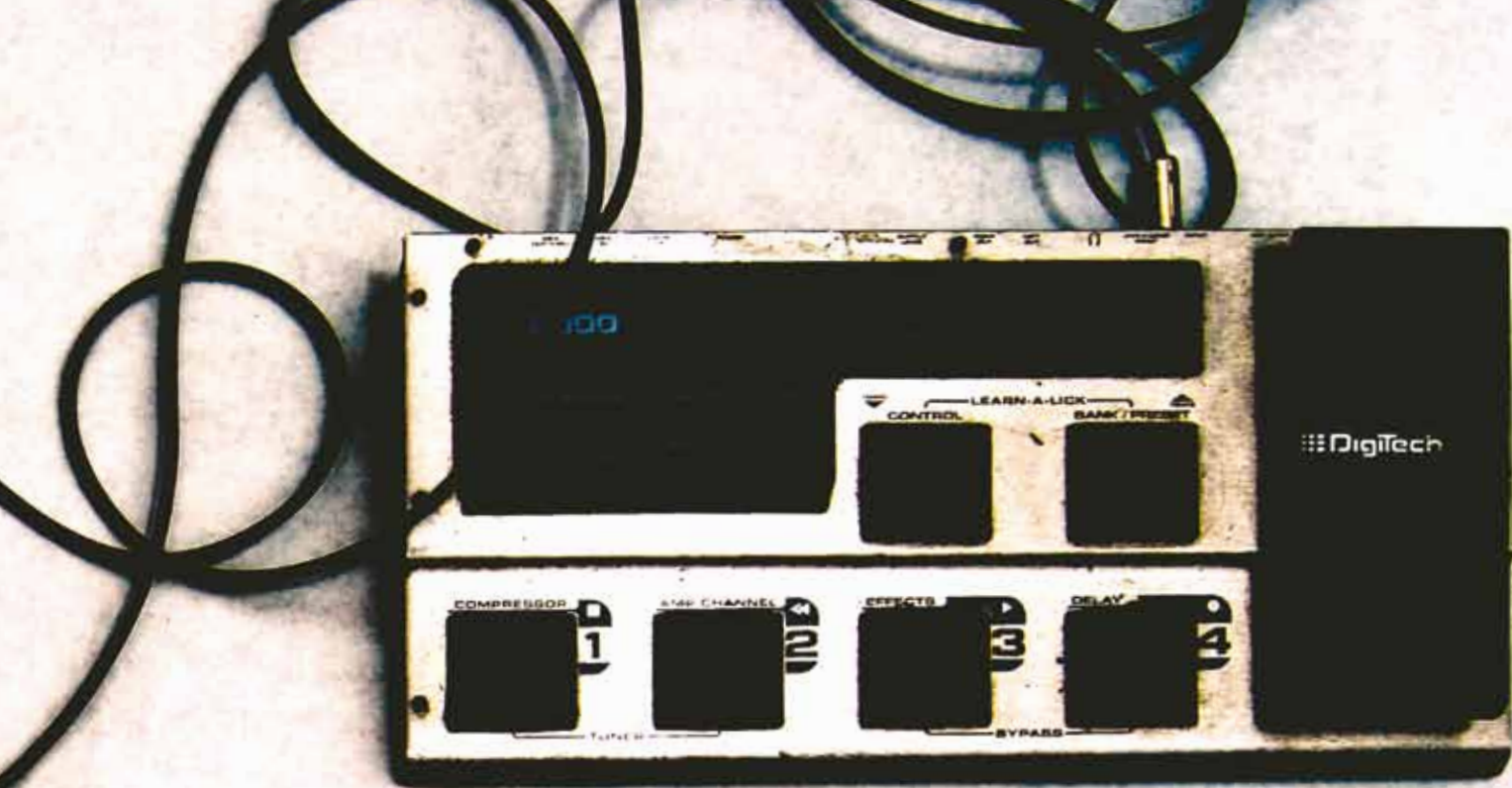
A partir de ese concierto, la banda se concentró tanto en la calidad de su música, como en el aspecto cualitativo del negocio. “Queremos ser más profesionales, así que decidimos poner más esfuerzo en cosas como los videos musicales, presentaciones en vivo y en la importancia de escribir buenas canciones”, dice Jesús.

Aunque en un principio The Royalty utilizó el Internet como medio para promover su música, los integrantes del grupo sabían que esa forma de publicidad los llevaría solo hasta cierto punto. “Es algo que ayuda, pero también puedes perder credibilidad”, dice Jesús. “Nada demuestra más corazón y esfuerzo que recibir un volante o ir en persona y promover tu música”.

“CADA FUNCIÓN EN VIVO AYUDA A LA BANDA A MEJORAR SUS HABILIDADES”.







Si la banda es capaz de atraer a gente que normalmente no escucha su género de música, entonces la banda podría mejorar, dice Jesús, y recuerda la ocasión en que The Royalty abrió para un rapero llamado Shwayze el año pasado en el Pan American Center de Las Cruces, New Mexico.

"Teníamos audiencia que normalmente no escucha el tipo de música que tocamos, pero esta clase de función abre más posibilidades para nuestro grupo", dice Jesús.

Tener la oportunidad de tocar en un evento grande es el sueño de muchas bandas. Muchos grupos sienten que tienen lo necesario para participar en esta clase de eventos y ese deseo los motiva a planear sus metas para el futuro. Lo difícil es cómo llegar a ese punto en su carrera. Joe Dorgan, quien ha tenido mucha experiencia en reservaciones

y publicidad de grupos musicales, tiene un consejo para los grupos locales.

"Si apenas están comenzando a formar su banda, no esperen tocar en mi lugar o en cualquier otro en el que se presentan grandes bandas", dice Dorgan, el dueño del Club 101. "Tienen que tocar en conciertos pequeños primero y dar a conocer su nombre".

Dorgan dice que las bandas necesitan exponerse en más eventos y mostrar al público su talento, al mismo tiempo que se concentran en publicitar conciertos venideros. "La manera en que antes se publicitaba a las bandas musicales es muy diferente a como se hace ahora", dice Dorgan. "Ahora, se usan redes sociales como Myspace, Facebook y otros medios para difundir la música y los eventos".

Dorgan enfatiza también la importancia de los conciertos masivos. Dice que aunque la música suene bien grabada, si la banda no es capaz de tener una buena función en vivo, no tendrá éxito.

"Es algo a lo que tienen que ponerle mucho esfuerzo", dice Dorgan. "Cada función en vivo ayuda a la banda a mejorar sus habilidades".

La escena local en El Paso ha estado creciendo y ha permitido que la gente disfrute de diversos géneros musicales.

Miembros de bandas como My Last Judgment sostienen que la elección de un género musical determinado no es condicionante del éxito, pero si es importante que el producto final que se ofrece sea único dentro de su género.







"Al principio comenzamos el grupo con otros miembros sin tener un género definido, pero más adelante decidimos seguir con la música metal porque eso es lo que nos gusto", dice el guitarrista Jimmi Hernandez.

Sin embargo, el bajista Kevin Larregui asegura que la música metal de My Last Judgment es diferente a la de otras bandas porque ellos usan una vocalización clara, sin distorsión y sin los acordes fangosos y melodías que distinguen a la mayoría de los grupos metaleros.

Los miembros de la banda, Scarlette Uprising, dicen que sienten que el tipo de música que ofrecen es algo totalmente diferente, un género que ellos llaman epic core. "La música que ofrecemos es algo diferente", dice Cory Dewitt, el guitarrista. "Tenemos arreglos musicales intensos (riffs) y muchas melodías".

El Paso ofrece oportunidades a bandas locales para que muestren su talento en eventos anuales como Battle of the Bands, Downtown Street Festival, Balloon Fest y KLAQ Barbecue. Con la excepción de Battle of the Bands, la mayoría de estos eventos requieren que el grupo sea conocido para poder subir al escenario.

Battle of the Bands es un evento de siete semanas que permite la participación de cualquier banda sin importar el género que toquen o su experiencia previa en conciertos. Los grupos son elegidos en el orden en que se van registrando. "Esto le da a las bandas una oportunidad de demostrar que tienen talento y lo que pueden ofrecer a los fans", dice Robert Jenkins, encargado del evento este año.

Jenkins dice que las bandas no solamente tienen la oportunidad de tocar, sino que además reciben comentarios de jueces para poder mejorar en sus futuros conciertos.

Participar en este tipo de eventos es importante para darse a conocer a nivel local y afianzar su nombre como banda. Sin embargo, El Paso puede ser sólo el principio de una carrera más larga y productiva en el mundo de la música.

Lo importante, dice Jesús, de The Royalty, es que los miembros de la banda sean honestos consigo mismos y con su música. "Tomará tiempo, pero al final los beneficios serán grandes".



# IN BRIEF

For many local bands, the dream about being the next big thing is something they all hope for, but making it a reality is something that takes effort and a shrewd business perspective. An El Paso band, The Royalty, has had great success in this market. They have opened for bands such as Taking Back Sunday, Delta Spirit and many more.

Band members say that their use of the Internet and its many social networking sites has helped to increase their popularity. They say that while the web is a useful tool, new bands also need to go out and spread their music.

Members of another local band, Scarlett Uprising, say that bands need to offer something different that will make them

stand out. They say their music is unique and that they have their own genre—what they call epic core.

Joe Dorgan, owner of Club 101, says that new bands really need to just get out there and prove what they are made of. "If you are just starting, do not just expect to be able to play at my venue or any other venue that has big bands playing there," he said. "You have to do small gigs first and get your name known."

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# fashion trends of today's society

By Sarah Garcia

Today's fashion evolves rapidly and continuously redefines itself. At the start of a new decade, the word indie continues to define a very common trend. Some say that indie came into play after the Mars Volta retired their all-star sneakers for ankle-high Ferragamo boots and vintage vests. In fashion, a trend never really dies out, but is instead recycled to become a newer fad.

Nowadays, El Paso ladies are rocking sequined mini-dresses with pockets and moccasin boots. The once-popular bowl haircut took its turn in the trash bin, and long hair with short bangs has claimed its place among the fashionable. Brown-auburns and shades of autumn are tones that have become all-year wear—and Ray Ban look-a-likes in different colors have definitely taken over as the modern-day gear of everyday fashion.

The trend locally remains indie with an El Paso twist—some call it indie chuco.

Ferrara hats and aviator shades, with beige silk trousers and vintage vests, along with glossy brown shoes, all compliment the era of the chuco. What was once and is still being criticized by mainstream society is now a fashion trend. The '50s-era vato-like style of starched Dickey's, flannel shirts buttoned up to the Adam's apple and black Cortez Nike's are still very much alive. It completely contradicts the norm of what's cool and what's not.

There is also indie disco—featuring platform shoes, neon lipstick, velvet bell-bottoms and flower-patterned shirts—which has its roots in the 1970s. Although the current fads may stem from decades past, this still does not depict the popular trends being worn today. People are mixing and matching colors and fabrics and the strict rules of what matches what is no longer being followed. Anything can be worn together as long as colors and fabrics complement each another. Combining feminine and masculine looks together has also gained popularity. Girls wearing ruffled blouses with polka-dotted suits and striped patterned ties are now the norm. Gladiator

sandals have suddenly found their place on men's feet once again, this time paired with MC Hammer-style pants. It's the '80s all over again—but this time with an indie core. Today's homage to the '60s—inspired by vintage mod and Balenciaga style—has elicited an androgynous look, which nimbly straddles the masculine-feminine and urban-rustic divides.

Today's youth are the future beings that society of the 1950s once scrutinized and speculated would be the cause of a turbulent ending to a civilized world. Our parents would never have imagined that indie chuco or indie disco would ever come into existence in the fashion world.

For those interested in following a fad or creating something new, just remember to honor the original influence of that trend. And just imagine what trends will be on the horizon in the coming years.





I AM A STUDENT, I AM A FATHER, I AM A DAUGHTER,

# I AM A GAMER

BY JESUS C. MARTINEZ



It was on Christmas day in 1995 when my life took such a dramatic change that it would affect the rest of my life. Inside a colorfully and carefully wrapped package was a grey box with purple sliders and black cords. It may not have been the most extravagant piece of technology compared to what is available today, but it was definitely something Super.

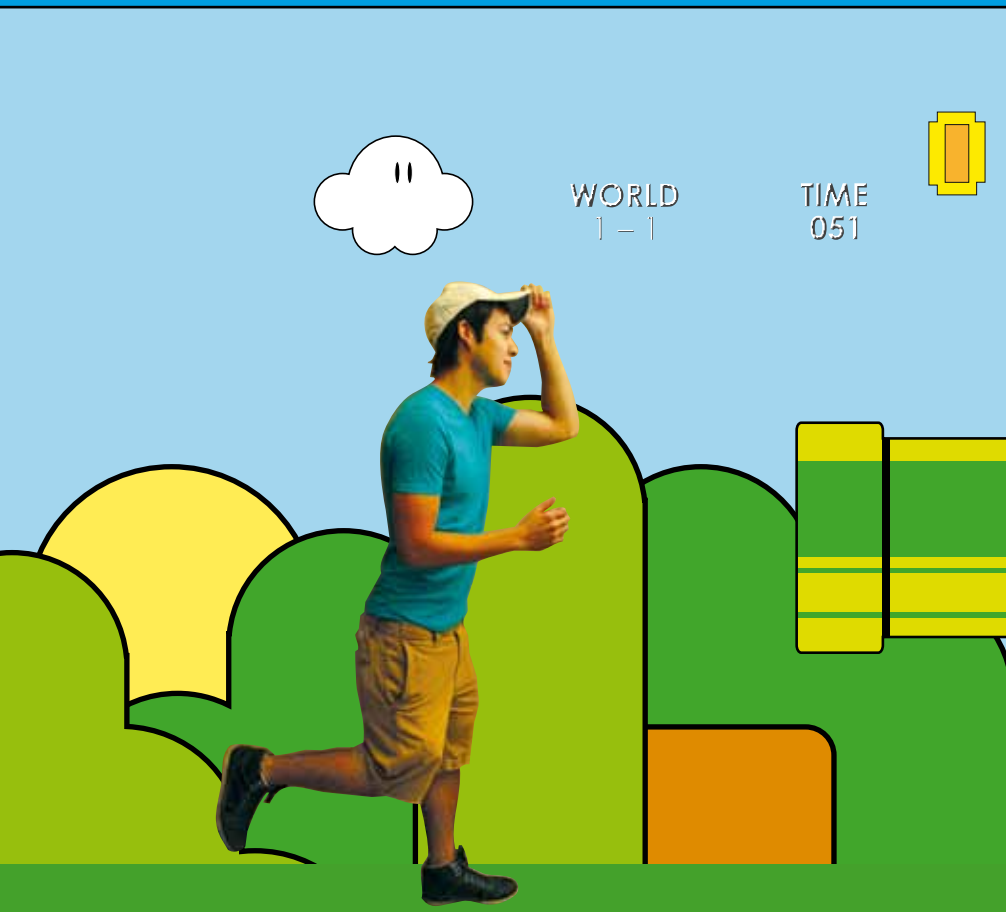
That year, I received my first video game console, a Super Nintendo, and since then, I've had seven more video game consoles and five handheld video game systems and counting. It is a hobby of mine that will not disappear with age or maturity, and it has had such an impact on my day-to-day life that it has become my way of life.

The video game industry is growing annually into a behemoth that rivals the movie and music industries. According to a survey done

by the NPD Group, a North American market research company, during a six-month period in 2009, 64 percent of Americans had played a video game compared to 53 percent, who had gone out to see a movie during that same time period. Does this mean more people would rather play "Super Mario Galaxy" than watch "Twilight?" Maybe not, but these statistics are not something to be taken lightly.

The industry is so massive that it has several conferences throughout the year that showcase new software and hardware. One such conference, which has a high level of prestige in the gaming community, is the Electronic Entertainment Expo. The expo is held annually at the Los Angeles Convention Center, and I was fortunate enough to attend this year. Seeing the convention center filled with thousands of eager gamers like myself was awe-inspiring.

These individuals waited in line for hours to get inside, only to wait in more lines to play recently announced games for just a few minutes. It was definitely worth it to them because it gave them bragging rights. They had the opportunity to play a game that won't come out until later this year or next year and that will garner them the envy of their friends.



Photos by Jesus C. Martinez



The Electronic Entertainment Expo at the Los Angeles Convention Center showcases the latest video game titles that are not yet available in stores. Most gamers eagerly anticipate what the expo will announce every year.

It used to be that gamers were considered to be nerdy, geeky individuals, who dressed up in costumes and stared at a screen for hours. Although some gamers still do that, the term gamer means so much more than an individual who dresses up and role plays as his or her own favorite fictional character. Anyone can be a gamer, and it is not a designation that belongs solely to the stereotypical demographic of teen males.

According to the Entertainment Software Association, the average game player's age is 34, with 49 percent of all gamers being between the ages of 18-49 years of age. Some of these gamers aren't playing free computer games online.

Five years ago, I met a 38-year-old man from Omaha, Nebraska, while playing "Halo 2" on Xbox. A group of us would play the game online on a regular basis from the middle of the afternoon to the wee hours of the morning. As more popular video game

software and hardware came into existence, we stayed in touch with each other and to this day, we still play online.

This man, whose game alias is Mr. Dero, wasn't some creepy old man who played games all day. He was a family man with two sons, a loving wife and steady job. However, when it came to daddy's Xbox time, it was well known that he made sure those little buggers were out of the way and would not interfere with his game.

One general misconception about gamers is that girls don't play video games. In fact, the ESA reports that they actually make up for 40 percent of gamers. One very interesting statistic is that women, 18 and older, represent a bigger percentage of gamers than boys, aged 17 or younger – 33 percent to 20 percent, respectively.

A 22-year-old senior graphic design major, known as Magic Neko, spends most of her

gaming time tearing it up on "Gears of War 2." When she wasn't cutting her enemies in half with her chainsaw gun by herself, she teams up with a group of femme fatales and wreaks havoc against anyone who questions their gaming prowess.

They take their games very seriously and are very competitive. Not only is it amusing watching them take out waves of enemies, the best part is when they destroy sexist gamers, who demean them because of their gender. It may be hard to believe that there are so many female gamers, but they dominate the casual gaming market. The Casual Games Association reported in 2007 that men make up 48.3 percent of casual game players, while females account for 51.7 percent.

However, women make up 74 percent of paying casual game players, adding to the \$2.25-billion-per-year industry. Also, these casual gamers, who pay a subscription and

are community users, play seven to 15 casual gaming hours online per week. These games include favorites such as “Solitaire,” “Tetris,” “Bejeweled” and “Diner Dash.”

Although those kinds of games may be popular to some demographics, the ones I’m interested in are notorious for belonging to the hardcore gaming community. These types of games separate the men from the boys and are highly competitive, immersive and usually violent. These games include, but are not limited to, genres that feature first and third-person shooters, role-playing and racing games.

Hardcore games also separate the skilled players from the noobs – which is a derogatory term that compares a pro’s skill to that of a newbie. Every second, every ammo clip and every button press counts and can be the difference between your life and death in the game being played. Battles may get extremely heated and it only makes the victories that much sweeter, but it can be taken too far. It may seem like this type of gaming gets intense, and it does, but most people can handle the stress and aggression that goes along with it.

Yet, not everyone has good stress and/or time management skills. Mr. Dero may be an avid gamer, but he still manages to turn off the game and give his family the attention they need. There have been several instances where he has gone offline midway through a game to attend to a family concern.

On the other hand, another gamer on my friend’s list has some issues with being too obsessed with his games. He is a married man in his late 30s with a 2 year old, a newborn and a full-time job. You’d think that with all of these responsibilities, there would be little time for gaming, but you’d be awfully mistaken. He has a higher percentage of games played and completed than my closest friend (who’s just as obsessed with games as I am) and myself combined.

I’ve heard him argue with his wife and son about being bothered when he is playing his Xbox. His wife, who’s also a gamer on my friend’s list, has complained about his constant obsession with gaming, which is so severe that it drives him away from being a father to his sons and a lover to his wife.

Although he and several others may not be able to control their habitual gaming, there are plenty of other gamers, like myself, who have practiced good time-management skills and balanced our personal lives with our habit.

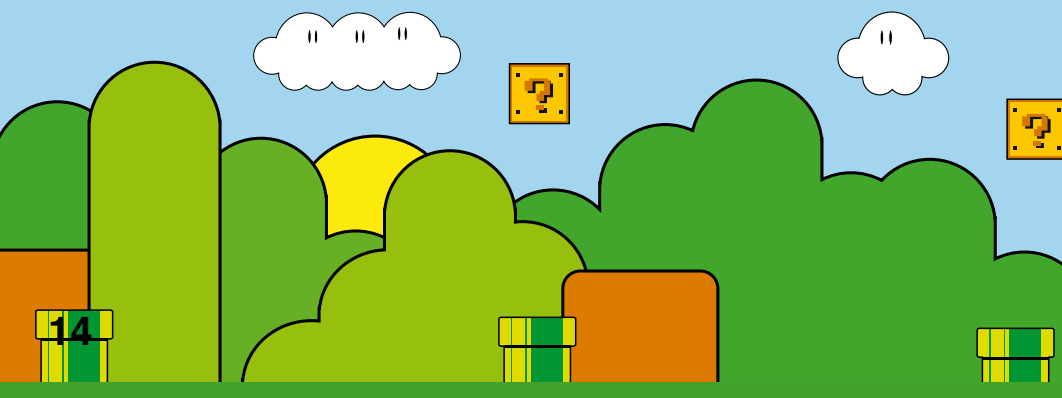
Video games have greatly evolved since they first became popular in the 1970s. It first started as a few buttons and a joystick, but by the end of this year, motion controls and hands-free gaming will be commonplace. As far as innovation, it’s uncertain what the future holds for this industry, but the eager fans who wait hours in line for midnight releases of their favorite game will always exist –and I will be in line with them waiting for the next installment in the Halo series, “Halo Reach.”

## EN BREVE

Los videojuegos han estado en la vida de la mayoría de las personas desde los años 70s, cuando surgieron en el mundo de la informática. Con el paso de los años, los videojuegos se han hecho más sofisticados y populares en el mercado. De acuerdo a una encuesta realizada por el Grupo NPD, una compañía mundial de investigación de mercados, el 64 por ciento de los estadounidenses dijo haber jugado un videojuego en los primeros seis meses de 2009, comparado con el 53 por ciento que dijo había salido a ver una película durante el mismo periodo.

De hecho, el término *gamer* ha cambiado desde que fue acuñado. Hasta hace algunos años, las primeras personas que fueron llamadas *gamer* eran vistas como *geeks* – o apasionados de la computadora–que no tenían nada mejor que hacer que mirar una pantalla durante todo el día. Ahora eso ha cambiado drásticamente y es muy normal ver a cualquiera concentrado en un videojuego. De acuerdo con la Entertainment Software Association, la edad promedio del jugador es de 34 años y un 49 por ciento de todos los jugadores tienen entre 18 y 49 años de edad.

Una idea muy extendida pero falsa es que las mujeres y las niñas no juegan videojuegos. Los datos de ESA indican que ellas conforman el 40 por ciento de los jugadores. Una estadística muy interesante es que las mujeres mayores de 18 años representan un porcentaje más grande–33 por ciento–de jugadores, que los niños menores de 17 años, que representan el 20 por ciento. En 2007, The Casual Games Association informó que los hombres representan el 48.3 por ciento de los jugadores ocasionales, mientras que las mujeres representan el 51.7 por ciento. Sin embargo, las mujeres constituyen el 74 por ciento de jugadores casuales de pago agregando a la industria de \$ 2.25 millones por año.







# HISPANO LATINO

## ¿Cuál es el problema de una simple etiqueta?

Por Max Hendra / Traducido por Laura Castellón

Javier Martínez Vargas se sentó en una caseta un día el pasado otoño para contar el dinero que había ganado como mesero esa tarde en El Matador en Johnson City, Tennessee. Un cliente le preguntó que si estaba planeando hacer algo para el Mes de la Herencia Hispana. Martínez Vargas, un ciudadano mexicano y residente permanente legal de los Estados Unidos, sacudió su cabeza. Luego, el cliente le preguntó qué pensaba sobre la palabra hispano.

“En verdad, no me importa lo que me llamen”, dijo Martínez Vargas.

“Para mí, latino suena mejor que hispano o mexicano”.

¿Por qué es eso?

“Hablamos latín”, dijo él. “El español es un idioma latín”.

A primera vista, las palabras hispano y latino parecen significar la misma cosa. Sin embargo, cuando le preguntas a la comunidad hispanohablante, encontrarás que hay muchas diferencias entre las dos.

**HISPANO** significa “referente a España”, según el diccionario de Webster. Se refiere a un ciudadano estadounidense que vive en un hogar hispanohablante o tiene lazos familiares con España u otro país hispanohablante.

En 1976, la Oficina de Administración y Presupuesto de la Casa Blanca propuso una ley requiriendo que todos los hispanohablantes sean llamados hispanos para los datos del censo de los Estados Unidos.

La ley define a los hispanos como “estadounidenses que se identifican con tener raíces hispanohablantes y que rastrean su origen o ascendencia de México, Puerto Rico, Cuba, Centro y Sudamérica y otros países hispanohablantes”.

Unos hispanohablantes han adoptado la palabra hispano como un motivo de orgullo. Michael Hofius, un ciudadano estadounidense de Guatemala, es uno de ellos.

“Hispano es un término universal que es usado por todos los que no estamos avergonzados de nuestra herencia española o hispanoamericana”, dijo Hofius, que vive en Bristol, Virginia. “(Los Hispanos) incluyen cualquier grupo racial y pueden venir de cualquier continente, excepto de la Antártica”.

Unos piensan que el término hispano sólo aplica a la herencia de una persona. Diego Iglesias, un ciudadano argentino con residencia permanente en los Estados Unidos, ve una conexión entre el uso de hispano y ciudadanos naturalizados de los Estados Unidos.

“Si tuviera un hijo, creo que él o ella se pudiera considerar hispano pero no necesariamente latino”, dijo Iglesias. “Pero ese niño va a ser completamente estadounidense. Hasta ese punto, creo que yo lo consideraría más hispano”.

Iglesias, vice-presidente de la división de mercado hispano del Bank of Tennessee, dijo que él normalmente se refiere a sí mismo como argentino.

“Para mí, hispano y latino significan la misma cosa”, dijo Iglesias. Otros hispanohablantes sí notan una diferencia.

“Hispano es una palabra que sólo existe en este país”, dijo Raquel Fratta, una estudiante de postgrado en East Tennessee State University, que no se refiere a sí misma como hispana. “Nunca había oído hispano antes de que vine aquí”, dijo Fratta, originaria de Paraguay. “Latina es una palabra mucho más universal”.

**LATINO/A** significa “un habitante latín de los Estados Unidos”, otra vez en el diccionario de Webster. Se refiere a una persona de Latinoamérica o de descendencia hispanohablante.

En 1997, después de un debate público sobre la equidad del término hispano, la Oficina de Administración y Presupuesto de la Casa Blanca añadió el término latino al censo para que se lea: hispano o latino.

Sin embargo, la definición de Webster no satisface a todos. “Eso me ofende”, dijo Fratta. “Cualquier persona de cultura latina es latina; no tienes que ser de Estados Unidos”.

A pesar de la afirmación de Fratta sobre la naturaleza universal de latino, otros no lo ven de esta manera. Hofius, que trabaja de cerca con la población inmigrante hispanohablante de Bristol, dijo que quizás

haya una razón diferente por la cual latino se usa en Estados Unidos.

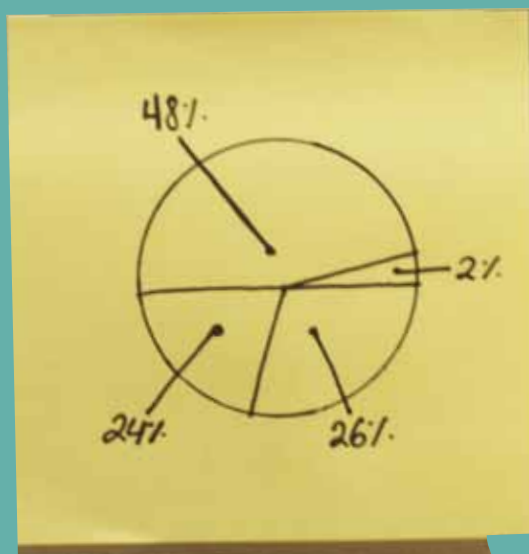
“Mucha gente de descendencia hispana... que nacieron en los Estados Unidos prefieren (latino) para distinguirse de los que somos inmigrantes”, dijo Hofius. Agregó que aquellos que prefieren ser llamados latinos generalmente son encontrados en partes del país densamente pobladas como California, Florida o New York.

“Supongo que no quieren ser asociados con inmigrantes ilegales o legales a quienes tal vez ellos consideran inferiores en alguna de varias maneras”, dijo Hofius.

A diferencia de Hofius, Martínez Vargas no ve la conexión entre el uso de latino y la discriminación contra inmigrantes. “No creo que importe si eres legal o ilegal”, dijo Martínez Vargas. “Mientras estés en este país, eres parte de los Estados Unidos”.

## SENTIMIENTOS ENCONTRADOS

Si pudieras encuestar a cada uno de los 45 millones de hispanos/latinos que viven actualmente en los Estados Unidos, probablemente recibirías una respuesta diferente cada vez. El Pew Hispanic Center es una de varias organizaciones que está tratando de solucionar estos sentimientos encontrados entre hispanos/latinos.



En el 2006, el Pew Hispanic Center sondeó a 2,000 estadounidenses con raíces en la comunidad hispanohablante y les preguntó cómo prefieren identificarse en primera instancia. Aquí se muestran los resultados de la encuesta.

48% País de origen o el de sus antepasados  
26% Hispano / Latino  
24% Estadounidense  
2% Sin respuesta o preferencia

Según la encuesta del 2008 del Pew Center, 36 por ciento de los encuestados prefirieron el término hispano, mientras el 21 por ciento prefirió latino. El 43 por ciento restante no favoreció a ninguno de los dos.

En una encuesta anterior, el centro se enteró que el 48 por ciento de los hispanohablantes adultos se identifican a sí mismos por su país de origen o el de sus antepasados. En la misma encuesta, el 26 por ciento se referían a sí mismos como latino o hispano primero, y los demás el 24 por ciento se referían a sí mismo como estadounidenses.

Pero unos piensan que los resultados de la encuesta pueden ser engañosos. "Tienes que pensar, ¿con quién hablaron en este estudio?", preguntó Fratta. "Probablemente, todas estas personas eran legales o ciudadanos estadounidenses". Fratta cree que los inmigrantes ilegales no hablarían con un encuestador.

En contraste con el método del Pew Center, el Buró del Censo registra la información de manera diferente. En el artículo del Pew Center "¿Quién es hispano?", Jeffrey Passel y Paul Taylor reportaron que los que toman el censo usualmente dependen de lo que la gente les dice.

"A los ojos del Census Bureau, los hispanos pueden ser de cualquier raza, ascendencia, o país de origen", escribieron Passel y Taylor. "Teóricamente, alguien que es chino pudiera identificarse a sí mismo como hispano y así es como sería contado".

Los autores sugieren que, por estos descuidos, los números producidos por el censo muchas veces son engañosos. Ciudadanos de descendencia portuguesa y brasileña, que no son contados como hispanos bajo el estándar de la Oficina de Administración y Presupuestos de la Casa Blanca, pueden ser reportados como hispanos si eso es lo que ellos afirman.

### ¿QUIÉN ES LATINOAMERICANO?

Aunque los hablantes del portugués no cuentan como hispanos en las estadísticas del gobierno de Estados Unidos, algunas personas en la comunidad latina están dispuestos a aceptarlos como tal.

# "PARA MÍ, HISPANO Y LATINO SIGNIFICAN LA MISMA COSA".

Holanda Holtzclaw, secretaria del Club Latinoamericano (de ETSU), dijo que los hablantes de portugués no sólo son bienvenidos en la comunidad latina, sino que son parte de ella.

"Tenemos miembros brasileños", dijo Holtzclaw. "(Los Brasileños) son latinoamericanos".

Fundado en 1990, el Club Latinoamericano trabaja para celebrar y dar poder a la comunidad hispanohablante. En el grupo de Kingsport, Tennessee, más de 20 países son representados, y no hablan necesariamente español. "Cualquiera cuya cultura sea en parte latina es latinoamericano", dijo Holtzclaw.

Los cuatro idiomas principales que tienen raíces del latín son: francés, italiano, portugués y español. Holtzclaw, como Martínez Vargas, dijo que todas las culturas latinas están bienvenidas en el Club Latinoamericano.

"No tenemos miembros franceses, pero supongo que están bienvenidos porque

su idioma viene del latín. También tenemos italianos," dijo Holtzclaw.

Parece que la decisión entre hispano y latino – o chicano, boricua, mexicano, colombiano, etc. – recae sobre aquellos que tienen enlaces a estas culturas, en vez de los de afuera que tratan de etiquetarlos.

Jennifer García, una estudiante de último año de radiodifusión en East Tennessee State University, no habla español y nunca ha ido a Panamá, el país natal de su padre. Pero en lo que respecta a conocer su ascendencia y cultura, dijo que está en contacto con sus raíces hispanohablantes.

"Sé más sobre nuestra cultura (panameña) que sobre el lenguaje español", dijo García. "No importa de dónde soy o qué hablo, sólo importa que aprecio quien soy. Nací y crecí en Tennessee y estoy orgullosa de ser hispana".

Editor's note: This article was previously published on [www.borderzine.com](http://www.borderzine.com), a web-based project of UTEP's Department of Communication.

## IN BRIEF:

To some people, the words Hispanic and Latino mean the same thing. But if you ask people from Spanish-speaking communities which of the two they consider themselves, you would find that the answers differ depending on their heritage. According to Webster's Dictionary, Hispanic means, "referring to Spain." It may also mean an American, who lives in a home with connections to family from Spain or another Spanish-speaking country. Webster's defines Latino/a as "an Latin inhabitant of the United States," and also to a person of Latin American or of Spanish-speaking descendants. These definitions don't always satisfy all. For some, Hispanic and Latino may mean the same thing, while others may say that the word Hispanic only exists in the United States. Max Hendra, a 2009 graduate of East Tennessee State University, explored this issue in an article he wrote for the Bristol Herald Courier.



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# *A Four-Wheeled Symbol of Pride*

BY JESUS C. MARTINEZ

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It was a good year back in 1956. Elvis Presley's breakthrough hit "Heartbreak Hotel" flooded the airwaves, famed heavyweight boxer Rocky Marciano retired undefeated, and "The Wizard of Oz" was shown on television for the first time. But what was most memorable for truck driver Oscar Villela was the release of the second generation of a very special vehicle, the Chevrolet Bel Air.

"I drove that kind of car when I met my wife," Villela says. "I sold it, but then I saw this one and bought it." Villela is referring to a car that he fully restored and customized, a 1956 Bel Air two-door hardtop, which he proudly displayed at a car show during the summer.

Villela is one of many local hobbyists, who have a passion for cars that fall under various categories such as classic, muscle, high performance, lowrider and much more. Under the hood of each vehicle are the results of the owner's dedication, adoration and both monetary and time contributions—a masterful creation. "Hours and hours go into restoring a car," he says. "Sometimes at two or three in the morning, I would still be in the garage working."

These late-night endeavors and undying devotion are a product of an obsession that usually began during the car aficionado's childhood. Armando Carrasco, president of the

Rio Grande Wheels Car Club and member of the El Paso Corvette Club, latched onto the hobby at an early age, and that early interest grew into a passion for cars that has continued throughout his life. "I started getting involved in cars since I was 8 or 10 years old. I used to go out and work with my uncle, who worked on cars," Carrasco says. "I was learning to fix my cars, and as a young teenager, I worked on other people's cars to make a few dollars to further enhance my car."

This hobby and fascination with cars is a way of life for some. The groups have their own culture, which defines and brings them together. Their enthusiasm for a specific type of car is more than just fixing up cars and showing them off at various car shows. Many of the members of car clubs also partake in charitable events, which turn their hobby into a collective effort to give back to the community.

The El Paso Corvette Club has garnered support for various charity organizations in the greater El Paso area such as Toys for Tots and the Child Crisis Center. "Together, we organize support of different charitable events," Carrasco says. "The annual car show sponsors (fees), and registration fees (for entrance in the car show) are donations to give to charity programs. Some of our members in the club donate personally also."



A LARGE AMOUNT OF TIME, EFFORT AND MONEY GOES INTO THE RESTORATION AND PERFORMANCE ENHANCEMENT OF CAR ENTHUSIASTS' PRIZED POSSESSIONS.



A 350 CAMARO SHOWN AT A CRUISE IN, SPONSORED BY THE RIO GRANDE WHEELS CAR CLUB AND THE EL PASO CORVETTE CLUB ON JULY 24 AT LA TERRAZA RESTAURANT.

Numerous car-related events occur throughout the year and each event has its own purpose and benefit, be it a concert, fundraiser or competition. Armando Espino and his crew at EPTCruising.com have worked diligently to create a catchall website for events in the El Paso area.

"The EPTCruising website is an information source for all types of events, mostly automotive. Basically, it's a website for area vehicle enthusiasts. We put the flyers up for events from here, Alamogordo, Las Cruces and the surrounding area," Espino says.

"We do cover events when we get access, we take pictures of the event and post it on the web, and people can log in and look at it."

The website, which has received over 100,000 page views since it was introduced two years ago, features a listing of upcoming events along with photos of different vehicles from various events. Espino says that other similar websites usually feature photos of the professionally

"(The website) shows pictures of all the people's cars from the different events. It shows the hard work and dedication from beginners, and it gives them motivation," Espino says. "Of course, there are fixed up cars, but most of them (aficionados) are barely starting and they feel happy with what we show on the website."

"SOMETIMES I FEEL LIKE YOUR CAR—THE WAY YOU FIX IT, LIKE IT TO LOOK—IS A REFLECTION OF YOURSELF."

restored vehicles, but not too much attention is focused on the amateurs, who may be just starting with the hobby.

On the site, viewers are able to see the amount of work that goes into a finished car and compare their cars to other enthusiasts' vehicles from various car shows throughout the area. Although they are able to see the final version, little is known about the upkeep and how a significantly large amount of care goes into keeping the vehicle in top shape and running. "When I go to a stop sign, I watch out even when I have the right of way."





THE DESIGN OF CLASSIC CARS, LIKE A CAMARO OR CHEVELLE, IS FAVORED BY SOME CAR ENTHUSIASTS SO MUCH THAT EVERY FENDER, GRILL, RIM AND STEERING WHEEL IS FULLY RESTORED TO REVIVE A VINTAGE FAVORITE.

When have you heard that a lowrider has hit a pole or flipped over?" Espino says. "Sometimes I feel like your car—the way you fix it, like it to look—is a reflection of yourself."

For these El Pasoans, vehicle restoration and modification is a deep passion, and it is an experience that they share and take pride in. It is something that these individuals will pursue for as long as is physically possible. "I have no interest in hunting, golfing or fishing—my recreational activities rotate around my automobile hobby," Carrasco says.

Retired El Paso Police officer, Bernie Nuñez, bought a trashed 1951 Chevrolet pickup in December 2009, and since then, he's purchased and replaced several parts to restore this old classic. "The work you put into it and just having it makes you appreciate it," Nuñez says. "The longer you have it, the more attached you get." It's more than just a old pickup truck for Nuñez; it's a piece of work that he has a lot of pride in. "I don't know who will get it when I pass on, but I'll never let it go."

## En Bneve

Tener un vehículo puede representar algo más que una manera de transportarse. Para algunas personas, es un espacio para desarrollar la creatividad. La pasión por un vehículo incluye carro clásicos, muscle cars (vehículos de alto rendimiento) lowriders y muchos más.

Un Chevrolet Bel Air de segunda generación es el auto más memorable para Oscar Villela, un residente de El Paso. "Se toma muchas horas restaurar un coche", dice Villela. "A veces me pueden encontrar a las dos o tres de la mañana trabajando en en la cochera".

La inspiración y pasión que generan estos vehículos se puede convertir en un estilo de vida y dar pie a la creación de grupos que comparten los mismo intereses. El Paso Corvette Club es una de las muchas

organizaciones que además de reunirse para lucir los autos, llevan a cabo eventos de beneficio para la comunidad, como conciertos, competencias y eventos de caridad para organizaciones como Toys for Tots y The Child Crisis Center.

EPTCruising.com, formado por Armando Espino y su equipo, ha creado una página de Internet que promociona muchos de los eventos en El Paso. "Básicamente es una página para los entusiastas del vehículo local. Ponemos volantes para todos los eventos que hay en la área de El Paso, Alamogordo, Las Cruces y los alrededores", dice Espino. "EPTCruising muestra imágenes de autos de toda la gente que participa en los diversos eventos y muestra el trabajo duro y la dedicación de los principiantes y esto los motiva".



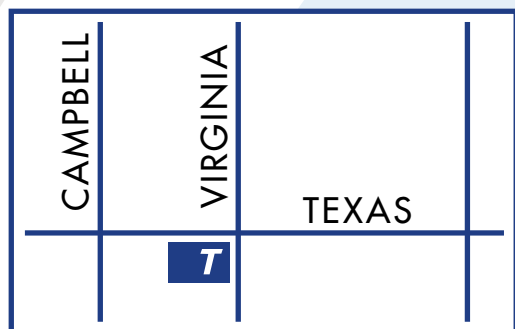
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# CONTRA FLUJO

## CONTRA FLUJO: INDEPENDENCE AND REVOLUTION

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ALEJANDRO CARTAGENA AND DAVID ROCHKIND  
August 26–November 13, 2010 / Project Space

Stanlee and Gerald Rubin Center for the Visual Arts at UTEP presents *Contra Flujo* (Against the Flow), an exhibition that features seven artists from Mexico City who launch contemporary explorations of the centennial of the Mexican Revolution and the bicentennial of Mexico's independence.

The artists use a wide range of technology such as sound, video, kinetic sculpture and web-based practice to create site-specific installations, including several cross-border works commissioned specifically for this exhibition.



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Marcela Armas, *I-Machinarius* (detail), 2008.

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