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## THE AI REVOLUTION IN SPACE AND ITS IMPACT ON SOCIETY

By Ireneusz Koziol '27

When you are thinking about future advancements in technology, you might be thinking about futuristic cars, technology, and even Al! But you may be wondering: what would Al look like? And what would be its impact? Well, have you thought about the potential Al impacts in space?

First, let's talk about the importance of AI and space. AI is important to humanity because it makes a lot of tasks easier, like finding recommendations on an online service, improving the ability of traffic lights to ease traffic and assisting the creation of self-driving cars. Also, AI allows manufacturers to add advanced safety features in cars to improve safe driving, allows businesses to see if products are spiking in demand, and is even used in blockchain technology in finance or accounting. Therefore, AI is everywhere and is benefiting everyone. Like AI, space and its exploration is important to humanity and offers many benefits. One benefit of space exploration is that it helps us uncover cosmic mysteries and enhance our knowledge. In space, we discovered what lies beyond Earth such as black holes, exoplanets that orbit stars beyond our solar system, and supernovae. We also enhanced our own knowledge about the Big Bang Theory: where everything in space (Continued on page 11)

## PROPAGANDA OR WHAT FLOWS THROUGH OUR VEINS

By Kevin Marchetti '28

From its Latin origin propago, meaning "to spread," the concept of propaganda has evolved into a powerful tool that shapes societies and influences the minds of millions. When I first read George Orwell's 1984, I was struck by the character Winston's struggle with the overwhelming control of the state through propaganda. This led me down a path of reflection about how much our realities can be manipulated by unseen forces. As I went further into dystopian literature-Aldous Huxley's «Brave New World» and the father of dystopia genre Yevgeny Zamyatin's «We», in particular-it became clear that these fictional worlds, though exaggerated, are mirroring real historical and contemporary issues. The use of propaganda in totalitarian regimes, such as those historical of Nazism and Communism, reveals its immense capacity to shape public values, perceptions, and even entire belief systems of individuals. In today's world, we must ask ourselves how much of what we know is truly our own thought, and how much has been carefully planted by others.

To understand propaganda in its current form, we must first look at its roots. The term "propaganda" was initially linked to religious efforts in the Catholic Church during the 17th century, specifically with the establishment of the Sacra Congregatio de Propaganda Fide in 1622, aimed at spreading the Catholic faith. However, its usage as a deliberate tool for shaping public opinion expanded significantly in the 20th century. Edward Bernays, often referred to as the father of modern propaganda, played a pivotal role in this transformation. In his influential book Propaganda (1928), Bernays argued

that public relations (a term he coined) and propaganda were essential tools for maintaining order in society. According to him, manipulation of the masses was not only necessary but beneficial for democracy, as it allowed for the orchestration of social harmony through carefully curated ideas.

Bernays viewed the public as irrational and susceptible to external influences. Therefore, he believed that those in power must guide public opinion for the greater good of both the government and citizens. This concept was clearly put into practice during World War I and II, when propaganda was employed on an unprecedented scale to mobilize populations for war efforts. However, the effects of such control mechanisms were not limited to times of conflict. Bernays' principles laid the groundwork for the continued use of propaganda in peacetime, especially in advertising and political campaigning. For example, "Rosie the Riveter" image evolved from a symbol of nationalism during WWII to a lasting representation of women's empowerment, rediscovered by second-wave feminists in the 1970s and embraced by contemporary feminists in movements like the 2017 Women's March.

Building on this, French philosopher Jacques Ellul's work, *Propaganda: The Formation of Men's Attitudes* (1962), provided a more critical and psychological perspective. Ellul argued that modern propaganda is so pervasive that it becomes impossible to escape its reach. It infiltrates every aspect of life cultural, political, and social—reshaping how individuals think and behave without their conscious awareness.



Ellul emphasized that technological advancements, particularly in mass media, have turned propaganda into a continuous process rather than an isolated event. It no longer only seeks to change opinions but to structure entire frameworks of thought, making it difficult to distinguish between authentic beliefs and those imposed from outside.

Today, propaganda is more sophisticated and omnipresent than ever before. With the advent of digital technologies, social media, and 24-hour news cycles, propaganda has adapted and grown in complexity. No longer is it limited to broadcasts of the 20th century; now it is woven into the very fabric of our online and offline lives. From political campaigns to corporate advertising, subtle messaging infiltrates our screens, shaping our perceptions without us even noticing.

Countries around the world continue to use propaganda to promote their agendas and solidify power. In authoritarian states like North Korea, government-controlled media perpetuate narratives that support the regime and demonize enemies. State television, online platforms, and even cultural productions serve as

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### THE EFFECTS OF TOXIC MASCULINITY IN MEDIA

By Eloise Weintraub '28

Lies we are told about society begin to internalize into our belief systems and thought patterns. These beliefs often manifest as harmful stereotypes or biases that lead us to believe that just because someone is a certain gender or minority, they are only capable of certain things. This is the so-called "stay on your lane" comment. As we grow older, the lack of equal representation in schools, media, and the workforce feeds into these harmful stereotypes, thus reaffirming our already faulty beliefs.

Toxic masculinity is an outdated social norm that requires "adherence to the limiting and potentially dangerous societal standards set for men and masculine-identifying people" (Healthline, 2023). These societal standards can be seen to have a direct impact in fields such as journalism. Take, for example, sports announcements and fashion journalism. Both are forms of media that combine the presentational skills of actors and the craftsmanship of writers, unlike fashion journalists sports

announcing does not comment on art but it still engages artistic skills. Males represent 92% of sport announcers but only 15% of fashion journalists. Although both require degrees in journalism and communication, sports announcing is considered a more "manly" activity due to traditional beliefs about men and sports. A cornerstone of toxic masculinity is creating the perfect "strong" man with sports being a way to demonstrate male strength over one another and non masculine genders. Sports and masculinity are intertwined, such that "constructing a certain type of manhood has been a central driver within sports... in which a particular kind of masculine identity can be constructed," says Jeffrey Montez de Oca, an author and sports sociologist at the University of Colorado. "It's aggressive, it's tough, it's territorial..." (Kleen, 2021). Characterizing sports as aggressive, tough, and territorial insinuates that anyone outside of these masculine norms aren't "staying in their lane" when they want to partake. These harmful stereotypes that all men

should like sports or that men who can't play a sport are "weaker" affect both males and females. Males are less likely to work in alternate media fields due to the fear of being judged and women consistently have to prove that they are just as capable as men rather than be defined by their own work. Both of these stereotypes are harmful and based on nothing more than flawed power structures designed to keep a false form of masculinity in mainstream media. Whether it's related to one's career or hobby, individuals have the right to explore and express interest in fields not associated with their gender assigned at birth without fear of judgment.

One way to combat this is to address misrepresentation and underrepresentation in the media. A notable example of underrepresentation is the film *The Devil Wears Prada.* The film fails to capture an even ratio of maleto-female characters, features a predominantly white cast, and perpetuates the stereotype that for (*Continued on page 13*)

## AI AND ART: A DEEP DIVE INTO THE MEANING OF ART

By Hayden Jennato '27

Recently, and for no reason at all, I've been bombarded with advertisements for AI platforms. Whether it's Gemini, Apple intelligence, or Chat GPT, I can't go a day without someone, somewhere, trying to get me to buy into something AI related. Through this seemingly endless exposure, I've gained a pretty good understanding of what AI companies believe is worth advertising about their products and it's not what you would think. Rather than focusing on how AI can be used to condense data, provide instant access to information, and borderline think through complex algorithms and problems, these advertisements seem to be focusing on how AI can replace artists. Every ad that I have seen shows Al writing stories, generating images, or, in some cases, even singing. This, of course, begs an important question: can AI make art? Before we can answer that though, we need to understand what art is, what makes it meaningful, and what, if anything a human can do that AI can't.



Art is subjective and as a result, everyone views its definition differently. The consensus on art is that it only needs to be an expression of creativity. Others, however, take a more specific approach, postulating that art must be a reflection of the human condition, meaning it must be emblematic of human emotions rather than just ingenuity. Of the two, I resonate with the latter. Take, for example, a band that covers another band's song. Typically speaking, we have opinions as to which versions we like better, insinuating that each rendition is its own piece of unique art. Yet, that intrinsic uniqueness is not a result of creativity; at the end of the day, each cover is still based on the same original messaging and lyrics and thus cannot be considered structurally creative. Rather, each version stands on its own because each band alters the emotions associated with that song. A slow rendition and a peppy rendition of the same song aren't unique because their lyrics are different: they are unique because they convey a different set of human emotions. This brings us to the foundational reason why we like the art we do: we see ourselves reflected in the specific emotions each song attempts to convey. In essence, art is meaningful because it can express human emotions in their rawest forms, forms that other humans can understand, empathize and connect with. Take for example my love of the Beatles; I don't just love the band because I think their songs sound neat. I love the Beatles music because I identify with their lyrics: I understand what Paul and John are saying about love in "Yesterday," "Don't let me Down," "Across the Universe," and "The Long and Winding Road." I feel their excitement in songs like "Twist and

Al generated image of the Beatles (Sourced from Night Café)

Shout," and "Get Back." I sympathize with their views on forgiveness and letting go in songs like "Let it Be," "Here Comes the Sun," and "All you need is Love," and I desperately long for a bond like they had, so clearly expressed in "With a Little Help from my Friends," and "Two of Us." As a result, art's meaning derives from its intrinsic connection to human emotions. In other words, an artist must be able to express emotion through their work in order for it to be considered art.

To express human emotions, one must at least have some sort of grasp on what human emotions are. Yet, human emotions are not something that can be understood by simply reading textbooks and studying biological facts. Emotions are subjective, volatile, complex, convoluted, reactive, and ever changing. Even psychologists, who spend years studying the human condition, can get things wrong. After all, something as obvious as PTSD wasn't considered a legitimate condition until after WWI, when "Shell Shock" finally gained some notoriety. Now that isn't to say that we can't fathom emotions at all; many of us would argue that we have a pretty good understanding of what makes us happy, sad, excited, and mad and thus have a grasp on human emotions. Such a statement isn't at all uncommon or untrue: we are conscious beings with an understanding of self. However, to say that we can understand the emotions of everyone around us is narcissistic. People's emotions are intrinsically based on the memories and experiences that precede the present and, as a result, it is impossible for two people to feel the same way unless they somehow lived the same life. Nevertheless, we can often make inferences on the way

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# **SOCIAL MEDIA: THE UGLY TRUTH**

By Marisa Rayhill '28

Social media - a way to make communication and connection accessible from a distance. Initially, social media was created to foster existing connections, as well as allow new ones to form. Starting with the creation of Facebook, formally known as "TheFacebook", university students were able to connect with one another. The intent here was pure: allow for friendships to be formed and memories to be shared. Over time, social media continued to grow with new platforms being created. Additionally, around this time, blogging became more popular. Sharing your everyday life, not only with your closest friends and family members, but also for anyone on the internet who is interested. The influence of social media skyrocketed. The average person could record every piece of their day and get millions of views and likes from all over the world. Social media was changing lives, creating new opportunities for the ordinary person, while also providing entertainment for others. This was until the rise of cyberbullying.

Cyberbullying – a type of bullying that happens online. The sharing or posting of private, hurtful, harmful, humiliating, or false information about a person. Naturally, the new influencers were hated just as quickly as they were loved. Their fan pages turned into hate pages, and their every move was watched and reported on. The online hate was not just exclusive for influencers. Social media hurts the average user as well. The issue being that anyone can make a profile with any name they want, rather than using their real identity. Friends turned on friends the same way strangers turned on strangers. Social media possesses the power to tear friendships apart. One comment can change everything in a person's life. With the rise of social media came the rise of the Teen-Suicide Crisis. It is no secret that a large majority of teenagers spend much of their screen time on various social media apps, often to connect with friends or share memories. However, it is important to look at what the outside world does not see on someone's profile. The behind the scenes of what goes through one's head prior to sharing memories with the outside world. What was created to be a fun, non-serious way to store memories has become a competition for the most likes, comments, and followers. Ensuring every detail of a photo is perfect, just to be met with disappointment when it does not receive as much attention as hoped for. The anxiety to be liked online changed people's entire identities, along with the identity of social media.



While social media was meant to bring people closer, it has often done the opposite by weakening real connections. Instead of fostering deep relationships, it promotes surface-level interactions and pressures people to show only the best parts of their lives. This can make relationships feel shallow and less authentic. People may feel more alone, even though they seem more connected online. The focus on getting likes and followers often replaces genuine communication, leaving many feelings disconnected from the people who matter most.



## WHY ALL STUDENTS SHOULD PARTICIPATE IN SERVICE-LEARNING

By Audrey Capone '27

Last fall during my freshman year, I decided to participate in the servicelearning initiative that Bentley University offers its students. This was one of the best decisions I have made during my time at Bentley thus far. During this experience, I discovered so much about myself and developed a love for community service, while also gaining a deeper understanding of respect, patience, and the value of hard work through my time with elementary students.

In the past, I have thoroughly enjoyed all of the community service-based work that I did in high school. Whether that was volunteering at my middle school to help with events such as the school play, school dances, or tutoring students, or collaborating with local librarians to improve our libraries for my city, I always wanted to help out my community whenever I could. Because of my Honors program requirements, I discovered that Bentley offered students the opportunity to get out into the Waltham community and perform various kinds of beneficial services for the community. So, when I finally arrived on Bentley's campus, I was quick to sign up. After doing so, I was swiftly matched with the Whittemore Elementary After-School program, where I and a few other Bentley students tutored and held after-school activities for students whose parents were taking English learning classes. Every Tuesday afternoon for ten weeks I was met with the sweet and excited faces of students as young as kindergarteners, and as old as fifth graders. Their lively energy was contagious, and it transformed each session into an enriching experience that I looked forward to each week. As I interacted with them, I witnessed their growth

and enthusiasm for learning, which inspired me to give them my best and instill the values of education in them. Each moment spent together not only deepened my connection with the students but also reinforced my commitment to supporting their educational and life journeys.

From gaining knowledge on student management and responsibility to developing an abundance of empathy for teachers who have to deal with rambunctious students all day long, I learned a lot during my time with these students at Whittemore Elementary. That is why I think it is vital for all students to engage in some form of community service over their four years at Bentley University. Not only will you be giving back to a community that provides us with our campus, but you will also grow as a person through this life-changing experience.

# **BEYOND THE CROWD**

By Alyssa Galin '27

Barbie once said 'You Can Be Anything' and for a little girl like me, those words were a lot more than just a slogan; they shaped my dreams. In Barbieland, confident and joyful women- or Barbiesoccupy all positions of power, whether it be doctors or lawyers, physicists or pilots, astronauts or athletes. However, this isn't the case for the maledominated real world. Going to a very male dominated school, with numbers reaching roughly sixty one percent male and thirty nine percent female, I lost all conception of my definition of success. I saw numbers like ninety three percent of students complete one internship during their time at Bentley. Seventy one percent complete more than one. Ninety seven through ninety nine percent of Bentley graduates have been employed or enrolled in graduate school within six months of graduation. Even the grade you must make to get an A was ninety five percent. The bar was set so incredibly high. I wondered if I could do it. If I could compete. If I could compare.

Before coming to Bentley, my definition of success was defined by my teachers: Do your work on time, get answers



correct, don't slack off. The definition was very basic: the accomplishment of an aim or purpose. Because of this, I thought that if I got above ninety on my test, I was successful. If my teachers told me my assignments are very good, I was successful. If my overall, highly inflated, average was above 100 percent, I was successful. According to that lackluster and underdeveloped rubric, I was a 'prodigy' in high school. I graduated with my senior year average being over 108 percent, I got multiple awards in classes that I could not recall any information about and teachers praised me for my work ethic. However, I soon learned the hard way that success is not just accomplishing your goals. Ultimately, success is something that you define for yourself based on your own values, passions, and goals.

For a while, I thought that I was either successful or not. That there was no in between, it was all or nothing. That idea, however, was highly flawed as the results that matter are internal, not external. Oftentimes, success is romanticized as a linear path, a clear and direct route towards your goals. Most people think that effort and success are always directly linked - the more effort you put in, the more success you get out. However, the truth is that success is rarely a straight line. The road to success is often winding, filled with unexpected twists and turns, and dotted with setbacks and failures. Success is not linear.

Along with the really loopy path to success, it is really hard to differentiate if you are truthfully successful or not because of the societal standards that we created and call the norm. There's the very simple "fool-proof" timeline that will make you successful: go to school, get good grades, get a good job, climb the corporate ladder, make money, have material items, buy the biggest house and drive the nicest car. Easy, right? Fool-proof, huh? Success is about material things from society's perspective. So, not collecting a lot of stuff means you're a failure. People will say "Anyone can do it, just follow the easy steps! You can do it!" But does that apply for everyone or just to the men in society? There are significant differences in the definition of success for a man rather than a woman. For a man, society values honesty, morality and professional success. However, the top qualities for women are physical attractiveness and being nurturing and empathetic. That's some hypocrisy right there.

Thankfully, I was shielded from the harsh guidelines of society and pushed to dream big throughout my youth. Growing up, any success was still a success, no matter how big or small. With that mindset, my path to success was fairly easy in the beginning of my educational career, I never had to try that hard to achieve my goals. However, going into college and being placed next to people who had the same goals and aspirations as me, I lost my sense of success. All my past accomplishments felt a lot less impressive now. Entering an environment where the competitive nature was so much more accepted and even encouraged, I truly started to believe I was not where I'm meant to be. Due to my success in high school, I created a false idea that I can do whatever I set my mind to, and as I sat down in my finance class and was surrounded by men, I realized I picked an industry that was incredibly maledominated. A small success no longer mattered as much as a big one. If I wanted to be praised, I needed to be the best. In time, the pressure of being

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### CULTURAL TRANSITION IN A CULTURALLY TRANSITIONING COMMUNITY

By Khussam Juma Mohamed '28

### The Perspective of an International Student

Like many international students' situations, cultural shocks have been inevitable since the day I stepped on the soil of the United States of America. I was born and raised in Tanzania, more than 7,000 miles away from America. Beyond the geographical locations, Tanzania and the US are distant regarding the level of development, administrative systems, and culture. I'm in the process of cultural transition to adapt and fit into the environment and community. From holding the door for someone to pass to exchanging warm smiles with a stranger, these practices have illuminated the ways I can be a helpful person to anyone.

In Tanzania, we have the "actions speak louder than words" social interaction system, but in the United States of America, verbal expressions (oral communication) are important tools used to show gratitude and empathy; for example, a simple "Thank You" to a bus driver at the end of the ride or saying "Bless You" when a person sneezes. In other words, adapting to communication styles and language use has been a significant part of my cultural transition since it holds the power to make me feel connected with others. However, language, like many other aspects of culture, changes over time. They also vary depending on the location within the country, generation, event, and setting. Dialects may shift, generational jargon changes and phrases take on fresh meanings across regions and occasions. Every social group shapes the language in a way that it is easy to communicate and reflects on their contemporary situations. Therefore, due to the dynamic nature of culture, any adaptation is temporary, and one

should be ready for any change in the future.

I would compare the situation of international students to that of aliens who want to come to live on Earth. They will first have to adapt to the earth's temperature and other weather conditions. Nevertheless, if the aliens land in Antarctica and adapt to its weather, they will have to adjust to new temperatures when they move to Africa. This is because when you move from your original location to any other place, you are more likely to stay there temporarily and keep moving until you find your best fit. Therefore, no changes will be made to stay permanently, but they will create room for further adjustments. On the other hand, if the aliens decide to permanently stay in one area (Antarctica), global warming will force them to adjust to the new climate in the future. Hence, even if international students decide to permanently stay in new locations, the dynamics of culture with time will force us to continuously adapt to new changes.

In Tanzania, the primary language is Swahili. English is the second official language, and it is mostly used in official settings. For the first time, I'm in an environment where I have to communicate in English full-time. This is also the case for many international students from Africa and Asia. The first adjustment I had to make was to understand the messages from the Native English Speakers with American accents; the second one was to speak in a way that native speakers would understand. On the other hand, it is important to understand the use of different phrases, especially those used by younger generations. The use of different abbreviations like 'fam' for family, acronyms like 'LOL' for Laugh Out Loud, and phrases refashion over time. Their meaning and extent of use also



change. Social media like Instagram and TikTok have accelerated the popularity of new phrases. For example, the phrase "Just put the fries in the bag bro" would have had a different meaning and use a decade ago, but social media have made its new context of use popular. Therefore, international students should be aware of any cultural change that happens as we are in the process of cultural transition.

During my brief time at Bentley so far, I have learned that I'm not only supposed to adapt to a new culture but also adapt to the cultural change process itself because it is continuous. On the other hand, adjusting to a new culture doesn't mean living behind everything we learned and did in our home country. We can still appreciate, preserve, and promote our culture while respecting other people's cultures. This will open up a room for people to learn about our culture and reduce any misinformation and stereotypes by giving them firsthand details. Therefore, while I strive to learn how to effectively communicate with people in the US, I still cherish and practice the values I was raised by in Tanzania. Also, as a new member of this diverse community, I'm curious to learn about the culture of people from different countries. This is a way, in my opinion, to live in harmony in a culturally diverse community.



# GOING FROM EMPTY SEATS TO UNMISSABLE CAMPUS EVENTS

By Yun Song '25

Last week, during my intern training, we were asked: "If you had an event with a low attendance rate, how could you increase attendance?" I found myself struggling to respond immediately. I had experienced low attendance in the events I organized, and I've thought about how to capture students' attention amidst their overwhelming academic and social lives. This scenario feels like doing a presidential campaign—how do you get more people to show up to vote?

To answer this, political campaigns often conduct polls to understand what matters most to voters. If a presidential candidate's proposals resonate with the majority, they are more likely to win. By the same logic, if we understand what truly matters to students, we can significantly boost attendance at events.

But how can we truly grasp what students care about?

To answer this question, we must deeply understand the diverse student body. Students cannot be simply categorized by their race or gender. For example, this week, I participated in an activity called "Reflecting on Life Experiences." Participants responded to statements like "My parents attended college" or "I had access to extracurricular activities like sports, music, or tutoring," adding "+1" for true and "-1" for false. I, a female student from China, got a score of -14. while another female student from China scored +15. When the facilitator asked for our thoughts, many said they were surprised to discover they had more privileges than they realized. I, however, was shocked by how disadvantaged I was-more than I had ever recognized. If the list included statements like "I became a breadwinner as a teenager," my score would have dropped even further.

To someone who didn't know the differences in our scores, the student and I might seem similar: we're both Asian, female, and Chinese. Yet our backgrounds couldn't be more different. If there were an event about overcoming racial or gender discrimination, the student might attend. But I wouldn't - because as a one who became a breadwinner at 16 and had been a single mother for 20 years, my struggles have gone far beyond those issues. Instead, I would be more likely to attend an event that focuses on business etiquette in the American workplace. As a Chinese senior student seeking a job and navigating a completely different workplace environment, I want to learn about American work culture, including what topics to avoid in the workplace and the appropriate boundaries between colleagues.

To better understand students, I asked many of my peers and friends (*Continued on page 15*)

# CANDY CORN CONUNDRUM

By Sahil Raut '27

### Why This Halloween Classic Misses the Mark

As Spooky Season nears, the shelves of supermarkets fill up with sweets. Chocolates, lollipops, candy bars, mints, and other varieties of cavityinducing treats fill shopping carts nationwide. Soon enough, these goodies will make their way into the bags and baskets of trick-or-treaters. Picture this: an excited child after a night of candy collection, ready to finish their night off with an unwise rush of sugar before bed. They reach into their bag of loot in anticipation, feeling around for the Family Size Peanut M&M's they promised themselves after such a well-executed heist. Their hands brush against hundreds of wrapped confections and candy bars, enough to last them until next Hallows Eve. To their detriment, they pull out a packet of candy corn; dismayed, they toss it into the trash.

It is no secret that candy corn remains one of the most controversial confectioneries of Halloween. But why? Is it the unappealing way it looks more like a traffic cone than a corn kernel? Is it how your fingers imbue their weight in Red 40 before you can even pop it in your mouth? Is it the waxy yet simultaneously hard texture that makes you wonder whether you ate a candle or swallowed your own tooth? I think the answer is more fundamental than that. To find an answer to our saccharine snag, we must look at what makes a quality candy.

Common favorites such as Milky Way, Twix, Reese's Cups, and Sour Patch Kids all have one thing in common—a combination of flavors and textures. For instance, Milky Way bars have nougat and caramel encased by a layer of chocolate, while Sour Patch Kids feature a sweet chewy gummy and a pleasant burst of sourness from its citric acid dusting on the outside. What I am getting at is that these candies are involved and complex—unlike candy corn.

Eating candy corn is like asking for seven pumps of caramel at your local Dunkin' without the actual drink. Your tongue is buzzed with sugar, and you are left craving something to balance out that ungodly sweetness. After that gustatory assault, you're left with this chalky, waxy paste in your mouth, bringing you back to the time you curiously sampled the mud mask your aunt left after her last visit home (Just me? Never mind...) Of all the ways you can enrage your dentist, why candy corn? It seems like a waste of a cavity if you ask me.

Let me repeat it for those in the back: candy corn should be off the menu come late October. When you eat a kernel, all you taste is *sickening* sweetness, with nothing else to follow. Without the option of alternate flavors and colors, this Halloween disaster candy is all we are left with (Though I doubt more flavors of candy corn could even help at this point). All in all, let's agree to leave candy corn on the figurative candy corn cob and not the bags of hapless trick-or-treaters.



### THE AI REVOLUTION IN SPACE AND ITS IMPACT ON SOCIETY (Continued from page 1)

originated from. The point being is that if we discover and learn more about space and other planets, we might be able to find life elsewhere, which is important to keep our species alive when life on Earth becomes impossible.

Not only will space exploration help us keep our species alive, but it also helps increase innovation and advances technology further because of the work put into exploring space. An example of technology getting upgraded due to space exploration is technology like improved robotic surgery devices and imaging techniques, which allow us to study climate and weather on Earth, protect ourselves from asteroid threats using orbiting satellites, and find important raw materials elsewhere that we lack on planet Earth. Space exploration not only helps us learn and develop new technology but also it helps countries such as the United States, China, Russia, the United Kingdom, and many other nations, to collaborate on discovering space and creating space technology. This also encourages peace between nations as there were multiple agreements where no country is allowed to own anything in space like the Moon or a planet, which established national security. Moreover, the space industry has also become a significant economic growth driver as it helps create many jobs and has become very profitable for many nations.

Now that we know how important AI and space are, let's consider the way Artificial Intelligence can impact space technology before explaining how space technology AI affects society. According to NASA's article entitled *Current AI Technology in Space*, it states that space exploration and technology uses onboard AI in four domains: Remote Sensing, Guidance, Navigation, and Control (GNC), Mission Planning, and Communication. The way AI can impact remote sensing is by allowing it to quickly detect danger and quickly respond to it, use it for Data Triage (a systemic process of prioritizing data analysis tasks based on their urgency and importance) including Image and Video Compression, and for onboard product generation. For GNC, AI can be used for autonomous rover controls, autonomous hazard detection and landing, horizon/Star tracking, and terrain classification. NASA can use AI for Mission Planning through intelligent scheduling and distributing system missions. Lastly, NASA can use AI to achieve more efficient communication by using AI for software defined ratio and cryptography. To add on to the uses identified by NASA, Bogdan and Shah (2024) finds that Al can be used to improve domain awareness by analyzing space debris and other objects that orbit Earth, which improves the ability of collision avoidance of the Space Satellite. Also, Al can be used to accelerate command-and-control decisionmaking. Al can make decisions very quickly when you need to react quickly, which could include maneuvering, countermeasures, or engaging in offensive or defensive activities. Lastly, Al in space technology can strengthen resilience through machine learning and automation by making space networks and constellations more resilient through analyzing threats and healing the network by reconnecting everything. Also, Al can automate the monitoring of a satellite's health status, the resolution of anything unusual, and the execution of defensive actions against threats. Overall, AI has created innovative solutions that benefit space technology and space companies.

Al's improvement of space technology can also expand beyond space and result in broader societal impacts. Al drives innovation by allowing space companies to experiment with using Al in their equipment and other applications. Everyday technology can be improved when innovations in Al space technology is applied to nonspace sectors. For example, aircraft and drones are now better at avoiding collisions because innovations in space technology have been applied to their development. Al can result in cost-effective space exploration by making quick decisions, being able to dodge objects, and possibly being able to analyze the terrain of planets without landing on the surface. This can help cut the expense costs of missions and improve safety by decreasing the amount of astronauts dying but also decreases the risk of spacecraft being destroyed and it saves time to complete tasks in space. The future of AI in space technology will be expansive; however, it will not be limited to just space. Al technology developed for space exploration will result in societal benefits and spread into day-to-day applications, like self-driving cars. I ask you: what do you think AI and space technology innovation will look like in the future, and how will it impact you?

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#### PROPAGANDA OR WHAT FLOWS THROUGH OUR VEINS (Continued from page 2)

tools to maintain social cohesion and suppress dissent under a centralized control of dictatorship. For example, Russian media often portrays the West as a constant threat, justifying internal crackdowns on freedoms under the sake of national security. However, it would be a mistake to think that propaganda is solely the domain of authoritarian regimes. In democratic nations, propaganda takes on more nuanced forms. The polarization seen in American politics today is, in part, fueled by the selective exposure to media that reinforces existing beliefs, creating echo-repetitions that limit exposure to opposing views. In this sense, propaganda is a double-edged sword, used by both sides in political or ideological battles.

Nowadays, the digital kind of propaganda is rising in particular. It explores and exploits algorithms on social media platforms that are designed to amplify specific types of content in order to capture attention and engagement. This algorithmic manipulation serves as a new form of propaganda, one that is not controlled by governments or corporations on a permanent basis, but by the very technological systems we interact with every day. This creates an important warning for modern society: without conscious awareness, individuals can become unwitting participants in the spread of propaganda by simply sharing content, liking posts, or joining online movements.

Furthermore, propaganda in the digital age is no longer confined by borders. Conflicts between nations are often accompanied by dueling streams of propaganda. For instance, during times of war, such as in the recent conflicts between Russia and Ukraine, both sides employ media strategies to shape global perceptions of their actions. Russian media outlets depict the Ukrainian government as neo-Nazis, while Ukraine portrays Russia as an imperial aggressor. The result is a battle for international support, with both countries utilizing propaganda to manipulate global opinion in their favor.

In reflecting on the pervasiveness of propaganda, it's easy to fall into a sense of helplessness. However, I believe the solution lies in cultivating critical thinking. While we cannot fully escape the influence of propaganda, we can learn to question the information presented to us. This involves developing an awareness of biases, both in the sources we consume and within ourselves. By analyzing the motivations behind messages, we can better navigate the constant stream of information and avoid becoming passive recipients of external influences.

In the end, propaganda is not inherently evil. At its core, propaganda is a tool of persuasion, and like any tool, it can be wielded for both beneficial and harmful purposes, depending on the intent behind it. However, the power it wields means that it must be approached with caution. As citizens, we have a responsibility to remain thoughtful, constantly questioning what we are told and thinking critically about the world around us. In a world where information can be easily manipulated, developing a healthy skepticism while staying open to new ideas is crucial. We should stay informed, check sources we use, and think independently rather than passively accept external narratives. This approach will not only help us distinguish truth from falsehood, but also shield us from falling prey to harmful ideologies.

#### THE EFFECTS OF TOXIC MASCULINITY IN MEDIA (Continued from page 3)

women to succeed in the workplace, they must fight with one another for it. Moreover, one of the main male characters, Nate, is only there to serve as an obstacle to his romantic partner's success. Rather than allowing him to be a supporting and caring partner the film perpetuates the stereotype that to be the man in the relationship you have to assert your dominance and that the male's dreams should come before that of a female partner's.

Although this is not to say there aren't films that provide opportunities for males to be featured in artistic roles. Take, for example, the character of Cinna in *The Hunger Games*. He was a male and African American artist, which is a cross section of intersectionality that has even lower participation rates in the artistic fields. His character expresses his creativity through the dresses he designs for Katniss while also playing a vital part in the rebellion, allowing for a beautiful duality of creativity and strength.

While it is important for there to be female lead movies, there needs to be equal access to movies where males represent an equal percentage of artistic characters as well. Having one does not subtract from the other but rather offers more perspectives that allows society as a whole to develop into a more inclusive and diverse environment. When thinking about misrepresentation in the media, it's important to address the critical role that representation of all groups plays in the fight for equality.

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#### AI AND ART: A DEEP DIVE INTO THE MEANING OF ART (Continued from page 4)

others might be feeling or the way they might react to certain actions, and, for the most part, these inferences tend to be correct. Yet, such correctness doesn't stem from the fact that we have some sort of complete understanding of someone's being. Rather, we use our own emotions to predict how others will react. What's one of the first things people say when something bad happens? It tends to be something along the lines of "I've been there" or "I know how you feel." We have the ability to console people going through trauma because we have an innate understanding of our own trauma: such an ability is commonly known as empathy. Thus, to even somewhat understand human emotions, one must be human and have emotions of their own. Otherwise, it's fundamentally impossible to be empathetic.

If it takes being human to feel and understand human emotions, then nothing ever created by AI can be considered art. That's not to say that Al can't be used to make something creative; as previously stated, all it takes for something to be creative is for it to be new and novel. Yet, on a fundamental level, art made by a machine can never and will never replace the work done by humans. A machine can never gain enough of an understanding of human emotions without actually being human to create anything even closely related to art.

#### WHY ALL STUDENTS SHOULD PARTICIPATE IN SERVICE-LEARNING (Continued from page 6)

Did you know that volunteering and participating in a community servicebased project can benefit your mental health? According to The National Alliance on Mental Illness, community service can "alleviate symptoms of depression and anxiety, enhancing overall mood and emotional wellbeing." (Points of Light, 2024) Giving back to our communities not only gives us a feeling of pride but also fosters a deeper connection with those around us, helping us to understand different perspectives and contribute positively to our society. Participating in this community service project not only improved my overall mood and mental health, but it also gave me a sense of dignity and purpose in my life. Whether you are placed in a servicelearning project with children or elders, I quarantee that you will build a new relationship with someone you never would have bonded with otherwise. One thing I can say for certain when I was participating in my service-learning project is that I felt a profound sense of belonging and comfort with my fellow Bentley students. We tackled problems together and worked hard to give the Whittemore Elementary students the best after-school program we could. We were all in it together and because of that, we built a strong, well-connected bond.

Participating in this community service project not only improved my overall mood and mental health, but it also gave me a sense of dignity and purpose in life. When school felt overwhelming and my world was being consumed by homework and exams. I looked forward to visiting Whittemore Elementary every Tuesday to remember that there was so much more to life than a score on a test. The National Alliance on Mental Health also explains that working and serving in your community can "give you new direction and allow you to find meaning in something unexpected. It can also take your mind off your own troubles while keeping you mentally stimulated." (Lockard, 2022) It's such a rewarding

feeling to know you're making a positive impact on people's lives, particularly when those individuals represent the future of our country. By engaging with these incredible students, I not only helped them learn but also discovered my own passions for community service work. Each interaction reinforced the idea that we are all interconnected, and that investing in others ultimately enriches our own lives.

During my time at Whittemore Elementary, I also had the opportunity to work with students with vastly diverse backgrounds than myself. Most of them came from Spanish-speaking households and many of them spoke both Spanish and English fluently. This experience was eye-opening to me as I had never seen someone as young as five years old effortlessly switch between languages before. As explained by the Whitby School, students who have the chance to "interact with people who have vastly different backgrounds...learn patience and empathy as they develop a global perspective." (Mead) I can easily attest to this statement as my experience gave me a whole new perspective on life and taught me more about what children are capable of at such an early age. I came from a school system where we did not begin learning a foreign language until our last year of middle school, just like many other students in Massachusetts. Spending time with these students and witnessing their incredible abilities made me realize how much we miss out on when we don't have the opportunity to learn about another country's language and culture at a young age. Had I not joined Bentley's service-learning initiative, I never would have had the chance to meet so many other students with such rich culture and diversity.

Finally, as many Bentley students know, crafting an effective resume is essential to attaining a job after graduation. Did you know that "having volunteer experience on a resume boosts chances of finding a job by 27%?" (Heldt, 2021) When employers see that a student has completed any sort of community service work, this shows them that a student was able to show up for their community without monetary motivation. Community service experiences show hard work, dedication, and compassion in a student, which are qualities that all companies are looking for when hiring new employees. It is also possible to build networking connections through community service work. Whether it is other students volunteering alongside you or those who are in charge of the service work, this is an incredible opportunity to meet new people who could be references or help you find a job in the future. Overall, this will set you apart from other job candidates applying for the same job as you and can drastically benefit your career.

As we all know, there are endless benefits to engaging in community service, and I wholeheartedly encourage every Bentley student to partake in Bentley's Service-Learning initiative for at least one semester. Whether your motivation is to branch out and meet new people, or to improve your mental health, there is no wrong reason to get involved. Embracing this opportunity not only enriches your own college experience but also makes a meaningful impact on the lives of others in our community.

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#### BEYOND THE CROWD (Continued from page 7)

a woman in a male-dominated industry hung over my shoulders, overwhelming me and causing me to feel like I don't belong. I felt as though I could never be the best, no matter how hard I try just because I am a woman who is viewed differently by society.

I felt as though I would not be taken as seriously by employers because I'm carrying a purse rather than a briefcase. That I would not be taken as seriously by employers because I use 15 different colored pens to color code information. *That I would not be taken as seriously by*  employers because I'm wearing heels to appear taller. That's when it hit me, why was Barbie so successful in Barbie Land? Why is it that the Barbies hold prestigious jobs? Why is it that I am not as successful as the Barbie I aspired to be? I felt as though the odds were stacked against me, I didn't know what I was made for. That's when I started to remember the whole point of the movie. Like Barbie, I was disillusioned by the patriarchal norms and expectations of the real world. And while Barbie struggled to feel 'like Barbie anymore' that is to say a proud and accomplished woman, I did too. Watching the film for the first time, which happened to be right here in the Student Center of Bentley University, I realized that I shouldn't have to be exceptional to be worthwhile. Yes, there will be many times where I will be fighting against men for a specific job or opportunity. But I shouldn't count myself out of the fight because Barbie also said 'She's Everything. He's Just Ken'.

#### GOING FROM EMPTY SEATS TO UNMISSABLE CAMPUS EVENTS (Continued from page 9)

what matters to them in regards to life on campus. To my surprise, most of their responses centered around food. Some students, due to religious restrictions, cannot eat certain foods. For instance, some students with specific dietary beliefs cannot eat anything that grows underground, like potatoes, and can only consume foods that grow above ground, such as tomatoes. They told me that they struggle to find appropriate food on campus. Some with meal plans, despite having enough food to eat, said that they feel tired of the limited choices available on campus and wanted more variety. It seems that food is a priority for students, and I believe this is indeed true.

To support my hypothesis food is a major student motivator, I will provide two examples. I noticed an event with only one attendee that took place at 6:00 PM. You might think the low attendance was due to the late timing. Interestingly, however, my intern department, the Multicultural Center, hosted an event titled "Café Con Leche" at the same time, which attracted 25 students. The event provided traditional Hispanic pastries to celebrate Hispanic culture, likely contributing to the high turnout. This stark contrast of 25 attendees versus 1 leads me to conclude that if we create events that offer delicious food, we could significantly improve attendance.

High attendance at events is certainly beneficial. However, another question arises: how do we measure the impact of an event on campus—by attendance numbers or through personal anecdotes? Many may lean towards the latter. While high attendance is important, it's not the ultimate goal of an event. The real goal is to genuinely support students, as each comes from a unique background with different needs, wants, and aspirations.

One student, for instance, shared with me that she spends every weekend working at a mall to earn money. She and her family decided not to apply for a student loan because they would feel burdened after graduation by the high interest on such loans. Notably, she is not a first-generation student; one of her parents has a bachelor's degree in the U.S. However, at that time, her parent was an international student, and as such, couldn't apply for a student loan. As a result, her parent couldn't provide guidance about loans. She has never realized that there are several plans to repay loans, such as paying a small portion of their income toward loan repayment or, if they work for non-profits and make 120 consecutive payments, they could also apply for student loan forgiveness.

If we organize an event to help firstand second-generation students like her gain knowledge about student loan options, repayment management, and forgiveness, it is likely to attract both high attendance and genuinely assist students. Our goal should be to understand their needs and offer resources tailored to their circumstances.

In conclusion, while high event attendance is important, given the diversity of our student body, I believe it's even more crucial to focus on creating equity. Ensuring that every student's unique needs are met is how we achieve true inclusivity.

In the future, I plan to explore this topic further, gathering more insights on what truly matters to students.

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### Honors students, keep an eye out for the opportunity to write for the Spring 2025 Issue of Columnas.