On May 5, 2004, the Department of Sociology & Anthropology hosted its first annual Senior Research Symposium. At the event, students presented the results of research that they conducted over the course of the capstone Senior Seminar in Sociology & Anthropology during the Spring 2004 semester. Dr. Tammy Lewis led that seminar and introduced the program at the Symposium.

Students draft their proposals in the Fall Research Methodology I course, and carry out the research in their senior year during the Spring capstone seminar. The Senior Symposium, held every May, provides those students with a professional opportunity to gain experience in presenting data to an academic community, a skill that is highly valued in graduate programs of study.

Jessie Bergstrom
"Women and Mujeres: An Analysis of Women in English and Spanish Popular Print Media"

The Spanish-speaking population of the United States has grown significantly in recent history due to immigration and high birth rates. Spanish language media, consequently, has also increased. This paper seeks to discover what differences exist in the visual portrayals of women between popular women's magazines in English and Spanish. For example, how do images in the English magazine Glamour differ from those in Spanish Vanidades? It also aims to add to the existing body of literature regarding ethnic media; media that is directed toward specific immigrant ethnic populations living within a host culture. A content analysis was performed on a sample of images from five current magazines of each language. Findings show that the most significant difference in portrayals of women is in what types of women are portrayed. English language magazines are more integrated, featuring Latina women and Caucasian women in similar numbers. A focus group of Hispanic women was conducted to uncover the functions served by these Spanish-language publications in their lives. Participants expressed their perception of the images as showing unattainable ideals and Americanized culture. This lent support to the assimilationist model of ethnic media, which argues that ethnic media's function is to acculturate or assimilate the ethnic population into the host culture. The implications of this research are numerous. These findings could be used by publishers in how they construct magazines, by readers in choosing what magazines to read, and by Hispanic citizens in understanding the media's impact on their culture. The need for continued research is also discussed

Kelly Cook

"Changes Through Self-Evaluation: Second Brides' Preparations for Weddings and Marriages"

Social research shows over the past few decades, first weddings have become more costly and extravagant. Even with divorce rates at fifty percent, the majority of first brides put their time, energy, and money into planning a single wedding day rather than preparing for a lifetime of marriage. Therefore, I decided to study remarried women and their preparations for weddings and marriages to see if they were any different after experiencing divorce. Using methods of content analysis on websites and interviews with remarried women and marriage counselors, I was able to determine that second brides prepare much differently for their second weddings and marriages. Website analysis found that second marriage/wedding sites deal more with the institution of marriage than general marriage/wedding sites, which focus more on weddings. Interview results also show that women focus more on marriage the second time around. For many participants, a process self-evaluation takes place after the divorce, in which women better understand themselves, as well as what they desire in a partner and relationship. When planning for a remarriage, second brides are much more likely to disregard the traditional wedding etiquette and opt for smaller, more intimate services that focus on the couple and their closest loved ones. Furthermore, their process of self-evaluation makes them feel much more prepared for marriage the second time. However, since this process takes place after the first marriage has dissolved, it is important that society change its approach towards weddings and marriage. Less focus on weddings and more importance on marriage may prevent marital stress and divorce. Changes need to take place in the media through messages delivered to brides and grooms via bridal magazines, websites, and books, and also through the content distributed to the public through TV shows, movies, etc. Another means of change needs to come from public policy that promotes premarital counseling programs. In communities that provide incentives to use the program, divorce rates have decreased. However, more in-depth research needs to be done on this topic. The participant sample is currently limited to white, upper-middle class, educated women due to availability under time constraints. A larger, more representative sample would help to gain an even better understanding on this topic.

Stacie Feldman

"In Your Face": Radical Tactics in Encompassing Social Movement Organizations"

The social movement literature has ignored the heterogeneity of social movement organizations (SMOs). Many SMOs must incorporate both radical and moderate tactics in order to please the diverse activists composing the organizations. Even within these "encompassing social movement organizations" the radical tactics seem to be marginalized. I studies SAGE (Students Advocating Gender Equality), an encompassing SMO on the Muhlenberg College campus. Through historical comparative analysis of SAGE's tactics between the years 2001 and 2003, content analysis of the campus media, interviews of SAGE members, and a survey of the general student population, I discovered that the radical tactics employed by the encompassing SMO aid the overall success of the organization, despite the general population's negative perception of them. If radical tactics are so successful and important to encompassing SMOs' own success, then why are they still marginalized? SAGE performs radical tactics much less frequently than moderate tactics, and the majority of the general population seems to think that that is till too much. So, relax SMOSs; feel free to perform radical tactics without worrying that they will not be received well by the general population because their opinions aren't the predominant determinants of tactical success. Furthermore, the social movement literature cannot ignore encompassing social movement organizations anymore, much more research is needed to understand the complexities of encompassing SMOs.

Matthew D. McGlaughlin

"Walking the Effectiveness Tightrope: Are U.S. Intervention Efforts in Colombia Producing Desired Results?"

For decades now, the South American nation of Colombia has remained in a state of perpetual civil conflict. The Colombian government is entrenched in a war against leftist guerillas and right-wing paramilitaries. In 2000, the Clinton administration approved a $1.3 billion program entitled Plan Colombia. This program was primarily aimed at crippling the illegal narcotics industry that is responsible for producing the majority of cocaine that arrives in the United States. Other goals of the plan included improving the Colombian economy, preventing human rights abuses, establishing a more consistent and secure judicial system, and increasing the overall legitimacy of the Colombian government. The purpose of this research has been to examine the level of effectiveness of Plan Colombia. Through literature analysis and through interviews with

Colombians living in the United States, I have attempted to determine the degree to which the United States has accomplished these goals. The sources for the literature analysis include government documents and policy analysis pieces. The interviews were designed to get the perspective of Colombians on this situation. I have determined that perhaps the best answer to whether or not the plan has been successful is that there is no "yes" or "no" answer. Aspects of the plan are working, however the degree of their effectiveness is contested, In the meantime, Plan Colombia is expected to last for many more years, so it is important to understand which efforts are making a difference.

Gena Ross
"Walking the Effectiveness Tightrope: Are U.S. Intervention Efforts in Colombia Producing Desired Results?"

The question of student influence gained importance during the rise of student movements and protest in the 1960s. Throughout the country, college governance was generally based around the idea of *in loco parentis*; where institutions treated students as parents would treat their children. In the 60s, students no longer tolerated this and fought for their right to live autonomously. Today, student members of college boards/comities have gained positions of authority and large responsibility by their direct involvement in policies and decision makings. But, are things *really* the way they seem? Do students *truly* have a say in the college community they live in? Or, does the college persuade students into believing they are influential by making them members of various boards and committees, but not listening to their opinions? This study investigates the *actual* effect students have on college policies and decisions. The research focuses on two areas of Muhlenberg College student involvement: the Judicial Panel and the Student Council. Through interviews with student and administrative members, I examined the purpose of the two boards, the roles of each member, and the members' perceptions regarding the actual extent of influence students have. These data are then examined as a way of understanding the broader student influence and effectiveness on the Muhlenberg campus as well as on college campuses throughout the U.S. Results show that students, for the most part, perceive themselves as being influential. However, certain factors such as the student-administrator relationship and how involved students are on campus have an effect on the extent of influence students have. The study's findings will aid in future student attempts to affect change within their college communities; students will have a reference to how they can have the greatest amount of influence.