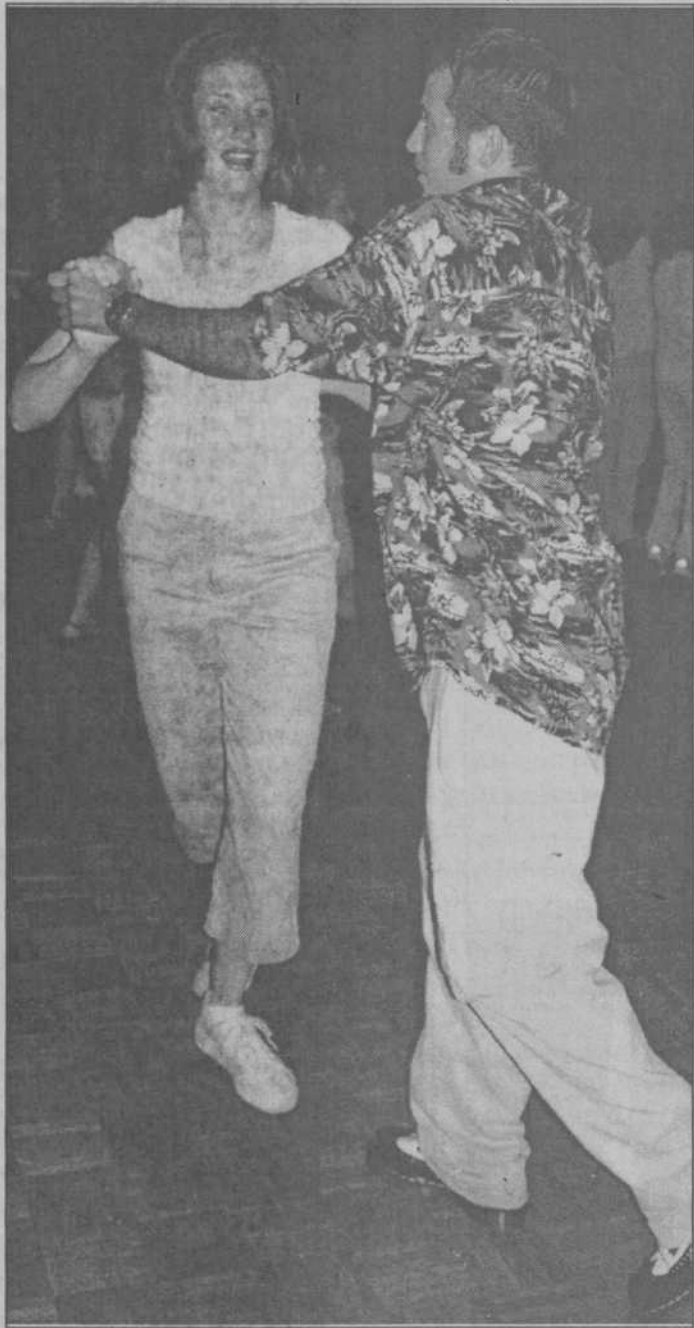


SWING



Amy Goulding THE GAMECOCK

Freshman Lauren Schulze and Senior Rob Ianuaro swing dance at Wednesday night in the Russell House ballroom. Schulze has been swing dancing for about a year and Ianuaro has been dancing for a little over a year. The event was sponsored by Carolina Productions, the Reformed University Fellowship, and other campus ministries.

MOTHERLOAD

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Southeast, Motherload is set to become a national act.

Therefore, not only will Saturday's show allow rock fans to witness truly diverse and gifted bands such as Mass Connection and Motherload, but it may also be the last time you can catch them before they move on to bigger things.

Motherload and Mass Connection are scheduled to play 10 p.m. Saturday at the Elbow Room. For more information about the show, check out www.motherload-music.com or call the Elbow Room at 771-1502.

The spotlight desk can be reached at gamecockspotlight@hotmail.com.

Students buying more supplies online

BY JOHN BAILEY
THE GAMECOCK

Every fall semester, students return to school in droves ready to shop till they drop to prepare themselves for the impending school year.

However, the number of students avoiding waiting in line in many different stores for their supplies is increasing, as a projected 4.5 million students will buy some or all of their supplies online, spending 1.3 billion dollars on the Internet.

This total is more than double the amount spent in 1999, according to a report by Student Monitor and Jupiter Communications.

"College students represent the largest segment of the online population," the report said. "Today, 90 percent of all college students are online... this number is expected to reach 95 percent by year 2003."

While, in previous years, USC students might have chosen to drive out to Harbison Boulevard to find most of their yearly supplies and stores in one place, some are now choosing to stay home, log on, and surf the web until they find what they want.

Students can find discounted prices, large selection and a wide variety of stores and sellers when purchasing online. All of these are contributing factors to the increase in online buying.

The trend might not be surprising to some. Most dorm rooms on campus have data jacks available. Students are able to register for classes and take care of other university business online. It's even possible to shop for and reserve text books on the Internet.

However, online purchases go far beyond just textbooks. According to a study by the National Association of College Stores, music is the most popular item among students, followed by general books and tickets.

Textbooks ranked sixth.

Most major companies and stores now have their own websites, and many of them offer online ordering options. Chains ranging from Home Depot and Office Depot to The Gap can be found almost as simply as tagging "dot com" on to the end of the store name. For instance, the K-mart superstore chain has a website, www.bluelight.com, featuring K-marts sales and specials for the day.

Some websites have designed themselves specifically to help would-be student shoppers with their online purchasing decisions. Studentmarket.com, founded in 1995, is one such service.

"Based on our research and personal experiences, we discovered that students desire a safe shopping environment geared towards their needs and wants," said Oren Milgram, Director



AMY GOULDING THE GAMECOCK

Kiana Rose works on a computer at the Thomas Cooper Library. More students are buying products online.

of Student Services at Studentmarket.com.

Ranked as the number two "essential dorm stuff" site in the May 2000 issue of Yahoo! Internet Life magazine, as well as being cited in the Wall Street Journal, Studentmarket.com seems to have proven itself a student-friendly site.

Service-oriented sites like Studentmarket.com help provide a positive and safe perception of online shop-

ping, though there remains some issues of privacy and security about buying online.

But the current trends drive experts such as Jupiter Communications to predict students will spend more than 4 billion dollars by 2002, more than 3 times the amount of the 2000 figure.

The spotlight desk can be reached at gamecockspotlight@hotmail.com.

FLING

from page 7

CD, "Bull in a China Shop".

The band played a steady stream of mellow rock, including new songs "Damsel in Her Dress" and "Venom in My System", but the group also veered into heavier songs, balancing their style.

Fling also covered "Lola," by The Kinks and "Everything is Fine," by Radiohead.

"The great thing about our music is we can play anything from hard rock to softer ballads," Young said.

"Mellow rock is my personal style, but our band tries to give a diverse blend of pop rock and mix it up as much as possible."

Focusing more on their lead singer's high baritone and instruments, Fling offered viewers a plethora of retro rock songs along with heavier tones to please any diverse college crowd.

While Young may not be George Michaels, after belting out lines of "Faith," his vocal tone has intense clarity and the back-ups by Touzel and Jagger make the band more harmonious to their music.

Cleland also kept the band in check, keeping the rhythm steady and singers on track. The band said they're pleased with the reaction from the crowd, which was more than 40 people, and their newest CD.

Fling was formed in 1994 by Young and Touzel in Georgetown, S.C. The band was then called Junction 51 and played in the Myrtle Beach area.

Fling moved to Columbia in 1997 and defined their sound as a mix of rock, pop and ballads. Junction 51 changed their name to The Speakeasies in 1998.

They have performed with bands such as Nine Days, Jagged Egde and The Glands.

"We just hope to build a local following and promote our new CD right now," Touzel said.

Jagger said that Fling accomplished a lot with the CD in a short period of time.

"We only spent two days in the studio recording and one day mixing and mastering. We accomplished a lot with the time and money we had," Jagger said.

Fling recently returned from New Jersey, where they spent the summer. "That was the time we focused more on our sound. We got a lot of practicing done," Cleland said.

The band plans on concentrating on their Columbia fans for the moment, although a tentative tour of the Midwest is planned for May.

"It's different playing in front of people you don't know. You have more leeway because they don't know you and don't have any expectations," Cleland said.

The band will have a release party for "View from the Valley" at the Elbow Room Sept. 28. People, who show

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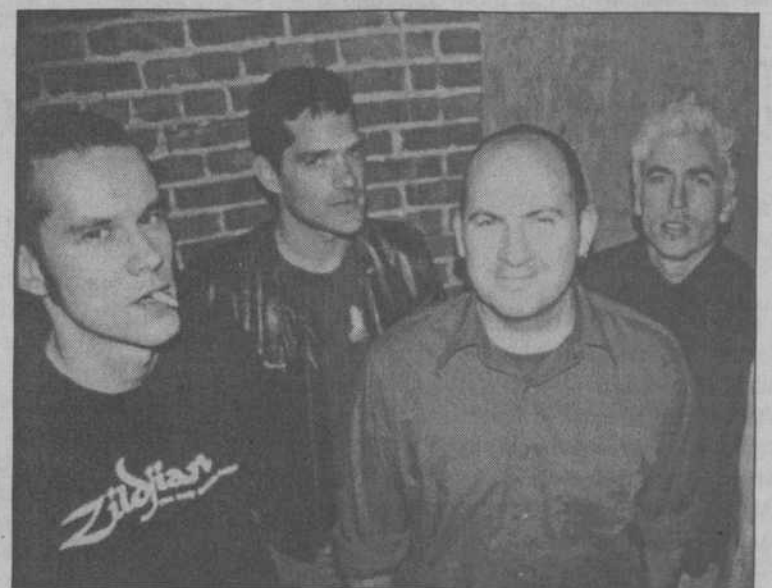
SAMIAM successful in indie return

BY ERIN O'NEAL
THE GAMECOCK

☆☆☆ OUT OF ☆☆☆☆

SAMIAM
Astray
Hopeless Records

Sam they are, but despite the title of their latest album, astray they are not. Back from a short-lived stint on Atlantic Records, this California five has found a home back in indie arms. The album gets off to an aggressive start with "Sunshine," and progressively mellows as it winds down. However, this particular track isn't filled with heavenly rays of light and fluffy clouds as the title would suggest, but rather a brilliant mixture of pounding drums, piercing guitar, and painfully expressive vocals with a touch of the edgy baritone typical of Pearl Jam's Eddie Vedder. The intensity of the lyrics - aggressive, anguished, bitter, pensive - adds to the force of the delivery and captivates listeners, stirring them into an



XXXX XXXX THE GAMECOCK

SAMIAM is performing Sept. 6th at New Brookland Tavern.

animated frenzy. Samiam strikes a cord with its audience, and with their sound varying from the post-"Dookie," Green Day sound of "Paraffin" to what could pass for a Superdrag riff in "Mexico," no one is excluded.

Check out Samiam live at the New Brookland Tavern on Wednesday, September 6th.

The spotlight desk can be reached at gamecockspotlight@hotmail.com.

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