

other matters. I declare that from this day forward we will have an unwavering commitment to improving and equalizing education. Please join me in a century of equal opportunity. Join me in better preparing students for the 21st century and for a lifetime of success.

Main Works Cited

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LOOKING BACK: OUR COUNTRY'S HEROES (INAUGURAL ADDRESS)

Molly M. Wohlert

Biology (Pre-Med)
Poway High School, Poway, California

As I stand here today, I face you as your newly elected leader. I am anxious to look toward our future with hope, but I can't help but look back to the men and to the experiences that shaped this great country. I think about what the great men who preceded me said to you the people, on this important day, and I realized that they all focused on what had shaped their lives. They looked back to the American Revolution, to the Civil War, to the lives of Dr. Martin Luther King, Jr. and Thomas Jefferson. With this realization, I have decided to focus on the things that shaped my world. My first thoughts are of my parents and my teachers. I think of my early schooling and the impact that it had on my impressionable mind. I recall one event more clearly than all of the rest. I remember exactly where I was and how I felt on one fateful day in 1986. I was in third grade, so young, but it was a day that changed my view of America forever. The entire elementary school had been crowded into the multipurpose room where a huge television was set to show the launch of the space shuttle Challenger. We all watched in anticipation as seven heroes boarded the shuttle full of hope and excitement. Then, we watched in horror as the shuttle exploded in a ball of flame just minutes after takeoff. The silence in the room was chilling. All of America seemed to come to a halt; the

same silence that was felt in our multipurpose room was echoed throughout the nation. The Challenger mission had been a wonderful dream, but it died for much of America when the shuttle exploded. As I stand before you now, I challenge you to renew the dream of the Challenger.

From the time of our country's beginnings, our people have been the risk takers in this world. Our "can-do" spirit helped us to fight for our independence against an enemy that had more power and more resources than our small, young nation. Then, our forefathers formulated our own government, a government that was different from any in the world. They took a risk when they put our government in the hands of the people, but we have benefited so much because Thomas Jefferson believed that we were all created equal. Later, our pioneering spirit helped us to expand west into the wilderness, to learn about what was beyond our sight. In the early 1960s, President Kennedy challenged us to expand our horizons, to go to the moon, and we answered his call. The astronauts who were killed in the Challenger disaster were exemplary members of this "American experiment." They embodied the "can-do" spirit that has kept our country in a state of constant expansion and unequalled greatness. I urge each and every American to pledge to continue expanding our horizons. We are far from knowing everything that there is to know about our world, there are so many doors left to open and frontiers left to explore.

The astronauts of the Challenger were on a mission to expand our horizons. They were working to open our eyes to the world outside our atmosphere. Their mission was not a military one and they were not met with opposition, but the heroes of the Challenger believed in their cause with the same passion as a soldier fighting for his country. They are truly fallen heroes. As I see it, the Challenger mission had three major goals. Their mission was one to better our educational system, to improve our technology, and to increase our awareness of things removed from ourselves. With a new commitment to these three goals, America will enter into a new and promising future.

Crista McAuliffe had a dream to teach America's students from space. She wanted to reach her students in a whole new way. We need to take her example; we need to learn new ways to reach our students. We must improve our educational system. Education in this country must be seen on two levels, the moral level, and the level of teaching our children the specific skills that they need in order to survive in society. We have a responsibility to our children. It is our responsibility to teach our children both levels of education, in order to make the future of America great.

When I speak of the education of moral values, I am not referring to a religious education. I greatly respect the religious freedoms that are enshrined in our United States Constitution. I am simply referring to teaching our students a sense of respect and a clear knowledge of right and wrong. Our next generation needs to have a respect for others and a respect for the opportunities that they are offered in order for their lives to be satisfying. We need to encourage success in academics and success in life. Each new achievement should be applauded. Helping children to be proud of their achievements through recognition and incentive programs is a cornerstone when building a good education. The value of education should be stressed in all levels of education. Our number one priority should be success in scholastic endeavors.

Once a sense of pride and respect has been instilled in our children, we must teach them to use their gifts appropriately. An improvement in the skills that we teach our children in public education will greatly improve their future opportunities. We need to go back to the basics. American students today have a decreased mastery of the basic skills which they need in order to succeed. We need to teach our students the basics of math, grammar, history and science. It is my firm belief that students must have a strong mastery of the basics before they can be expected to be successful in more advanced studies. Education does not stop after high school; we have to prepare our students for what they will face in their futures. It is a fact of life that a person needs some sort of advanced education (beyond high school) in order to succeed in today's world. We need to find new ways to make higher education a goal of each and every American. We need to find new ways to make college programs and job training more available to those who desire it. Education should be our number one priority in the years to come. Everyone deserves the opportunity to better themselves with knowledge. Our entire country will benefit from improved education.

Education is also key in the next goal of the Challenger, technological advancement. We need to improve our educational system so that we will be able to use our vast new technology to our advantage. New technology is a wonderful thing. It can take our world to completely new dimensions, but it also has the potential to disappoint us. That is one lesson that we must learn from the Challenger disaster. Our technology can fail, no matter how much it has been tested beforehand. We have to learn when to doubt our technology—that is where education comes in. We need to educate our students well enough so that they are able to use our technology effectively, and we need to acclimate the American people to the changes that our new technology will bring. We need to always question our technology. Once we learn to use our technology intelligently, it can vastly improve our world.

We are standing at the beginning of a new era in history, the era of technology. When Crista McAuliffe wanted to teach a class from space, the idea seemed far fetched. She never would have guessed that computers are now making her dream commonplace. We have to take advantage of the world that is being opened up to us. Computers have the potential to drastically improve our businesses, our government, our medical care, and most importantly our education. So much information can be shared in this new era of computers, if we know how to use them correctly. We need to be aware of how we can use this new knowledge to better all of our worlds.

Awareness was the third goal of the Challenger mission. The astronauts wanted to bring the wonders of space into our classrooms. They wanted to heighten our awareness of the world that exists beyond our atmosphere. This was an exciting goal, but awareness goes so much deeper than an understanding of outer space. Oliver Wendell Holmes once said, "Man's mind once stretched by a new idea, never regains it's original dimension." Imagine the new dimensions that we could all reach. With so many new countries opening up to democracy, there are so many new worlds and new peoples to learn about without leaving Earth. As we become more aware of our differences, we must also become aware of the things that bind us together. The main cause of racism in this country is ignorance. If we are ever to be a united people, we have to break down the walls of misunderstanding that separate us. As we remember the joy of the demolition of the Berlin Wall, we need to heighten our awareness of the needs of all people. Our own countrymen need our help as well. We need to heighten our awareness about what is going on in our own neighborhoods. We need to be aware of the needs in our own communities. We need to learn how to use our own gifts to help those around us who are in need. President Kennedy expressed his belief in the American community spirit when he said, "Americans will reach the moon by standing on each others' shoulders." We need each other. We each need to renew our personal spirit of volunteerism. We need to help each other to take back our streets, to fight the plague of racism, and to battle against poverty. We need to use our talents to make our country a better place. Each one of us has to accept the challenge to better our world, just as the seven astronauts of the Challenger accepted the challenges that lay before them.

Education was the key for the Challenger, and education is still the key. We need educational improvements for our children's futures. We need educational improvements to get our poor and underprivileged off welfare. Without quality education our children have no hope when it comes to gaining success in our ever-changing world. New technology is being discovered, our world is expanding daily, and our educational

system has to keep up the pace. Education is the key, and it will move us into the future full speed ahead.

As I stand before you now, I make you a solemn commitment. A commitment to preserve the future for our children. Our children deserve a better life than the one that we are living. Our children deserve the best. With this commitment close to my heart, I stand before you now, and I ask God to bless this goal, and to bless this administration. May He give us the power and the patience needed to serve you well. May we always remember what the astronauts of the Challenger died for. May we always be committed to the opportunities that are held in education, technology, and new awareness. May we never forget the words of President Ronald Reagan in his tribute to the heroes of the Challenger: "The crew of the space shuttle Challenger honored us in the manner in which they lived their lives. We will never forget them, nor the last time we saw them, this morning, as they prepared for the journey and waved goodbye and 'slipped the surly bonds of earth' to 'touch the face of God.'" Their mission was an historic one. May we live each day in remembrance of their dream and in awe of their heroism and their belief.

SUBLIMINAL ADVERTISING

Andy Schuetze

Buffalo Grove High School, Arlington Heights, IL
Civil Engineering

The term "subliminal advertising" usually applies to material embedded in print, audio, or video messages so faintly that it is not consciously perceived, but the message still gets through at a subconscious level. It has been used to influence social perceptions and behaviors in such matters as stereotypes and prejudice, food preferences, environmental preferences, aesthetic judgments, verbal learning, implicit memory, and attitude formation (Bornstein 545).

The potential of subliminal advertising first caught public attention in 1957 when one researcher claimed that the words "Eat popcorn" flashed very quickly on a movie screen could persuade theater-goers to buy more popcorn. Other researchers claimed there was no good evidence that people detected these messages, much less acted on