



Jackson Groves/Index

Tyson Yos, assistant manager at Brown's shoe fit in Kirksville demonstrates the NBT shoe. The shoe's unique sole promotes better posture, and eases stress on the legs and back.

New shoes take away foot blues

BY VALERIE SPENCER
Staff Writer

Shoes can change a person's life. Just ask Cinderella.

Or ask the millions of people who are wearing shoes every day that don't fit their feet properly. Both feet and shoe brands are made differently, and wearing shoes designed to fit another type of foot can be harmful to an individual's physical health. It's not just heels and flats that are the culprits, either. Even tennis shoes not properly fit to someone's feet can cause foot, knee, hip and back pain.

Michael Bird, associate professor of exercise science, is a bio-mechanist and a runner. He said that getting the right kind of shoes, especially for someone involved in any athletic activity, is important. "You have to know what kind of shoes are appropriate for you," Bird said. "Shoes are designed to provide cushion for what happens between your foot and the ground."

Bird said problems with the fit and type of motion control shoes have can lead to problems in areas of the body other than the feet.

"If your shoe fits improperly, you may adjust the way you walk or the way you run to that," he said. "And depending on how you adjust to it, it could lead to knee pain, or it could lead to back pain, or it could lead to hip pain."

Bird said he suggests doing a self-check of any footwear problems by looking at the wear patterns on the bottoms of shoes.

"That might provide a hint about what kind of gait patterns you have and what kind of shoe might be most helpful," he said.

Another course of action to take is to check out a store that specializes in shoe fitting, like freshman Marissa Chaplin did.

"I hadn't gotten a new pair of tennis shoes since I was a freshman in high school, and they were starting to look a little worn down," she said. "I knew it probably wasn't

good for my feet because they were starting to hurt a little bit when I wore the shoes."

Chaplin said a friend told her about a store near her at which the employees could analyze her feet and the way she walks and then suggest specific brands of shoes that would work best for her feet and walking style.

"I didn't have any major problems, so they put me in a normal shoe," she said. "It was tight around the arch, but it allowed room in the toes, and they had a lot of cushion. I've read before that you're only supposed to wear a pair of shoes for 300 to 400 miles before needing to get a new pair."

The difference she noticed after wearing the new shoes was almost immediate, Chaplin said.

"Before, when I ran, I could tell that my arches were hurting a little bit, and my lower back started to hurt," she said. "But with these shoes the impact is really minimal, so when I get done running I don't have shin splints, and my feet don't hurt."

Chaplin said she purchased shoes for both walking and running and that even when she's just walking around campus, the extra cushion really helps.

"When you're carrying a heavy backpack and walking a couple miles a day, it's really important for your feet to feel good," she said.

However, it's hard for people, especially women, to wear sensible shoes all the time, Chaplin said.

"I'm definitely a girly girl, so I like to wear cute shoes," she said. "... And when I stand up for a long time, I can feel pain in my lower back, and my feet hurt. And when

I'm walking, like on the cement, I can feel that hard impact with every step I take on the balls of my feet, my heels and my arches. I know it's not good, but it's hard to always wear tennis shoes."

Ed Tiff is the manager of Brown Shoe Fit Co. in Kirksville, a store much like the one Chaplin visited. Tiff said his store specializes in fitting shoes to people who have problems with their feet or joints.

"The process of sizing is complicated by the fact that there is no standard sizing in the footwear industry," he said. "Every shoe fits differently than any other shoe, so it's just a matter of putting the shoe on their feet and determining how it does fit and getting feedback from the customer about how [the shoe] feels."

Tiff said the most frequent problems they see at the store are plantar fasciitis and metatarsalgia, or pain in the heel and ball of the foot, which are both caused by falling arches or lack of cushion in the foot.

"I feel like this is a result of buying footwear over the course of several years that doesn't have enough support in it, or in other words, cheaper shoes," he said.

Although buying better shoes is the best preventative measure, the damage can be corrected to a point after it has already been inflicted, Tiff said.

"It seems to me that people will let their foot pain go too long," he said. "It's amazing. You would think a person would say, 'My feet hurt, there must be something wrong with that I'm wearing,' but they don't make that jump somehow."

Crossing mediums take movies to the next level

BY STEPHANIE HALL
Staff Writer

Angelina Jolie's saunters, dripping in gold, as her computer-generated character steps on screen to play the anything-but-matronly character of Grendel's mother in the new movie, "Beowulf."

In addition to "Beowulf." Many other movies actually are based on video games like "Silent Hill" or "Hitman." Book series like Harry Potter and the Lord of the Rings have found their way to the big screen. Companies capitalize on the diversity of their audience's interest by recreating their products in several different genres. However, people more closely associated with these products often have their own unique viewpoints.

Becky Lehr, store manager of Movie Gallery in Kirksville, has seen many movies and video games cross mediums. Lehr helps gamers and movie fans alike on a daily basis through her job.

"With these types of movies there is already a fan base in place," Lehr said. "These ready-made fans are more likely to go out and play the games or watch the movie."

As for the fans, Lehr said most people renting video-game-inspired movies are the typical college-age male, and most female patrons are buying them for their husbands or boyfriends.

The most common complaint about these mediums is that they do not stay true to their original story, but Lehr said she thinks it all depends on the writing and directing of the story and most diehard fans will see it regardless.

"As for the most of the series like Lord of the Rings, Harry Potter and Chronicles of Narnia, most fans will go anyway to see

them first hand," Lehr said. "Today, critics can tell anything they want good or bad, but I have found that most fans want to go see for themselves."

Junior Matthew Perry is president of the Computer Gaming Association at the University and, as an avid gamer, has seen many video games change to movie form.

"[Movies to games] is interesting in theory. I'd say in practice, though ... it hasn't turned out quite as well as gamers had hoped," Perry said. "A lot of these movies, the audience they are intended to be marketed to, are the kind of people most likely to nit-pick it compared to the average."

In reference to an upcoming Halo movie, Perry said that like other adaptations, it is sometimes difficult to translate a video game into an feature-length movie. He said he will let some more die-hard fans go see Halo before he ventures out himself.

As well as video games turning to the big screen, they also are turning to the pages of books. Halo is out in a novel series. With the release of the new video game "Assassin's Creed," a series of novels based on this game was released Dec. 1.

"I actually think that video games into novels are a lot more feasible," Perry said.

He said he read the first two books in the Halo series and really enjoyed them. As for more video games coming out as novels, he

said that, as with Halo, there has to be hype to lead to a book.

"I think that [novels] work out a lot better because it leaves more to the imagination," Perry said. "When your reading this text, you're not trying to see somebody's rendition of a character in a movie."

Kris Stroup, assistant professor of communication, has studied the theory of this cross mediation, which is called remediation.

"The process of remediation is really a process towards increasing transparency," Stroup said. "The goal when you remediate is to make the medium less central to the argument."

Stroup said this is becoming a more fluid process than first theorized. "Beowulf," one example of this, turns an Old English epic

poem into an action, computer-graphic film.

"There has been a lot greater movement in terms of hybrid media like graphic novels and the transitions from them to movies and video games," Stroup said. "I think 'Beowulf' is a really interesting one."

Remediation increasingly is becoming the norm. Two upcoming films, "I Am Legend" as well as "The Golden Compass," are both based on books.

"It probably reflects a basic frustration with the limits of any medium that there is a limit to how interactive a film can ever be," Stroup said.

"I think that [novels] work out a lot better because it leaves more to the imagination. When you're reading this text, you're not trying to see somebody's rendition of a character in a movie."

Matthew Perry
Junior

Kindle makes reading easy with e-book technology

BY ABBEY SNYDER
Staff Writer

Watch out books, there's a new electronic book reader in town.

Amazon.com recently released the Kindle, technology's newest stab at an electronic book reader. But although the device already sold out, many still are skeptical of whether it will succeed. The Kindle is a revolutionary reading device that is designed to make reading a breeze, according to Amazon.com

"We set out to design and build an entirely new class of device — a convenient, portable reading device with the ability to wirelessly download books, blogs, magazines and newspapers," according to a description of the product on Amazon.com. "The result is Amazon Kindle."

Running at about \$400 each, the Kindle allows readers to store up to 200 books that can be wirelessly downloaded using any cellular wireless connection.

Donald Bindner, professor of computer science, said he's excited that a new and improved e-book reader is available but not sure if it will do well or not.

"Some people think it's the greatest thing," Bindner said. "Some people think it's kind of clunky. We'll have to see how it works. Nobody's ever put out an e-book reader that's been a successful e-book reader."

Bindner said that although there are some downsides to the Kindle, it does have some features that set it apart from e-book readers that have come and gone.

"[The Kindle] actually has a cellular modem inside, so it can connect to a cellular telephone network instead of having to connect to the nearest wireless network," he said.

In addition, Bindner said the Kindle uses electronic ink, which lengthens the battery life of the device.

"You get the effect like paper of dark on light like ink," Bindner said. "It's really good ... for something like an e-book because you change a page, and it takes electricity ... and then you spend the next 30 to 60 seconds reading and not actually using [the battery] in any way."

University Bookstore Manager Steve Pennington said another positive aspect of devices like the Kindle is they help conserve resources.

"The whole idea about saving paper and all that is good, and the environmental issue that it's hopefully addressing is a good thing," Pennington said. "I like the fact that it would save recycling and cut down on a lot of waste that we in America seem to need help with."

Pennington said the bookstore has been selling electronic books for the past few years, but they're never very popular.

"We sell digital books now, [and] we have been for a few semesters, but it really hasn't picked up," Pennington said. "The students don't seem to want to go that route for some reason, or maybe the awareness just isn't out there."

Pennington said the University switching to a device like Kindle is not likely in the near future, but eventually, more students might be comfortable with using e-book readers instead of textbooks.

"The students who are growing up today with computers, that's all they've known," Pennington said. "Us people who have been around forever, ... we're used to the book, so it might just be a generational thing. Maybe the younger generation will not have a problem switching over to it, but the older generation might want to hold that book."

Junior Austin Abrams said that although the Kindle and e-book readers seem like a good idea, he's much more comfortable with regular books.

"There's something very beneficial about printed books — that you can have right there next to your side that you don't have to click buttons to flip pages," he said. "I learn a lot better when I actually have paper in front of me."

Abrams said that with a few improvements, he might be interested in purchasing a device like the Kindle sometime in the future.

"It would need to have some ... simple kind of interface that was maybe like a touchscreen," he said. "I want it to behave like a book should but still have the capabilities of being electronic."



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