

CRACCUM

ISSUE 14, 2019



*Your New Gay Icon is
Tearshaped*

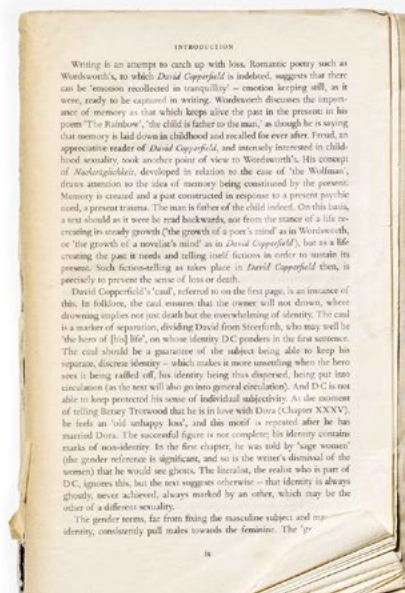
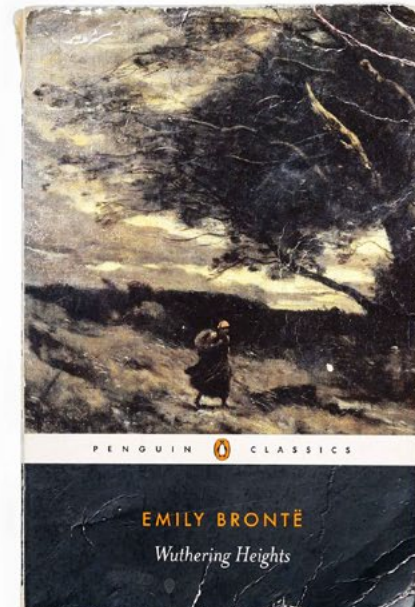
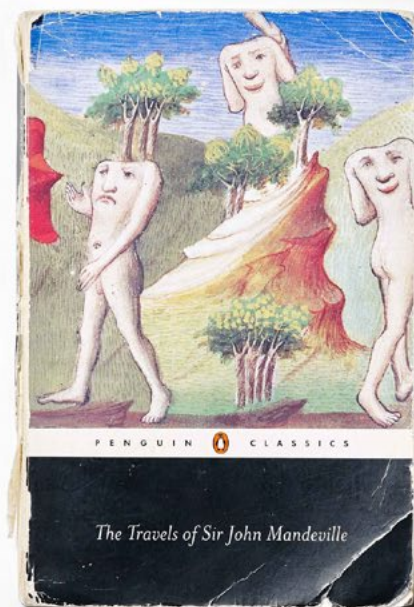
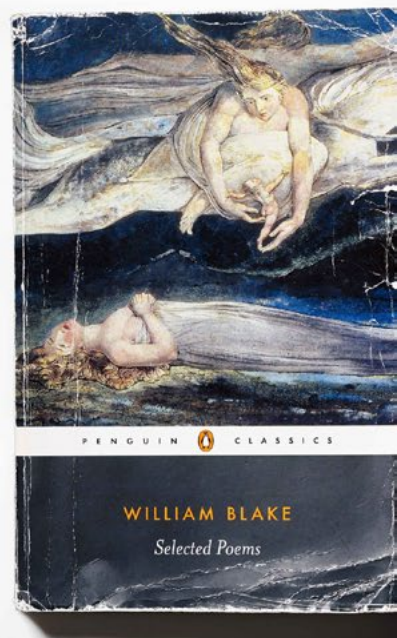
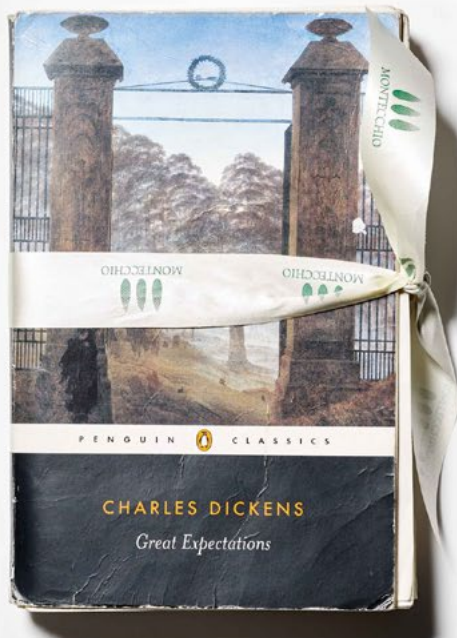
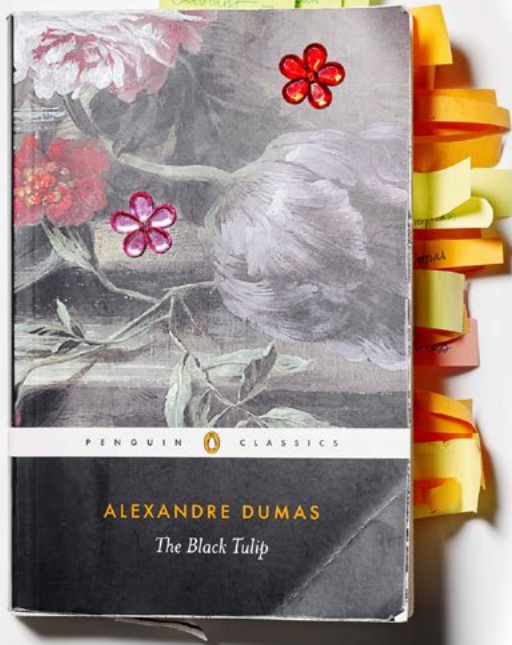
*This androgenous purple fluff is here and
queer*

The Grimace Issue

*Despite the name, he's one of the happiest
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One Night Stand with Grimace

Are you to his anthropomorphic tastebuds?



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A “bad idea” is a subjective term

BY BAILLEY VERRY



Each week Craccum's esteemed Editor-in-Chief writes their editorial 10 minutes before deadline and this is the product of that.

When our Features Editor Cameron first pitched “The Grimace Issue”, it’s fair to say I had a few questions. Phrases such as “Why?” and “What if we don’t?” were some of the first that came to mind. Though I thought it was just another weird joke, Cameron kept bringing it back up and insisting that it be a reality. In the beginning I outright vetoed the idea, but at some point I just let go and let it happen. Honestly, I think deep down I wanted to see where he would go with it. I can’t say I expected anything with this issue, and it is probably good I haven’t because whatever I would have this wouldn’t be it. I would also like to take a moment to apologize for Lachlan Mitchell’s grimace quiz as after reading it I’m not sure I can ever feel clean again. However, if I had to read it so do you (so I guess I am not actually that sorry).

But I think the biggest reason this issue went ahead, is because of something Kii Smalls, the editor of ~~Wellington University~~ Victoria University’s *Salient* said to me.

During the break I got to meet up with him, and ask him about *Salient*’s ‘controversial’ BLXCK issue. The issue dear reader, was about the concept of black – any interpretation of the concept and all the associations that come with it. It was all very meta. I’ll be frank, I found the issue a bit out of left

field, a bit vague, and a little pretentious.

So when I met up with my colleague, my burning question was: “What the hell was up with the BLXCK issue?”

Kii however, was calm and gave me an easy response: “What did it mean to you? How did it make you feel?”

Of all responses I was not expecting that. One so simple, yet full of so much meaning.

And like a lime scooter on the footpath it hit me: I have been running *Craccum* so wrong all semester. While I have been treating it as an exercise of content creation that invokes a minor nose snort, I have been overlooking my opportunity to transcend cheap laughs and really connect with ideas that matter. The legacy of *Craccum* is a complicated one but we can really create some shining moments if we are willing to put the work in.

Inspired by the bravery of our friends at *Salient* we have finally chosen our time to discuss something that important to us here at the *Craccum* office. The story of Grimace had rarely been told in such detail, connected to the feelings of the youth today. The abstract of Grimace is so far reaching – salient, if you will – that it is our duty to bring it to the forefront of student’s minds.

COMEDY NIGHT

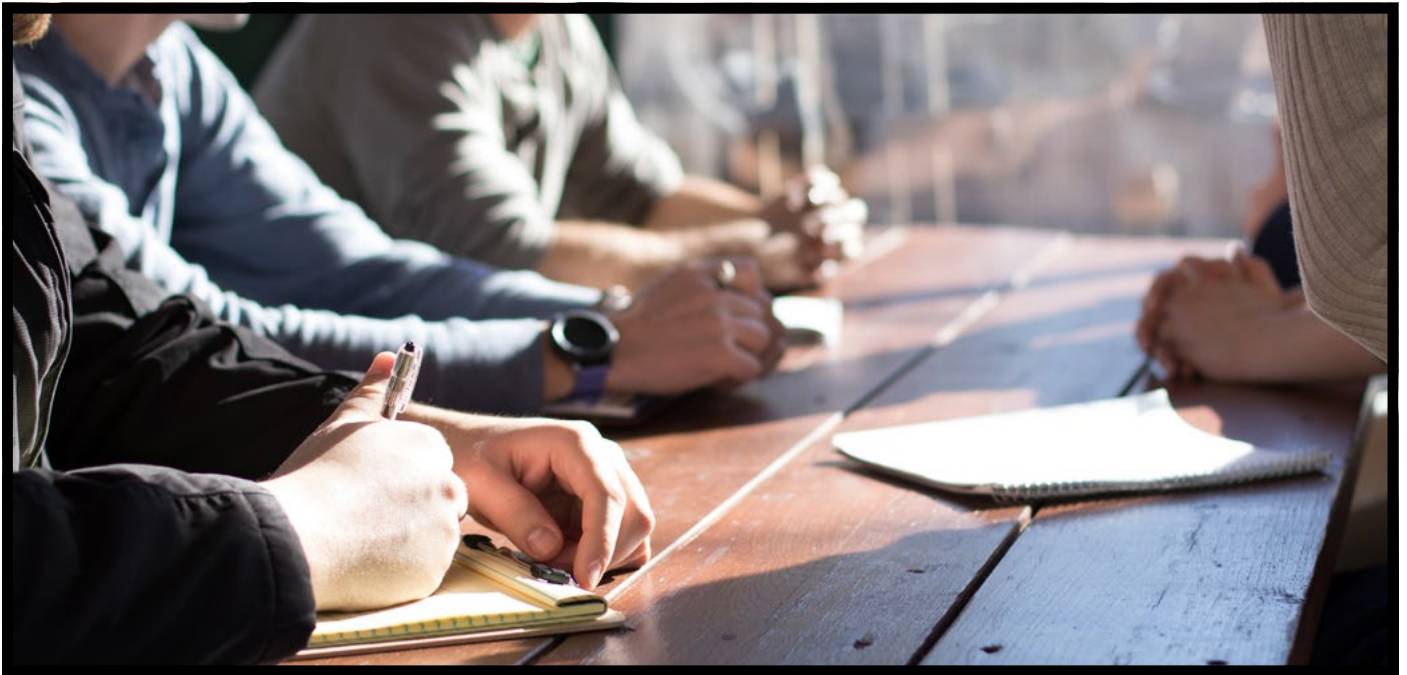


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University of Auckland Asks Students to Consult on Student Services Strategy

DANIEL MEECH

The University of Auckland has opened up the first draft of their Student Services Strategy (SSS) for consultation with students.

The SSS is, in essence, a high-level overview of the university's future plans to improve life for students on campus. The SSS determines how the university's money will be spent, where its resources will be allocated, and what aspects of the university will receive attention.

In the past, the SSS has had a hand in deciding how student-focused services – which include things like degree planning stations, services which help students transition from high school to university, and well-being and mental health support – receive funding. The support is generally allocated according to the perceived needs of students.

The university's latest SSS – which has not yet been finalised – identifies eight things the university needs to improve upon. According to the draft, these include “delivering services from a student perspective”, “responding to changes in employment”, and introducing “infrastructure that supports student needs”, among other things.

The draft recommends the university introduce 17 key initiatives, which are intended to combat these problems. These initiatives include things like creating “a safe, inclusive environment” for students, “enabling students to connect” with future job opportunities, “increas[ing] academic literacy and student learning support”, and more.

The draft has been uploaded to the university's website, and it

is currently open for consultation. Students are encouraged to read the SSS draft and send any opinions through to the university.

Craccum applauds the university for taking steps to ensure student voices are heard in high-level decision making. However, it is worth noting that there are still several issues related to SSS draft which may be of concern to students. The first is that the document does not mention how many resources will be allocated to each initiative. It is difficult to judge whether the universities strategies will be effective without first seeing how many resources will be put towards achieving the goal. Similarly, as far as *Craccum* could tell, the document does not set any hard dates for the initiatives.

More worryingly, the Key Performance Indicators (KPIs) the university plans to use to measure the success of their initiatives are very vague. The KPIs – which are supposed to be metrics by which the university can measure how well their initiatives have performed – include things like checking whether the initiatives have created “excellent students”, “a high performing institution”, or added “value to students' lives”. *Craccum* worries that the KPIs are not actually measurable, as they are not data-driven. If the KPIs cannot be truly and accurately measured, they are essentially useless.

Craccum strongly recommends any interested students visit the university's website to read the draft SSS and record their opinion. At time of writing, the website says consultation opens “Monday 2nd of August” (a date which doesn't make sense) and closes on the 30th of August. *Craccum* believes the consultation process actually started on the 22nd of July.

Boris Johnson Elected New Prime Minister of the United Kingdom

CAMERON LEAKEY

Conservative party members have elected Boris Johnson the new leader of the Conservative Party. By default, the appointment makes him the new Prime Minister of the United Kingdom.

Johnson is a former Mayor of London, former Secretary of State for Foreign and Commonwealth Affairs and current Member of Parliament for Uxbridge and South Ruislip. Originally a journalist for *The Times* in the 1990s, Johnson falsified a quotation, which led to his sacking and his move to *The Daily Telegraph*, where he remained until becoming the editor of *The Spectator* in 1999. Johnson was also elected to parliament as the Member of Parliament for Henley in 2001 and held this position for seven years until his election to the London Mayoralty in 2008.

Johnson's time as London mayor is notable for his successful overseeing of the 2012 London Olympics. Following his second term as Mayor of London, Johnson entered parliament again, this time as Member of Parliament for Uxbridge and South Ruislip. A highly divisive figure, Johnson held prominence during the Brexit campaign. A hardline Brexiter, Johnson was a figurehead of the 'Vote Leave' campaign and is now tasked with leading Brexit negotiations as the United Kingdom passes three years following the European Union membership referendum in June 2016. Johnson has vowed to

negotiate a Brexit deal by October 31st or else pull the United Kingdom out of the European Union without any trade agreements or arrangements for free movement of people between states. A 'no deal brexit', as such, is viewed by many prominent figures including Tony Blair, Gordon Brown and John Major as a poor option for Brexit.

Johnson is widely controversial. Amongst statements he's made that have been branded racist, sexist and islamophobic, he has faced misconduct in public office charges related to alleged lying about spending on European Union membership by the United Kingdom. He is often described as 'brash' and his actions have led to comparisons to Donald Trump, a notion that Trump himself addressed in his congratulatory statement to Johnson, stating "they call him Britain Trump. That's a good thing."

With Johnson now set to assume office in the coming days, the United Kingdom is now to enter a new period of leadership and Brexit negotiations that will set 2019 on course to be a highly eventful year.

The election was held after former leader Theresa May resigned earlier in the year, following her third failed attempt to pass a Brexit agreement in Parliament.

The author would also like it known that he believes Boris Johnson looks like a Little Britain character.

Green Party Apologise for Simon Bridges Attack Ad

DANIEL MEECH

The Green Party has apologised for running an ad which attacked Simon Bridges.

The ad - which was published on the party's Twitter page on the 23rd of July - mocked Bridges' accent and polling results. It was released after he clashed with the Green Party's Julie Ann Genter over the government's support of electric car initiatives.

The ad saw Bridges portrayed as a car salesman walking through his car yard. A voice-actor dubbed the video to make it appear as though he were making comments on the government's current electric cars scheme. "I love electric cars, but now the government is making them affordable - it just makes me so angry," he said at one point. At another, he took a shot at his own polling results: "prices are down, emissions are down, my polling is down". Bridges' accent was mocked throughout.

Party co-leader James Shaw - who authorised the ad - initially defended it. He told reporters the advertisement was only intended to show the hypocrisy of Bridges' anti-electric car stance, and that it was no worse than other "negative campaigning" the National party had engaged in.

But other Green Party staff weren't convinced. Several current and former members voiced their disappointment with the ad shortly after it was released, including the Greens at Vic organisation (who criticised the ad on their official Twitter account) and the Green Party's former director of communications and policy David Cormack (who called the ad the kind of "classist bulls**t" the party was "supposed to be above").

Three hours after it was published, the Green Party removed the video from their Twitter feed. The party apologised for the ad in a short comment released shortly after the removal. "It's been raised that a video that we made using satire to poke fun at another political party's attack ads was of poor taste and lowered the tone of the debate," the apology read, "To our supporters: we heard you, and we've deleted the post and apologise for causing offence".

Shaw changed tack following the removal. "Negative ads is not the sort of thing we want to see in New Zealand," he told the press on his way out of Parliament.

For his part, Bridges says he "found the video funny". "We're holding the Government to account on their taxing of New Zealanders, they're holding me to account on my accent," he says.



University Prompts Faculty to Move Home Base for First Time Since 1881

BRIAN GU

Monumental changes are occurring within the Faculty of Education and Social Work as the university has instructed the faculty to prepare for the end of its century-long tenure at its historic Epsom campus.

For the first time since its establishment in 1881, the faculty will be packing their bags and moving to the university's central Symonds Street hub, with the transition scheduled to take place late 2020. It is yet unclear exactly why the university wants to move the faculty closer to its home base; what we do know is that the move factors into a larger-scale plan by the university to upgrade and integrate

its facilities, and Māori tribes have expressed interest in purchasing back the Epsom land.

The move also comes at a time when the Education and Social Work Faculty have axed a large number of academic staff due to sharp and consistent declines in teacher trainees, making the smaller number easier to accommodate on Symonds Street, especially once the completion of the new Engineering building frees up lots of space on campus. Valued at \$80m, the Epsom campus, once vacated, will have its fate left for the university to decide, but one thing is for certain – its loss will be monumental to the faculty it will cease to house.

To understand the cultural importance of the Epsom campus towards the faculty's own identity, I had to do some digging into the origins of the faculty itself. It was established on its current Epsom grounds in 1881 as the Auckland College of Education, and operated as a separate entity from the University of Auckland for over 100 years. In fact, it was only a 2004 merger that formed the current Faculty of Education and Social Work, and they have remained on their Epsom grounds ever since. But now, marching orders have come from the university to uproot and shift base to its main city hub, calling time on a near 150-year stay.

Students were instructed only as late as earlier this year that a move for the faculty was in the university's plans, and the reaction since has been divisive. Many are upset with losing the campus' unique culture and heritage so integral to the faculty's identity as a whole, as well as losing many important specialist facilities that Epsom contains. However, it is clear that many positives will come out of the transition: the technological capabilities of the city campus' lecturing facilities are far beyond what Epsom campus holds currently, and also it eliminates the physical distance between the faculty and the predominant student hub for the university.

To gain full cognizance of the implications surrounding the eventual move, it was clear I had to talk to someone who had first-hand experience of the student life around Epsom. Luckily, I had the opportunity to speak with ESSA (Education and Social Work Student Association) Vice President Lexie Qiao on the upcoming move and how it will affect her faculty's students.

"There's a community-based feeling [here]," Lexie says of the Epsom campus. "We're not part of the city [campus]; we're our own college." It's a campus where she has studied for two years towards a Bachelor in Early Childhood Education, and it's an environment she's come to love and appreciate as a key part of her student journey. "We're like a big family. We all know each other, we get along with each other quite well and we never feel like we're sitting alone at a lecture. I think that's quite different from the experience at city [campus] where, if you're a new student, you can feel easily left out due to the large crowd."

Lexie is concerned for the faculty's unique student culture being at risk of being lost with a move away from the intimate Epsom campus. "I think there's the downside that students have to get used to everything around the city campus – it's a new orientation for everything. It will take time and energy too. Some students will naturally feel overwhelmed with the large number of students." Epsom is also home to specialist facilities integral to the nature of the programmes

which the Faculty of Education and Social Work offers. "We've got an early childhood centre that's quite special to our campus," she points out, "as well as a gymnasium for sports education and our own marae."

However, despite what the faculty is set to lose, Lexie also admits there are long overdue positives to arise from this move. "From a student's point of view, it's easier to [take] transport to the city rather than Epsom. To the city, there are many trains, buses. To Epsom, there are less options." She also draws attention to a key flaw with Epsom's facilities; "for me this semester, our lectures were not recorded. As a class rep, I talked to my lecturers about that, but our campus has only one lecture room capable of recording, while other rooms are only capable of handling smaller tutorials and are what we use. Personally, I don't think this is fair for us, as we have had to do our own recordings."

In fact, the list of potential benefits continues – from our high-end gym facility to hosting all the club events, it's a readily reminder that with a campus as isolated as Epsom is, it's easy to take for granted the facilities we have so readily available on Symonds Street. "Generally speaking, it's a really good sign that we're being included in the larger student community," Lexie believes.

What we can say without a doubt is that the Education and Social Work faculty is facing the largest change of its extensive history, and come next year, disregarding the ups and downs associated with such a move, our new n what Symonds Street has to offer. And it's our job to be supportive when they find out that best doesn't include much more than Lime juicers, paintball scammers, and the constant annoyance of construction trucks rolling through Symonds Street. But we'll save that one for another listicle.

**“
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”



A Week in Sport

JOSHUA JAYDE

Each week, chief sports writer Joshua Jayde tries to recover from the Cricket World Cup final devastation by summarizing the events of a tumultuous week in sport.

Breaking the Tie

Two weeks ago, the country witnessed a moment unparalleled in our sporting history. New Zealand's men's cricket team, having only made the semi-finals due to a contentious statistic, became the first team to lose a World Cup to one, being the only team to not lose a final, but still not win the World Cup.

Typical New Zealand.

England were awarded the trophy on "boundary countback" after the Super Over decider was tied; unlike wickets, runs incorrectly awarded against them and the number of Colins in the team, this put them ahead of the Black Caps. Strangely, in the same weekend, the

New Zealand Warriors managed to pull off the first NRL draw in 2 years against the Brisbane Broncos after the teams couldn't be separated in extra time, but unlike the cricket, both teams shared the points.

Which brings me to tiebreakers. What do you do when two teams can't be separated? Is it best to let them keep playing until one team wins or they all die of exhaustion? Or should a tie just be a tie?

I'll start with the NFL. If a game is tied in normal time, both teams have either 10 or 15 minutes to score; essentially whoever scores a touchdown first wins, even if the other team hasn't had a chance to. This means that a majority of overtime games finish with the team playing first taking the game - strategy tends to come down to winning the toss. In *real* football, and in many other sports, they

use the dreaded penalty shootout – about four minutes of a young millionaire walking slowly towards the ball, hitting it miles into the stands, then lying on the ground as they imagine the devastating financial consequences of their mistake.

Penalty shootouts can actually be a really effective way of breaking a tie, but sometimes both teams are just too stubborn to win. In one game in Namibia, it took 48 penalties (that's up to 3 penalties each player) to separate the teams. By the end, all the spectators had left, the stadium had been demolished and all the players were eligible for a pension. A penalty shootout is also used in rugby, but only one has ever happened in top end games, when Leicester defeated Cardiff in 2009 by virtue of their gigantic forwards being able to kick a ball 20 metres in a straight line.

This splitting of teams by any means is a common feature of these sports. However, in cricket it seems almost blasphemous to do so. This is the game that introduced draws in its longest format after South Africa and England couldn't be separated in 9 days of cricket back in March 1939. These days, draws occur in close to a third of men's Test matches and, unbelievably, around 60% of women's Tests. You would think that a game which has such a propensity for letting both teams walk off the pitch as equals would never stoop to such methods in order to determine a champion?

Winning Women

In happier news, last week the Silver Ferns managed to upset Australia and win the Netball World Cup. The World Cup has only ever been won by those two teams, with one exception: Trinidad and Tobago, at home in 1979, came first, but only in a three-way tie with the other two (See, ICC? You can have more than one World Cup winner.) This latest tournament marked a fantastic turnaround from the Ferns, who bounced back from finishing fourth in last year's Commonwealth Games by outplaying hosts England in the semi-finals, then holding firm against the 11-time winners to win their first Cup in 16 years.

No Rest for the Wicked

Finally, to the madness of football. Given that in many countries this sport dominates headlines for its 10 month-long, overcrowded European season, you'd think for those other two months it would relax, put its feet up on a beach in some tax haven island in the Atlantic, and leave us alone? Not a chance. June brought us the Women's World Cup, which was actually far more enjoyable than the men's one the year before, with the England vs USA semi-final a personal highlight. But once the tournament finished, the men's game reared its head and reminded us what football is really about. Watch in awe as the world's richest clubs pay enough to buy the whole of Hamilton for players you'll never hear of again – or, like me, ignore all that chaos and instead spend the rest of the semester watching replays of the Cricket World Cup final on repeat, in the hope that someday, the result will magically change.

“

Watch in awe as the world's richest clubs pay enough to buy the whole of Hamilton for players you'll never hear of again

”

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Grimace: A History

By CAMERON LEAKEY

This week, Features Editor Cameron Leakey, wakes in the middle of a fever dream/nightmare to break down Grimace, Craccum's favourite purple friend.

In 1970/1971, Needham, Harper & Steers, a worldwide marketing communications company was approached by McDonald's to create a fantasy world for McDonald's to use in their marketing campaign. The world, dubbed McDonaldLand, comprised of many colourful fast food related characters.

[Author's footnote: McDonald's actually got sued for McDonaldLand because it was already too similar to another fantasy universe H.R. Pufnstuf. McDonald's actually lost the case]

The McDonaldLand characters included the already existing Ronald McDonald – a character originated by Willard Scott and only recognized as such by McDonald's in 2000 – officer Big Mac, the Hamburger, Mayor McCheese, The (Mad) Professor, Captain Crook and of course, Grimace. Now some of these creatures are very straightforward, after all, Mayor McCheese is not a subtle character in any form, he's a cheeseburger mayor. However, Grimace is a bit of an interesting character and a bit of a legend.

ART BY ANYA CROPPER

feature.

Grimace has been described as many different things. According to mcdonalds.fandom.com, Grimace is a "large, purple, anthropomorphic being of indeterminate species". [Wikipedia](https://en.wikipedia.org/wiki/Grimace) refers to Grimace as a "large purple monster". One episode of *Family Guy* refers to Grimace as "Ronald McDonald's retarded friend". Lachlan Mitchell, Craccum Arts Editor, once told me that Grimace was an "anthropomorphic tastebud" whilst, Folklore appears to indicate that Grimace is, in fact, a milkshake blob. Whilst Grimace's actual being is unknown, what is known is his distinctive appearance. A tear drop shaped purple body, with a rounded booty. Grimace is clumsy, clutzy and is constantly being saved from his own misfortune by Ronald McDonald. Grimace is known for speaking with a stereotypically simple tone and punctuating his sentences with "duh".

Early commercials of McDonaldLand included the Grimace in his first and original iteration as "Evil Grimace" – a character who plotted to steal milkshakes and other drink related items from McDonald's. A Youtube search for "Evil Grimace" will show you a seriously frightening looking character, his four arms filled with milkshakes and eyes spinning round in circles. Ronald McDonald and Evil Grimace were natural enemies with the Evil Grimace stealing cups, milkshakes and Coca Colas. Most advertising clips show Ronald McDonald tricking Grimace into releasing his loot, with the poor Evil Grimace not clever enough to recognize the rouse. In one commercial in particular, Evil Grimace has stolen all the milkshakes and so Ronald McDonald decides to imagine himself as a movie director. The Evil Grimace is so taken with the opportunity to be on film that Ronald directs him to step back from the camera, and he falls into a lake behind him. Evil Grimace falls into the lake and doesn't move. Can Grimace swim? Did Ronald McDonald kill Evil Grimace? It is unknown.

“

**Can Grimace swim?
Did Ronald McDon-
ald kill Evil Grimace?
It is unknown.**

”

At this stage, I want to argue that this near-death experience changed Grimace forever. Either it's an Avril Lavigne doppelgänger situation or Grimace experienced some deep-seeded psychological changes from this incident. Regardless, in 1972, Evil Grimace was reborn as simply 'Grimace' in what I call a 'Reverse-Batman' – *You either die a villain or live long enough to see yourself become the hero*. Grimace became a friendly part of the McDonaldLand universe and in the process appears to lose two of his arms (a freak accident?). He also becomes allies with Ronald McDonald. A new origin story was created whereas Ronald had saved Grimace from his again near death experience whilst on a runaway pram.

Throughout the years of the McDonaldLand advertising campaign Grimace also appeared to have his family introduced. Although I cannot find further references of this information, research indicates that there are several named family members: his grandmas, Winky and Jenny Grimace, and his brother, King Gongga – who rules over all the grimaces apparently. If King Gongga does in fact exist then Grimace might actually be Prince Grimace but this facet of the McDonaldLand universe has never been explored. Grimace also looks a lot like the Cookietime Cookie Monster and I hypothesise they may be distant relatives.

One family member who has definitive proof of existence is Uncle O' Grimacey – a green Grimace character who is obsessed with St Patrick's Day Shamrock Shakes. Uncle O Grimacey is terrifying, he looks like a creepy neighbor covered himself in grass and is attempting to blend into the hedges. Uncle O' Grimacey appears every St Patricks Day like some sort of Irish Oracle/Aura/Omen. As for why every Grimace has a special name except for Jenny Grimace, god only knows.

[Authors's footnote: the shamrock shake advertisement is really freaky because this Grimace bends down to smell a flower and the costume folds in on itself and it looks truly horrific, if you have time google 'Uncle O' Grimacey' and have a look].

McDonaldLand was a prime staple in the McDonald's advertising campaign for approximately 35 years before it was mostly scrapped in 2003. Whilst Ronald McDonald still graces McDonald's advertising (and his namesake: Ronald McDonald House), the other characters have gone largely ignored. Was Grimace a fever dream in the middle of our childhood? Or an oasis that provided a beacon of hope. Grimace is an icon. Whatever he is, wherever he is, however he may be, godspeed Grimace, gone but not forgotten.

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A Completely Objective Ranking of Grimace Ads, from Worst to Best

By DANIEL MEECH

Grimace was in a lot of ads. The ads vary in quality. We're ranking them. If you need more context read the title again. Let's get started:

5) How I Met Grimace (1981)

The Ad: The commercial starts with Ronald McDonald and Grimace leering over a group of young children like a couple of brazen paedophiles. "Want to know how I met Grimace?" Ronald laughs, semi-hysterical. Before the children have the opportunity to answer, we cut to Ronald McDonald in a baby carriage. Why? Fuck you, that's why. The Ronald-mobile takes off down the road, chasing Grimace, who is also, inexplicably, in a baby carriage. Ronald and Grimace engage in a cross-country marathon of epic proportions, racing through a forest, a river, and then a city. Just when it seems that Ronald will never catch Grimace, he has a eureka moment. Pulling into a McDonald's drive-thru, Ronald uses his business connections to get a happy meal. Grimace, noticing the happy meal, pulls-over. Cut back to the present day. "And that's how I met Grimace!" Ronald says, bursting into laughter. The children join in, laughing and clapping. The

girl points at Grimace, who grins stupidly back. Har-har you fucking idiot. You stopped for a happy meal.

Thoughts: 'How I Met Grimace' is a schizophrenic mess of an advertisement. Despite this, it still manages to be very boring. By far the worst of the bunch.

Rating: Cheeseburger but the cheese is made of shit. And so is the bun and patty.

4) Early Grimace Commercial (undated, but, going off the quality of the footage, probably sometime in the mid-to-late 1800s)

The Ad: We start in a post-apocalyptic depiction of 1950s America. Shrivelled shrubs dot a brown-grey wasteland of rubble, rocks, and withering trees. Ronald McDonald sits on a log between two children - one boy, one girl. "I want some coke," the boy complains,

ILLUSTRATION BY DAPHNE ZHENG (IG: @BREAKFAST.EXPRESS)

completely oblivious. Ronald sighs and looks down. Cut to a brown (he's purple literally everywhere else?) Grimace sitting on a pile of cups. The narrator - because there's a narrator now, apparently - explains that no-one in McDonaldland can have a drink until Grimace stops hoarding all the cups. Suddenly, Ronald leaps to his feet, pointing to the air. Dressed as a postman, he approaches Grimace and hands him an envelope. "I've been picked for the McDonaldland beauty contest!" Grimace cheers, rushing off screen. Ronald and the kids grab a couple of cups and sit down to have a drink. Mission accomplished.

Thoughts: Bold visual aesthetic. Writers who weren't afraid to take the characters in new and mostly pointless directions. A small boy saying he wants coke. At least these guys were trying.

Rating: Quarter-pounder. Boring, but it gets the job done.

3) Donald Trump Meets Grimace (2002)

The Ad: The ad starts with Donald Trump grilling Grimace over a desk in the penthouse of the Trump Towers. "How do you do it?" Trump demands incredulously. "I've put together some impressive deals in my time, but this thing you've pulled off - it's just amazing! A Big and Tasty for \$1? What's your secret? How do you do it?". Grimace, clearly scared shitless, blinks and swallows. The camera holds on him. The music swells. Suddenly, the crescendoing violin strings cut out. Donald Trump breaks into a smile, and nods, once. Without warning, the worst rock anthem you have ever heard begins blasting, and we cut away to an image of a heavily sexed up burger. "GOT A BUCK?" a shrill voice screams over the wailing guitars, "YOU'RE IN LUCK!". A number of different burgers flash across the screen like the fever dreams of a starving child. The narrator, struggling to pitch his voice above the thundering drums and walloping bassline, informs us that the burgers we are seeing are - in turn - a "DELICIOUS BEEFY BIG AND TASTY", a "MCCHICK-

EN SANDWICH" and "LOTS OF YOUR OTHER FAVOURITES". Suddenly, we're transported back to the Trump towers. Donald and Grimace stand side-by-side before a large glass window. They stare out into the mist-coated expanse of New York City, both silent, both brooding. "Together, you and me could own this town," Trump whispers, wrapping one cold and cloying arm around Grimace's shivering shoulder. Without warning, the ad cuts to black.

Thoughts: This hasn't aged well. It only gets this far up the list because it's depiction of the burgers - which is strongly and distressingly sexual - makes this just about the only advertisement actually concerned with promoting McDonald's products.

Rating: Cheeseburger but the cheese is made of a patty, and the patty is made of bread, and the bread is made of a cheesy patty. And also Donald Trump is there, watching you eat and licking his lips.

2) Grimace in Storyland (1989)

The Ad: Grimace and Ronald wander through a storybook-esque cartoon world. The pair see Red Riding Hood, wander past the cat, the fiddle, and the dish that ran away with the spoon, and narrowly survive an encounter with a giant. But when things get dicey, Ronald decides to bail them both out. Cut to the exterior of a McDonald's building. The pair are sharing a meal and laughing. "I always knew you loved happy endings!" says Ronald. Fade to black.

Thoughts: There's absolutely no way that was an accident.

Rating: Big Mac at the end of a night out in town. Good, wholesome fun.

1) The Ad I Wrote Just Now In My Head (Just Now)

The Ad: It starts off innocently enough. Ronald McDonald, Grimace, and the Hamburglar share a table in a run-of-the-mill McDonalds. The Hamburglar places a tray of burgers on

the empty table, and, being the absolute piece-of-shit human being he is, starts chowing into them without offering any to the other two. While the Hamburglar eats his way into a synthetic-patty-induced coma, Ronald McDonald and Grimace shit-talk him to his face. "I bet that fat fucking idiot wishes everything he touches would turn into cheeseburgers," Ronald sneers, nodding towards the Hamburglar.* The Hamburglar suddenly sits up, scratching his face. "Cheeseburgers?" he wonders. We cut away to the Hamburglar running through a fucked-up alternate universe where daffodils are the size of cars and the sky is purple. The Hamburglar touches a daffodil and it turns into a cheeseburger. He touches an apple on a tree, and it turns into a cheeseburger too. Ecstatic, the Hamburglar runs towards Ronald and Grimace. "Don't touch Grimace!" Ronald screams. The Hamburglar, stunned by Ronald's outburst, accidentally touches his finger to his own cheek. Instantly, the Hamburglar's face is transformed into a hideous, oozing, elephant-man-esque amalgamation of burger and face. "I touched my face!" he shrieks. Suddenly, we're back at the table in McDonalds. In an M. Knight Shyamalan-level twist, it's revealed that the entire second half of the ad only took place in the Hamburglar's warped mind. Ronald McDonald leans across the table and shoves a filthy red-gloved finger into the Hamburglar's pile of burgers. "You haven't touched your cheeseburgers," he gloats, winking, and the table bursts into raucous laughter. Cue music.

Thoughts: Jokes on you. This crack-addled, nightmare-inducing trainwreck of a child's ad is an actual advertisement run by McDonald's in 1984. Titled 'The Hamburglar's Touch', it's just about as disturbing as you would expect, given the title. This one takes the cake for the mere fact of its existence. How the fuck this got greenlit I will never know.

Rating: Texan BBQ with a steamed bun. Seriously, try it some time.

* Lightly paraphrased.

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Grimace: A Gay Icon

By CAMERON LEAKEY and LACHLAN MITCHELL

Sometimes we all commit to ideas that we think will work out well but in reality, are very hard to make come to fruition. Imagine a world where Grimace is a gay icon, then realize that this is the world we live in.

Madonna, Cher, Gaga, Pleakley from Lilo & Stitch, RuPaul, Grimace. What do all these names have in common; they're all fierce, strong and beloved gay icons. Grimace is a gay icon. He's here, he's queer, get used to it. A Gay Icon is defined by Wikipedia as "a public figure who is embraced by many within the LGBT+ community". Grimace is both a public figure and in my mind, wholeheartedly embraced by those in the LGBTQ+ community, not only for his tireless behind-the-scenes – and often extremely subtle – activism, but also for his support and advocacy to gays. Because regardless of your gender, ethnicity or creed we can all admit that Maccy D's at the end of the night is a pure treat and Maccy D's is nothing without some sweet sweet Grimace. Some may just describe Grimace as Ronald McDonald's gay best friend, but Grimace is so much more than that; he is a gay icon.

According to Wikipedia, a gay icon must embody four main qualities in order to be perceived as a gay icon, these qualities are: **Glamour, Flamboyance, Strength through adversity and Androgyny in presentation.** These are the truths that Grimace lives, these are the fundamentals of his being, the essence of Grimace.

Glamour

In 2018, Pantone announced the colour of the year was 'Ultra Violet'. Purple is en vogue and Grimace maintains this purple tone for its chic high class glamour. It is an effortless choice on his behalf – he was simply born this way. Whilst many would consider it tasteless and ill-considered accessorising, Grimace keeps it clean, he keeps it tight, his look is timeless and elegant. Purple is the colour of royalty, and Grimace is no different.

Just remember all the glamour that Grimace showed. The time when he danced with John Travolta at the White House, his iconic white look when he met with Hillary Clinton to discuss landmines, or his timeless looks when spotted out with Dodi Fayed in Paris. Dodi died, but Grimace lives, his glamour continuing to survive many a decade and this is unlikely to change.

Flamboyance

Grimace is flamboyant. I think it was the great (let's forget All Stars 4 please) drag queen Latrice Royale who once described herself as "large and in charge, chunky yet funky". These are the words that Grimace lives by. He has never felt a need to change his look to suit the tastes of others – he's the taste people come for. His strong personality attracts attention. Take his Purple for Poppers Celebration every Oscars Night, always the hottest night of the social calendar. He is confident, he is bold, he expresses himself. Flamboyance is not a show for Grimace, he is he who he is.

Strength through Adversity

Grimace's struggles with his evil side are well documented, he has had his demons, he has struggled, he has embraced himself and bettered himself and Grimace stands alongside the queer community as a strong supporter and advocate. On the Rainbow Flag, Purple signifies Spirit, fitting for a creature with as much spirit as Grimace. Strength through adversity takes courage, perseverance and persistence and throughout all the struggles that Grimace faces, he is a strong advocate and ally. After all, what else could one expect from the taste bud (or milkshake blob?) that threw the first Big Mac™?

Androgyny in Presentation

Although 'he' pronouns are preferred, Grimace appears androgynous. I mean look at him, you can't exactly say what he is let alone what gender he is just from appearance. And he likes it that way. His collaboration with MAC Cosmetics has given him the tools to further contour his appearance in a way that confuses yet excites those who see him. The Annie Lennox of the McDonald's universe, Grimace is a pioneer in androgyny. David Bowie actually took lessons from Grimace – not his sexual habits, luckily. Grimace is beyond reproach.

A new exhibition "Grimace: The Tasteful Tastebud", hosted by Naomi Campbell, is opening at the New York Metropolitan Museum this month where Grimace's fashion is displayed alongside his life work.



One Night Stand with Grimace

By LACHLAN MITCHELL

You've been having a couple of drinks and enjoying yourself – nothing heavy, but enough to let loose when your song comes on. You're shakin', you're groovin'. But then you turn your head, and you see him. It's Grimace. He's looking directly at you. You feel flustered and you blush.

Grimace wordlessly beckons you with one of his fleshy fingers. You go over. What are your first words?

A) I'm not here with anyone else, purple man. I've got some coke in my purse if you're interested.

B) Oh my God! I didn't think you'd look this beautifully proportioned in person!

C) I'm so glad you're doing well! Wanna take a selfie?

D) Grimace, my pussy is quivering for a kiss.

Grimace smirks. Holding a gin and tonic in his stump hands, he says that not only is he impressed by your body, he enjoys your spunk. He beckons to a car waiting outside – it's a 2019 Porsche 718 Boxster T, top of the line. You grin, and gladly walk outside the club. You hop in. Grimace asks where you want to go to get some food. Just not McDonald's, he only goes there for work.

A) Do you think you'd be able to get me into Harbourside? I need some scallops. It's a Friday night, but surely they'd make an exception for you.

B) There's some beautiful Korean BBQ not far from here!

C) Can we get some, uhuhhhh, pizza?

D) Grimace, I douched earlier for a reason.

Grimace pays for the bill, and escorts you

back to the car. He asks if you're having a good time, and if you want to head back to his place. You go red. Yes on both counts. Grimace, happy that you are happy, soon pulls up at his place. A gentleman, he suggests that you text your friends where you are, and that you send some pictures so they see who you are with. He wants you to feel safe and assured. Grimace says to make yourself at home while he gets the good wine. What music do you tell Alexa to put on?

A) 'Enjoy the Silence' – Depeche Mode

B) 'The Boss' – Diana Ross.

C) 'Walk Like an Egyptian' – The Bangles

D) 'Kiss' – Prince

Grimace walks in, two glasses in hand. He said he's always loved this song, and he can't believe you're a fan too. You drink – when you put your lips to the glass, you can sense the wealth in the drink. But soon he claps, and the lights dim. He stretches out his hand, and you grab it with a demure grin. He slowly walks you to his bedroom, pointing out precious artefacts that dot the walls in the house that McDonald's built. When you turn the corner into the room, you're expecting to undress at any moment. But when you enter, you just see a singular Big Mac™ on the immaculate sheets. Grimace asks you to do whatever it is that you please with it while he watches.

A) You take the buns, put them on top of your nips and lick your lips.

B) You stand still and contemplate what to do. After 30 seconds, you slip the Big Mac™ under your shirt and tell him to find it.

C) You just eat the burger. You're still hungry.

D) You take off your clothes, put some of the trademarked special sauce on your finger and dab it across your genitals. You then spread your legs.

With an intense look of lust in his eyes, Grimace turns off the lights. He asks you to strip and you gladly oblige. Having never worn clothing in his life, Grimace is always ready for action. You climb onto the bed, and Grimace lumbers on after you. When you look under the covers, you get the surprise of your life. Being a vaguely anthropomorphic taste bud, you weren't expecting Grimace to be packing anything. But when you hear the thump on the mattress, you realise that he just keeps it hidden, only whipping it out of his fat folds for special occasions. It's a night you will remember for the rest of your life. The next day, after sleeping the best sleep you've had in your entire life, Grimace wakes you up with a kiss. He says good morning beautiful, your Uber is waiting. How do you respond?

A) You give him your number, not really caring if he calls.

B) Mind if I smoke first?

C) Aw! Thank you so much! And it's discounted too? So cute.

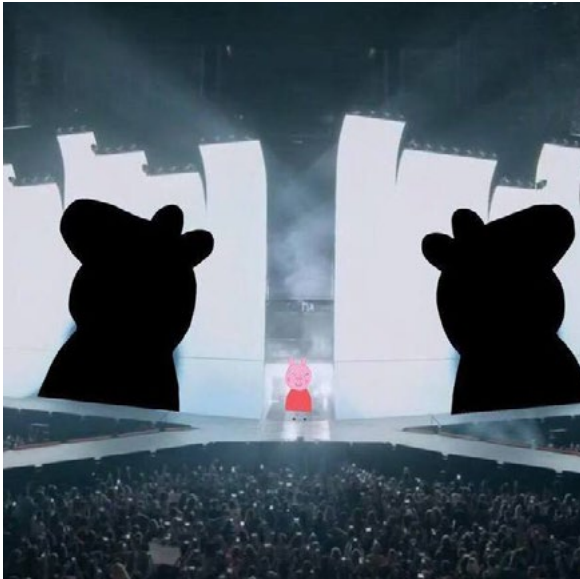
D) Next week. Same bar, same time.

Mostly As) Grimace thinks you're the savoury flavour he's wanted for so long.

Mostly Bs) Grimace wishes he could taste you again.

Mostly Cs) Grimace says you're sweeter than a sundae.

Mostly Ds) Grimace wants you to come back to his playground sometime.



PEPPA PIG - MY FIRST ALBUM | MAX LIM

10/10: *This slice of ham cooks itself*

Peppa Pig, one of the most promising and rebellious figures to hit the British music scene since the height of Brit-Pop, introduces us to her intimate yet uninhibited side of her. This album starts off with the track "It's Peppa Pig" - a perfect introduction to her first full length project. This is, without a doubt, the cleanest debut single I have ever heard. While the opening jingle is familiar, the choir that follows subverted my expectations thoroughly. She may share the same label as Azealia Banks, but 'It's Peppa Pig' shows an uncompromising belief in self that solidifies Peppa Pig as a lyrical star unchallenged. Find me a debut single with lyrics that hit your ears harder than 'Walking on two hooves, stomping the runway. Don't care if I'm not kosher, see if you find a badder bitch. I'll wait.'

There is a number of features who make an appearance in this album: Miss Rabbit, Madame Gazelle, Mommy, and Daddy Pig and even her brother George. To be honest, I am not that much of a fan of this 'feature culture' where the guest appearances are hollow and the collab is soulless. But this is not the case for Peppa - indeed, Madame Gazelle brings a life to 'Bing Bong Zoo' that ensures that it is a diamond, attesting to Peppa's ability to carefully pick only the most inimitable collaborators. The epitome of this trend as a negative would be Ed Sheeran's latest drop 'No.6 Collaborations Project'. Given that Ed's album solely relies on collaborations which unsurprisingly reveals that Ed is chasing after 'clout' from other Big Names in hip-hop, I think it is suffice to say that Peppa's feature list is a great juxtaposition. Peppa Pig has no need to chase anything; success chases her.

Putting it simply, this album is an instant classic. It has everything it needs; from the experimental and dynamic SOPHIE production, smooth transition between tracks ('Expert Daddy Pig' and 'Rainbow, Rainbow' in particular) and unparalleled expertise in choosing song partners, what else do you want? Another DJ Khaled project with obnoxiously boring and soulless tracks? Or possibly another super-saturated blend of sound brought to you by K-Pop groups who have decided to sacrifice their childhood to be the next new hot thang? The only question I have left after this album is how not many Grammys she'll win in February, but who will dare to nominate themselves in any category Peppa Pig is eligible for.



THE LION KING | SHEUK-YEENG TAN

6/10: *(Editor's note: We know better than to slander Beyoncé)*

It's time. My all-time favourite childhood animation has finally turned into life. I was so overjoyed to watch it and when I finally did - I was a tad disappointed.

Firstly, the realism aspect of the movie really did not cut it out for me. I walked into the cinemas without watching the trailer, and I already knew the storyline. But seeing the fur blowing in the wind, their glistening eyes and flowing waterfalls made it lose its element of childhood and innocence. It seemed too real to be animated.

Seth Rogan played the voice of Pumbaa, which I absolutely loved. Pumbaa has been my all-time favourite character in Lion King, and he did not fail to meet my expectations. He was so funny and humorous but also showed the bravery and friendship essential to the character. Simba initially was a very cute cub that just wanted to be a good son. But his character was easily the weakest. After being banished and accused of killing his father, he grew up in the jungle, alongside his two friends that rescued him, Timon and Pumbaa. Nearing the end, when Rafiki tried to explain to him who he really was, it became really rushed. It seemed as though the director just wanted the fight to start immediately and get the movie over and done with.

I also found Donald Glover's voice to be very irritable. He had grown up, but still had the voice of a cub. Very unusual to be placed together next to James Earl Jones as son and father. However, the music and the singing stayed true to the original - passionate and also emotional. It didn't make me cringe or flinch. It was lively - and even made me jam a bit to it too.



LOVE ISLAND: SEASON 5 | NEELAM RANCHHOD

10/10: *Just missing the Black Smoke Monster*

With almost every media outlet buzzing around the UK television series, Love Island, it would be extremely surprising if you weren't somewhat aware of its existence – mainly due to it being an unlimited meme fountain. A reality show that is entirely unreal, hosted by Caroline Flack, singles from all over the UK spend eight weeks in Mallorca, Spain, with the hopes of finding love and winning £50K (by being the last remaining couple on the island). However, regardless of winning Love Island, every islander still receives the 21st century millennial dream job of being a 'social media influencer' when they get voted out. This basically entails, Fashion Nova sponsorships and teeth whitening ads, which they probably don't even use but they hope that you will, by using their code for 10% off at checkout. Hour long episodes daily, filled with drama, tears, "romance" and hard-to-understand Scottish accents, watching Love Island will turn you off relationships completely or as I've seen on many Facebook comments "make you lose all your brain cells." Although Love Island hasn't taught me anything, other than being grateful for my education because I know that Barcelona isn't in Italy... Unlike recently booted out islander, Jourdan Riane, I will continue to watch it. And I will continue to act surprised when they say that their "heads won't be turned" and then watch their heads turn. Love Island is the type of show you love to hate, or in my case, hate to love.



BIG LITTLE LIES: SEASON 2 | LACHLAN MITCHELL

6.5/10: *Laura Dern Smash*

Last year, the previous editor of Craccum and myself had a rather spirited discussion on how Meryl Streep had not had a good role since 2008 – eking out an existence as Kooky Grandmother, Weird Ol' Witch or Crazyass Aristocrat, Meryl has been coasting on her reputation as America's Greatest Living Actor ever since my personal favourite movie of hers, *Doubt*. *Big Little Lies* promised to change that. "Meryl Streep on television! First time in 15 years! DON'T MISS IT, WHITE WOMEN!" And I did not, because the prospect of Meryl Streep and Nicole Kidman trading barbs was something I was hardly going to ignore.

And that comprises the only recommendable part of this season of *Big Little Lies*. Oh, when Meryl Streep as the (I use this carefully) sociopathic and abusive Mary Louise hits the screen, you're transfixed. When designated series hero Nicole Kidman fires back, it is beautifully tense television. But this show has other characters, remembered in my mind as Renata, Incredibly Annoying Reese Witherspoon, Bonnie Kravitz, and Shailene Woodley's Character. And it is a great shame that their plots are largely wasted – for a series centred around the depiction of (rich) women rising above, there's an element of trauma porn that undercuts the season. This is suspected to be a result of the director, Andrea Arnold, losing creative control after filming finished. I agree. I suspect the Emmys won't care, however.



TWO HEARTS: THE COMEBACK TOUR | CAMERON LEAKEY

8/10: *Laura Daniels should've won Dancing with the Stars: I know that doesn't sum up the review but it's something I needed to say.*

Q Theatre's Loft hosted Two Hearts, Laura Daniels and Joseph Moore's musical comedy duo, last week for a limited run (two shows) as a fundraiser for their efforts to play at Edinburgh Fringe in August. Two Hearts have been around for years, with their musical efforts continuing through from a 'pop arena show', a 'winery tour' and now a comeback show. If you've ever seen Laura Daniels on *Jono and Ben* then you'll know she's got quite the knack for writing clever pop comedy. You might wonder if a whole show of it is stale, but it's not, it's funny, clever and super fun. The only thing that isn't perfect is the forced 'fighting' between bandmates/lovers Laura and Joseph. Their faux fight in the middle of the show doesn't hold up and seems unnecessary in comparison to the beats of *'Factory Farm Girl'*, *'Baby Boom Boom'* and *'Boy Soup'* – *'Boy Soup'* sung right to Nadia Lim sitting in the front row. Two Hearts shines the most when it lets the music pull the laughs, not the faux band drama element. Two Hearts however is hilarious, super fun and showcases the growing powerhouse that is Laura Daniels. Edinburgh is in for a treat.



The Subtle Art of Not Giving A Fuck

HARRY CREEVEY

Self-help books are my guilty pleasure. People point out that they're optimistic, clichéd and oversimplified, and they absolutely are. But I think there's something great about sitting down for a few hours and losing yourself in one person's opinion on how everyone else should be living their lives. That's not to mention the little rush of personal gratification you get when you finish, even though you haven't actually accomplished anything by simply reading the book.

I think one of the main problems is that they shower you with opportunities for improvement. You become so inundated with new ways to improve yourself that you either become overwhelmed and never try to change anything, or try to change everything and fail to maintain anything. This is a real shame because if taken with a grain of salt and used selectively, they offer a great opportunity for self-reflection. And at university where every second person you talk to doesn't know who they are, what they want from life or why the fuck they're studying engineering when they hate maths, a little self-reflection could go a long way.

The other problem is that they're books and hardly anyone reads those anymore. I decided to try and solve these two issues by reading an assortment of self-help books and providing you with a sizzle reel of the best ideas they have to offer. Kicking off the series is *The Subtle Art of Not Giving a F*ck* by Mark Manson.

*The Subtle Art of Not Giving a F*ck* has the kind of mildly raunchy title that middle-aged people who just discovered emojis can't get enough of (remember *Sh*t My Dad Says?*). It's the same crowd who make marginal comments on *Stuff* articles and continue to proliferate minion memes. It's also one of the bestselling self-help books of the year and unsurprisingly, is doing especially well in Auckland where people give way too many fucks.

Mark begins the books by telling you to stop searching for positive experiences. He argues the more you desire things you don't have, the more discontent you feel with what you do have. The richer, hotter and happier you want to be, the poorer, uglier and unhappier you will feel. He recommends embracing the negatives because positive experiences are generated by overcoming negative ones. Humans are wired to create problems and if you find yourself caring a lot about small banal things, it is probably because you've got nothing better to care about. The solution to that is to find something worthwhile to care about, which is easier said than done, but it's worth spending some time with your thoughts to figure it out. Because without it, you will feel purposeless.

This leads well into a question he asks later in the book: "What can you bear to struggle with?" Everybody wants to be rich, successful and loved, but not everyone is willing to take the financial risks, put in the 40-hour weeks, or have the difficult conversations that are required to achieve these goals. It is easy to gloss over the details and glorify the final result but if you aren't willing to put in the work, you evidently don't want to achieve these goals. What you choose to struggle with is where you can derive purpose, and purpose will bring joy and meaning to your life.

I used to care a lot about people thinking I was smart. I did well at school, and I felt this enormous pressure to meet expectations. I realised last year that I wasn't gaining anything trying to impress other people. My grades aren't as good anymore because my values changed; now I use that time for activities that add to my life. I know myself better, I'm comfortable just being myself and I'm a lot happier for it.

While it is healthy to have some understanding of who you are, Manson also argues it is important to doubt yourself. He explains that when you discover something about yourself, this new aspect isn't necessarily right, it is just less wrong. By continually learning more about yourself and moving closer to the unreachable 'truth', you achieve personal growth. The main thing inhibiting this growth is certainty in the ideas you have about your abilities.

You see this all the time on UoA confessions with the classic "how do I make friends/ approach this person I like?" These people hold back because they think they know the outcome and therefore it's pointless. It's easier to be certain that no-one wants to be your friend or that someone will be disinterested than to try your luck and find out. Trying your luck means that the opportunity will be gone but deliberating on whether to act for weeks or months or forever doesn't give you anything more. The opportunity to grow afterwards is the same. So, if you approach everything with uncertainty, you've got nothing to lose. You may fail more often but you also get more opportunities to move further towards the truth and find purpose and that's what growing up is about.

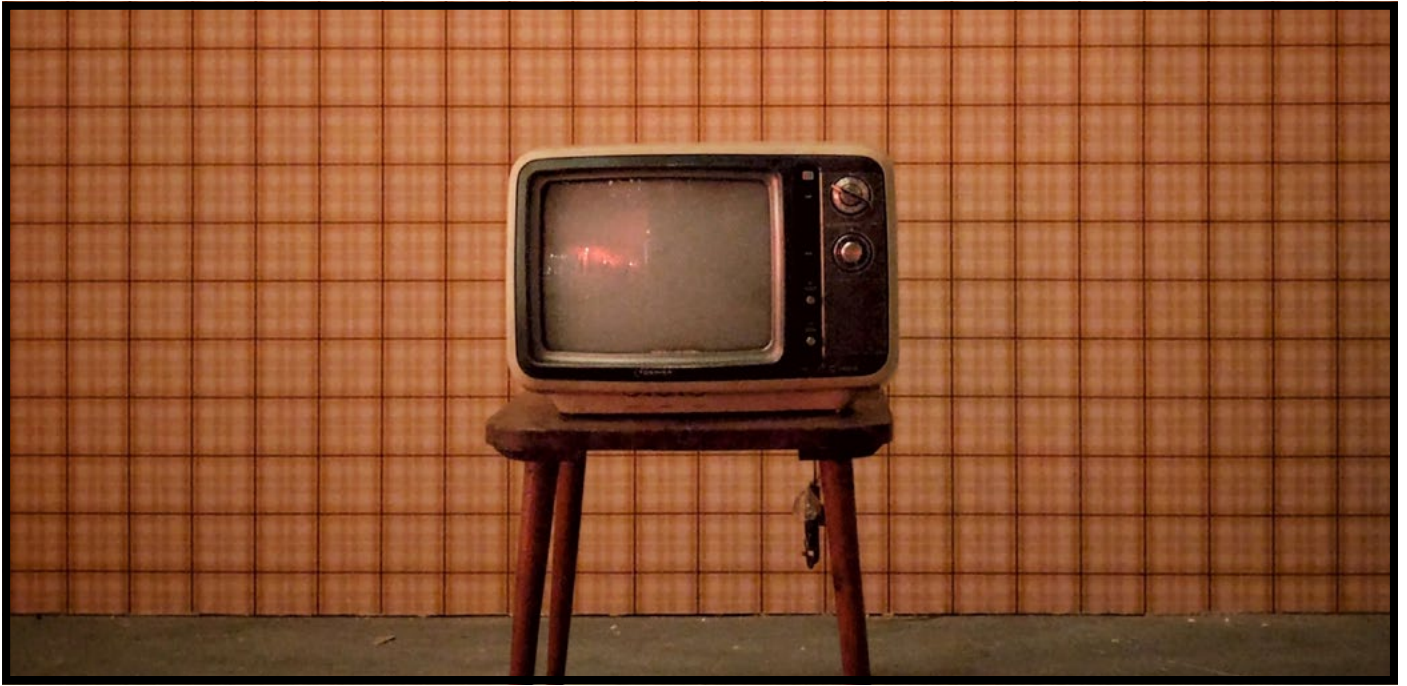
In sum:

- Self-help guides should be applied to your life selectively
- Positive experiences arise from overcoming negative ones
- To find purpose, find something worth caring about
- What can you bear to struggle with?
- Doubt yourself and you'll grow faster.

“

What you choose to struggle with is where you can derive purpose, and purpose will bring joy and meaning to your life.

”



Harry Styles Fanfiction: The New Frontier?

MADELEINE CRUTCHLEY

Does it feel to you like we've entered an entertainment time loop? I feel like I'm waking up in my own Groundhog Day universe at the moment, cursed to exclusively consume adaptations, sequels, remakes and reboots of properties I've already seen.

Some of them have been true works of art, like *Spiderman: Into the Spiderverse* (no, it's not just a kids movie, Mom!). Some of them were just fine, like *Ocean's 8* (Mom, there's lots of women in it!). Some of them were truly insulting, like the bland and emotionless *The Lion King* (No, it's not 'live action' Mom, it's animation with no movement or colour). Looking forward, there's many more to come, with a million Marvel movies scheduled, and trailers for *Charlie's Angels*, *Mulan*, *Frozen 2*, *Sonic* and *Cats* (the horror) all streaming now. Mainstream Hollywood blockbusters seem to be seriously lacking some originality, with major studios afraid to 'take a risk' on new intellectual property, banking on nostalgia and popular iconogra-

phy as a reliable source of profit. Copyright law is key to this process; protecting their precious characters from the public domain, being utilised in an extremely strategic way - who can hold on and renew copyright on iconic characters, who are baked into the pop culture zeitgeist?

Currently, copyright law in the United States dictates that exclusive rights are given to the original author or artist, which usually expires 70 years after the author's death. If the work is of corporate authorship (or created by "work for hire"), the copyright lasts for a whopping 95 years from publication or 120 years from creation (depending on which amount of time is shorter). These rights can be transferred, and often are between major

studios. For comparison, in New Zealand copyright law generally allows exclusive access for 50 years after the author's death. Obviously there are really complex elements of copyright that my law Gen Ed didn't quite cover, but this gives you an idea of guidelines followed by Hollywood. Studios are major supporters for the extension of exclusive rights to intellectual property. In the 1970s, Disney lobbied to secure an extension for exclusive rights to the original Mickey Mouse cartoon, *Steamboat Willie*. Ever since, the House of Mouse has been famously litigious over their intellectual properties, wanting to prevent their financially powerful figures from entering the public domain.

If the length of time of exclusive access was reduced, our mainstream media landscape would look entirely different. Copyright that lasted for 10 or 20 years would bring about an artistic apocalypse. Classic and iconic properties would hold much less long-term economic value, as studios would have exclusive access for shorter periods of time. This means we would get some wild

stories, with much less regard for legacy, because the IP loses all reliable value in the near future. Forget *The Avengers*, because the crossovers in this pop culture wasteland would be pure insanity. Captain Jack Sparrow could team up with Han Solo to win the Hunger Games. Eventually, original ideas and new stories would become the most valuable, as they could generate profit for longer amounts of time. Characters that are major players in pop culture would be accessible as public domain and our own stories about them would be considered fair use. However, with pressure from studios, this exciting world is a far way off.

However, current copyright law still leaves some room for creativity. In 2011, the best-selling novel *50 Shades of Grey* became a sexy sensation. Famously, the book began as a fanfiction about *Twilight* that the author typed up on her Blackberry mobile. In 2015, a movie adaptation was released. Another fanfiction film was released this year, *After*, originally a Harry Styles romance uploaded to Wattpad. I know - the quality of these

films leave something to be desired - but they put forward an interesting opportunity for navigating strict copyright parameters. Fanfiction allows people to adapt mainstream premises and tell new stories, possibly more interesting ones. This can lead to new content entirely, where the original property becomes an influence the author pulls from. Indiana Jones, obviously now one of those properties heavily guarded by Disney, was born due to Spielberg's inability to make a James Bond film. Many of the same attitudes and spy tropes are present in the franchise, but he produced new characters and a new property, pushing originality in Hollywood forward. Fanfiction, though it may induce some giggles in mainstream depiction, is adaption occurring legally within public domain. It presents a space for storytelling between consumers and allows for diverse representations (of gender, race, sexuality etc.) not yet present in mainstream film. Until strict copyright law is dead, fanfic could be the tool to challenge it. Just make sure to filter out the NSFW stuff.

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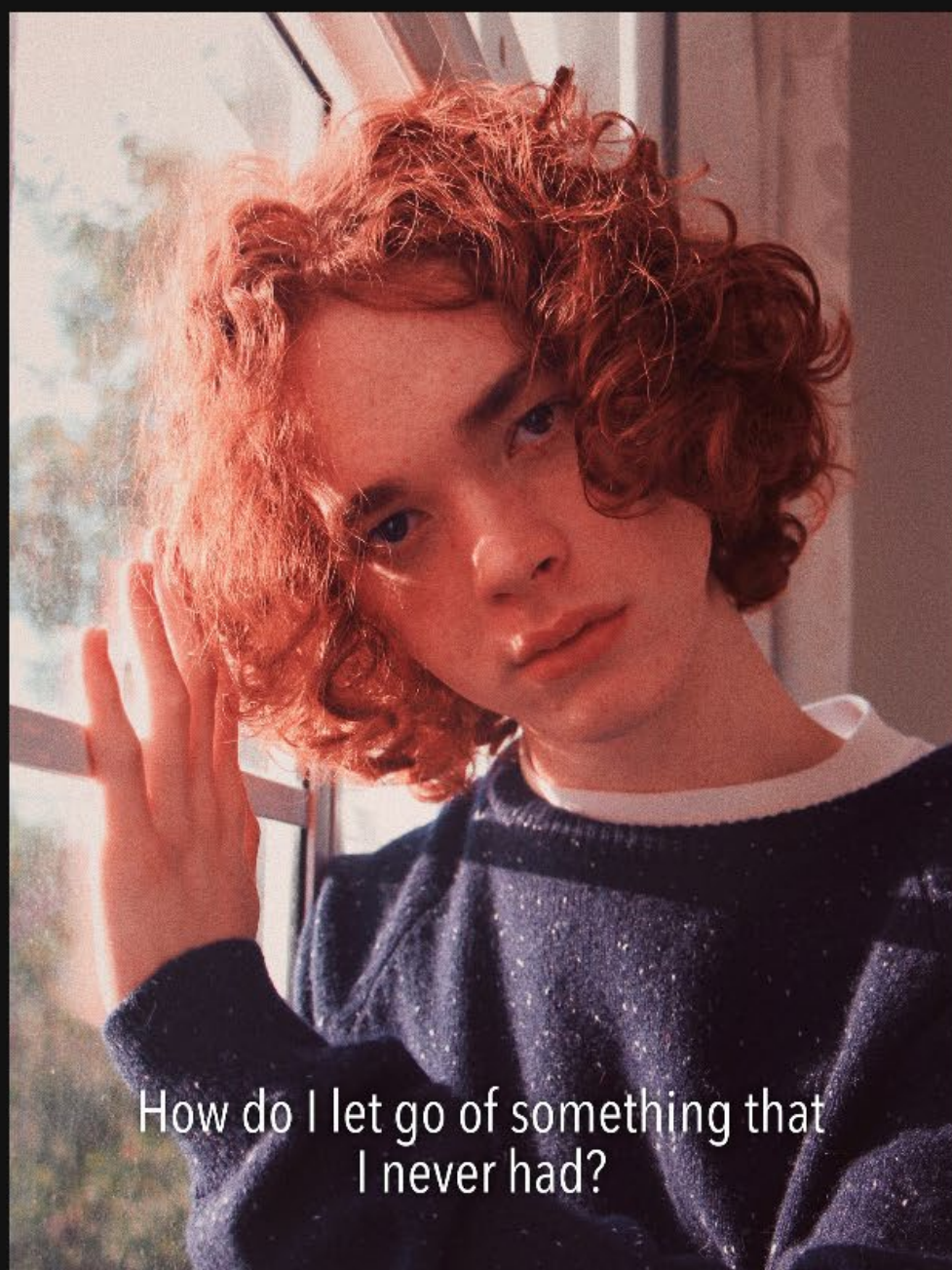
SHADOWS
BAR & CATERY



Unreciprocated

By Flora Xie (@floraescent)







I only see you when I sleep, but I've forgotten how to do that without you.



So why couldn't you love me?



Top 10 “Boba” Flavours from Gong Cha

SHEUK-YEENG TAN AND BRIAN NG

As we all know, Gong Cha has opened a new store right in the heart of University – and this means we will start seeing more students holding Gong Cha cups to lectures now than Starbucks.

As much as I love my coffee, I also love my tea. If you don't know what Gong Cha is, then you are truly missing out! Gong Cha is a widely popular bubble tea chain that was founded in Taiwan and has now branched out into many different countries, including New Zealand. After its launch in 2015, popularity soared for their chewy tapioca pearls

and freshly brewed quality tea beverage that is earning its reputation. In New Zealand, they have now opened up nine stores nation-wide and are expected to expand to even more locations.

At Gong Cha, they have over 50 different flavours to choose from - as well as picking your choice of sugar and ice level (for

cold drinks). There is also a hot drink option to select.

The bubble tea craze is growing, and becoming increasingly popular among students. We see many more stores opening, selling bubble tea in neatly decorated, Instagram-able cafes, which is absolutely irresistible (I'm guilty of this). There are even

'make your own bubble tea' stores out there! However, any amount of competition is no match for this bubble tea giant.

Before our campus store, I could justify not getting Gong Cha because it was "too far away" and I had to run to my next class. But now, their new campus location means dangerous accessibility and is more convenient than having to walk ALL THE WAY down to Lorne Street and being out of breath for my next class (that killer climb back).

With this new campus store, because it's a small kiosk, there are limited options. There are no earl grey tea or oolong tea. There is only the Oolong Milk tea with Foam and the Oolong Milk tea with Herbal Jelly.

My all-time favourite drink has to be the Oolong Milk Tea with Herbal Jelly, with 70% sugar and 30% ice. I've always gone for my go-to drink, but I ought to try something new!

Now let's put it to the test – what are some of the most popular flavours of Gong Cha among university students?

10. Lemon Wintermelon with Basil Seeds **HEALTH SERIES**

This drink is one of a kind. It has a distinct refreshing sweetness from the wintermelon, but the basil seeds may not be for everyone. I personally found the seeds to be a bit off-putting. Some students absolutely love wintermelon drinks because when the wintermelon is cooked, it adds a caramel flavour to the drink. Another bonus is that it helps to detoxify the body as well!

Note: you can't change the sugar levels on this drink!

"I don't like the feeling of the seeds popping in your mouth"

9. Mango Green Tea [LIMITED TIME ONLY] **CREATIVE MIX SERIES**

An unexpected flavour drink that I would recommend y'all to try out is the Mango Green Tea. It goes great with Mango Pearls as it gives the drink a grittier yet bouncy

texture. The sweetness of the mango really give your tastebuds the Owen Wilson 'wow' treatment. Wow. Unfortunately this drink isn't available in the UoA store, but it's worth the walk down to Lorne Street when your timetable allows.

"Chewing on the Mango Pearls is a whole new experience!"

8. Honey Lemon Drink **HEALTH SERIES**

Personally, I would rate the Honey and Lemon Drink higher due to nostalgia because sipping that hot drink on a cold rainy day with a good book is honestly such an amazing feeling, but if you haven't tried this drink out yet, get it hot when it's absolutely pouring down. The journey your mouth goes on starts with the sweetness of the honey and ends with the light sour after-taste of the lemon.

"It's like my ex, starts out sweet but it eventually left a sour taste in my mouth"

7. Milk Foam Green Tea **GONG CHA SIGNATURE SERIES**

For my fellow brothers and sisters out there that are lactose-intolerant, my heart goes out to you. I love adding layering of milk foam on all of my drinks because taking that first sip of a hot drink with the initial taste of the cool milk foam gives me the strength to attend my 8ams. I personally love a green tea if I've hit town the previous night as there's nothing like it to help battle the questionable choices I've made the night before.

"This goes well with pearls and egg pudding!"

6. Dirtea Brown Sugar **FRESH MILK SERIES**

Surprisingly their Dirtea appears to be decently popular among students! This drink means a "dirty" version of brown sugar syrup drizzled on it. This is a recent addition to their drinks menu. You can customise it with or without tea, and it comes with their signature milk foam with oreo cookie crumble sprinkled on top.

"This one is a bit odd-tasting - I don't think I'd buy it again"

5. Taro Milk Tea **MILK TEA SERIES**

Although I'm not a huge fan of taro itself, the drink has got a distinct sweetness but also nutty taste. I initially didn't quite like the taste but it grew on me! Most people would enjoy this drink with pearls or even red bean. The drink usually comes with taro cubes, but if you're not a fan, you can get it without! But I do recommend giving it a go.

"Personally, I think this tastes way better than Cha Time"

4. Oolong Milk Tea **SIGNATURE SERIES, MILK TEA SERIES, BREWED TEA SERIES AND FRESH MILK SERIES**

Personally, this one is my favourite. Originated in Taiwan, it has a sweet, flowery scent, with a buttery aroma and milky savour. It appears to be quite popular with their signature milk foam series or the fresh milk series. Nonetheless, oolong seems to be one of the top favourite drinks! The drink comes both hot and cold, and while the cold one is great, I prefer the hot option with milk foam on top.

"I love the sweetness of the tea, especially with the herbal jelly topping too"

3. Earl Grey Milk Tea with 3J **MILK TEA SERIES**

Firstly, the 3J again means 3 different types of topping - pudding jelly, grass jelly and of course, the classic black pearls. Personally, I love drinking hot earl grey tea, but I'm not a fan of the tea alongside three different toppings. But if you love a strong earl grey tea, or are just feeling a little spontaneous, definitely give this drink a whirl!

"This one is still my fav drink of all time"

2. QQ Passionfruit Green Tea **CREATIVE MIX SERIES**

QQ Passionfruit Green Tea has two types of toppings - coconut jelly and black pearls.

The QQ stands for the two different toppings. Our student experts say that the drink can either be sweet or sour - with sugar the drink will taste sweet, if without, then it will taste sour. The two toppings gives us extra texture and something to cheer on, while indulging the unique passionfruit and green tea.

"The passionfruit isn't very subtle and it really makes its presence known"

1. Pearl Milk Tea **MILK TEA SERIES**

Taking out the top spot, of course we have the ultimate favourite - the OG Pearl Milk Tea, that consists of beautifully-brewed black tea, fresh tapioca pearls and a big fat straw (preferably metal - let's try to reduce our use of plastic-straws!). This is also very popular in the hot drinks too. What better than a hot original pearl milk tea on a cold winter's day?

"It's basically like going home after being away for so long"

"Can't go wrong with pearl milk tea"

Looking at these drinks, it makes me want to try something new too! Our expert suggests when buying your drink, to get half sugar rather than the standard 100% sugar. My co-writer, Brian and I had a wee chat with the Marketing director, Sheng Jian, and we found out that his top favourite is the original Pearl Milk Tea (obviously), Strawberry Milk Tea with Milk Foam and also the Passionfruit QQ Green Tea. He also recommends that new drinkers try out their signature milk foam series. Their milk foam is slightly different compared to other bubble tea stores. Gong Cha's signature milk foam should be mixed well with the drink - they do not use cream cheese, and they also do not have cheese foam like many other stores do. I personally find the milk foam to be a nice

touch because it adds a different texture to the tea.

With growing popularity towards adopting a more environmental approach, Gong Cha has plans to introduce paper straws, but are currently conducting tests for the paper straws to work with the cups (stabbing ability). There are also plans to introduce reusable Gong Cha merchandise cups - so make sure to keep an eye out for those!

For those of you that ended up reading the entire article, the winners from the Gongcha Facebook competition are **Jenna McLachlan** [Facebook] and **Elisha Ng Lam** @iamleeeee-sha (Instagram), please message Craccum Magazine on Facebook or email subeditor@craccum.co.nz to organise a time to collect your amazing prizes.

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HOROSCOPES

Our in-house oracle Average Kevin has studied the stars for you this week, and is here with special predictions about your future.

ARIES

21 march - 20 april



Violence is not the answer. It may feel justified, but breaking some random's arms and legs in Albert Park hasn't worked for you so far, has it? Try other ways to channel your energy this week, such as yoga or hula-hooping.

TAURUS

21 april - 21 may



The moon is a bit depressed this week, but don't worry, because your stars are smiling down on it. Avoid birds larger than your hand.

GEMINI

22 may - 21 june



The stars are saying that you might want to take up a new hobby, because otherwise this week is just going to be so mind-numbingly boring, that it isn't even worth describing here. Try yoga, or hula-hooping.

CANCER

22 june - 22 july



Winter has left the trees bare and the wind chill, but below the gloomy sky and amongst the bitter rain still lies opportunity. No matter the weather, no matter the season, look to enjoy the week for all it is worth.

LEO

23 july - 22 august



Be aware, for this week will reveal something which will change the twisted path of your life for good. It may not seem like much when you encounter it, but if you watch for it, you may be able to capitalise.

VIRGO

23 august - 23 september



What are you doing? Don't be sad! Sad backwards is das, and das not good!

LIBRA

24 september - 23 october



The person who has just the slightest hold on your heart does not love you back, they will never love you back. Venus, ever the romantic, has given you this week to move past it, but if you do not, Mercury's cruel humour awaits.

SCORPIO

24 october - 22 november



Once upon a time there was a being who swore they would change. They swore they would go to the gym, eat vegetables, not skip 8ams. That being was you. Are you going to live up to it?

SAGITTARIUS

23 november - 21 december



Everything may seem a bit inverted this week. Up is down, left is right and that one friend who stubbornly avoids university is now coming to every lecture. Order is chaos this week, but relax, for it should settle soon.

CAPRICORN

22 december - 20 january



Going back to an ex is like reheating McDonalds. Why would you? It just tastes wrong, and will leave you with long-lasting regrets. Instead of that, go do some yoga, or possibly hula-hooping - it's far healthier, and good for your soul.

AQUARIUS

21 january - 19 february



Venus has frowned upon your overuse of green highlighters. Beware of her wrath, for if you cross her, you will regret it. It may be advisable to try other colours this week, for example, yellow, so that you can placate her.

PISCES

20 february - 20 march



It's week two: debatably the hardest week of any semester. Keeping those new semester resolutions is going to be the biggest challenge of your week but if you get through the next five days you're well on your way to making new habits. Just don't stop at Munchy Mart on Friday and everything will be okay.

the people to blame.

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