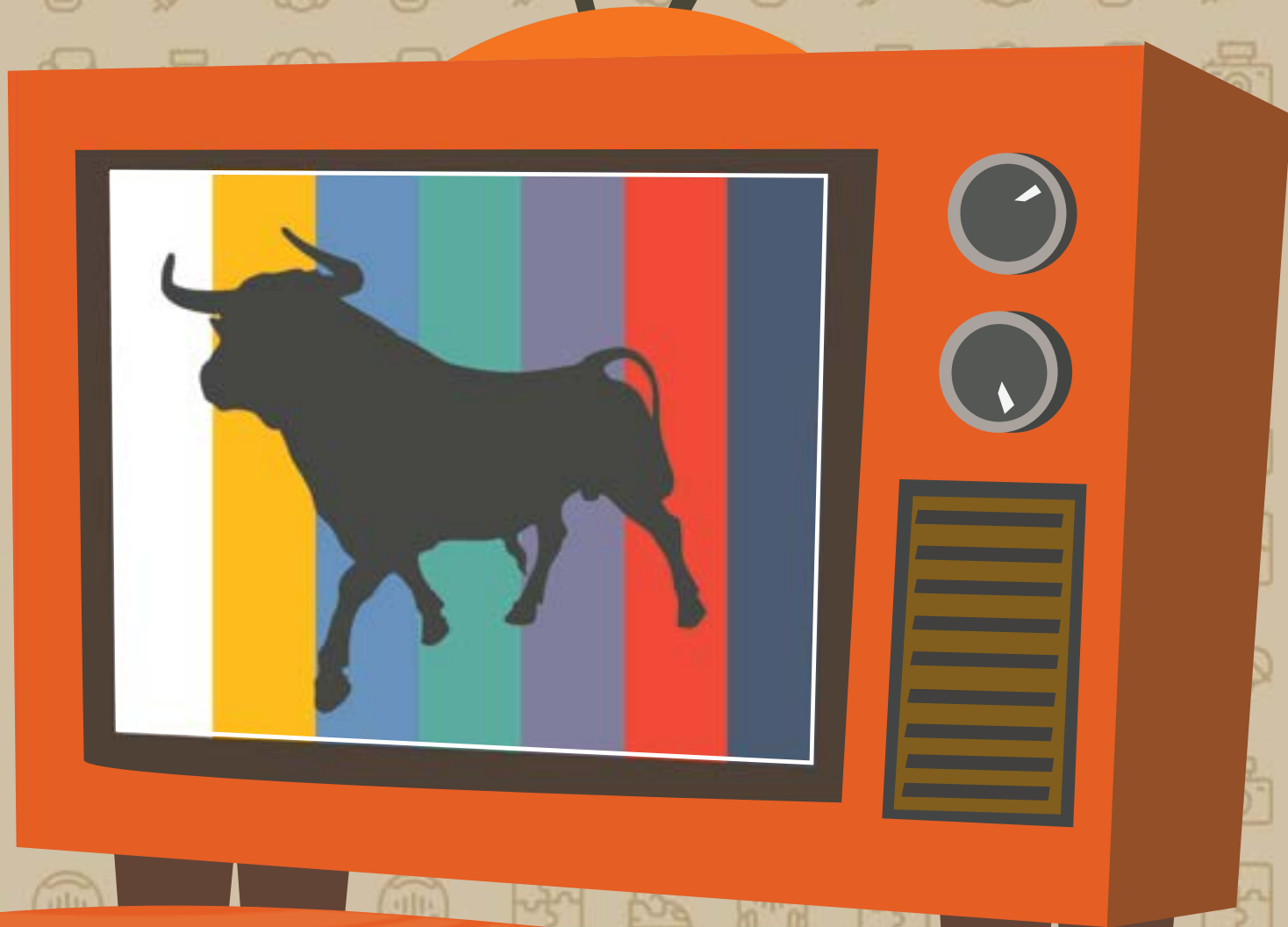


**THE ORACLE**

**SPRING 2020**



**ENTERTAINMENT ISSUE**

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### SPONGE EXCHANGE

01/17/2020 - 03/07/2020  
USF CONTEMPORARY ART MUSEUM

### DOWNTOWN WEDNESDAYS - TAMPA

Recurring weekly on Wednesday until 12/30/2020  
DOWNTOWN TAMPA - VARIOUS LOCATIONS

### GASPARILLA THEMED HYDE PARK HEALTHY

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HYDE PARK VILLAGE

### MAKE AND TAKE TERRARIUM

02/05/2020  
CRITTER COMPANIONS HOMESTEAD

### A MIDSUMMER NIGHT'S DREAM

02/06/20  
STRAZ CENTER FOR THE PERFORMING ARTS

### CAM CLUB PRESENTS FILM ON THE LAWN

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USF CONTEMPORARY ART MUSEUM

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### TAMPA RIVERWALK DINE & WINE TOUR

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TAMPA, FL

### FRIDAY NIGHT HEIGHTS

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### MARTIN LAWRENCE - LIT AF TOUR

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### THE FABULOUSLY FUNNY COMEDY FESTIVAL

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02/08/2020  
FOWLER FIELDS AT USF

### PICKER PLACE YBOR ~~~ VINTAGE MARKET

Recurring weekly on Sunday, Saturday until 12/27/2020  
PICKER PLACE YBOR

### SANT'YAGO KNIGHT PARADE

02/08/2020  
7TH AVENUE, YBOR CITY

### SPARKMAN SUNDRIES

02/08/2020  
SPARKMAN WHARF

### TAMPA RIVERWALK SWEET N' SPICY FESTIVAL

02/08/2020  
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### SWEETWATER FARM SUNDAY MARKET

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### BEER, BOURBON, & BBQ FESTIVAL

02/15/2020  
CURTIS HIXON WATERFRONT PARK

### TAMPA BAY CHOCOLATE FESTIVAL 2020

02/15/2020  
CARROLLWOOD CULTURAL CENTER

### YBOR CITY SATURDAY MARKET

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### SOUTHERN ROCK & BBQ MUSIC FESTIVAL

02/21/2020 - 02/22/2020  
MASONIC PARK AND YOUTH CAMP

### HEIGHTS UNITES MUSIC & ARTS FESTIVAL

02/22/2020  
BREW BUS BREWING

### FAT TUESDAY MARDI GRAS PARTY

02/25/2020  
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### BLACK HERITAGE EXPO 2020

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UNIVERSITY MALL

### TAMPA TACO FEST 2020

02/29/2020  
AL LOPEZ PARK

### FLORIDA STRAWBERRY FESTIVAL

02/27/2020 - 03/08/2020  
FLORIDA STRAWBERRY FESTIVAL

### ROCK THE PARK - FREE DOWNTOWN CONCERT

Recurring monthly on the 1st Thursday until  
12/03/2020  
CURTIS HIXON WATERFRONT PARK

### GASPARILLA MUSIC FESTIVAL 2020

03/07/2020 - 03/08/2020  
CURTIS HIXON WATERFRONT PARK

### THE HEIGHTS MORNING MARKET

Recurring monthly on the 3rd Sunday until 12/20/2020  
ARMATURE WORKS AT THE HEIGHTS

### GASPARILLA INTERNATIONAL FILM FESTIVAL 2020

03/17/2020 - 03/22/2020  
DOWNTOWN TAMPA, YBOR CITY, TAMPA HEIGHTS,  
SEMINOLE HEIGHTS

### 12 ANGRY MEN

03/20/2020 - 04/05/2020  
STAGEWORKS THEATRE

# Boycott movie theaters, your wallet will thank you



Brian Hattab

SPORTS EDITOR

Movie tickets are expensive.

An 8 p.m. IMAX showing of "Birds of Prey" next Friday at AMC Veterans 24 in Tampa will run you \$19 a ticket.

A standard showing at 9 p.m. isn't much better, given that costs \$14.

Granted, that's surge pricing at its most classic example. But still, the

average cost of a movie ticket in 2019 was more than \$9, according to the Hollywood Reporter.

Given how expensive it is to see a movie in theaters, the least Hollywood could do is give us something original.

But it won't, and it's almost like the industry doesn't care.

And why should it? Consider the top grossing movies of 2019. The entire top 10 consists of movies that are either remakes, sequels or adaptations of existing stories and characters.

Movies are stuck in an endless cycle — and it's our fault.

Yes, that first-person plural pronoun was intentional. I'm guilty

of seeing the No. 4 (Frozen II) and — albeit, very reluctantly — the No. 3 movie (Star Wars Episode 100: Enough Already, Disney).

Funny, right? The person upset at the lack of creativity in Hollywood partakes in watching Hollywood movies.

But this isn't an original opinion by any stretch of the imagination. A quick Google search of the phrase "Hollywood is unoriginal" proves this is a popular opinion — though some seem to think it's always been like this.

It doesn't have to be this way, though. There are plenty of writers out there who would love to get their chance at a big-budget production

but can't because studios are spending all their money on endless superhero movies, remakes of classics like "The Lion King" or just plain horrific ideas like the furry-esque adaptation of "Cats."

But why should the big Hollywood studios change their gameplan when we continue to eat this garbage up by the gallon?

Television underwent a renaissance during the last decade because people were fed up with lazy network scheduling, which consisted mainly of reality shows and endless CSI spinoffs.

Alternative options popped up when companies like Netflix, Amazon and Hulu realized people

still wanted to watch TV, they just didn't want to watch what was on TV. Enter "Orange is the New Black," "BoJack Horseman" and all the others that propelled us into another golden age for television.

Movies can have this same renaissance, but the only way for it to start is if we all stop paying nearly \$20 to see remakes, new adaptations and other unoriginal ideas.

The only way to get Hollywood to listen is to hit them where it'll actually listen: The fat pile of cash it sits on after releasing 20 Marvel films a year.



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## Chinese New Year celebrations kick off this month

By Cheyanne Brubaker  
CORRESPONDENT

Chinese New Year, also known as the Lunar New Year or Spring Festival, is the most important holiday in China. Its rich history can be traced back to about 3,500 years ago. In 2020, the "Year of the Rat" began on Jan. 26. As the most important festival on the Chinese lunar calendar, the holiday is not only a time devoted to honoring household deities and ancestors, but bringing family together as well.

During this time, tranquility in the home and family are the No. 1 priority. When the Western calendar was adopted in 1912, Chinese American families joined in celebrating Jan. 1 as New Year's Day. China, however, continues to celebrate the Chinese New Year across the globe.

There are a number of local organizations both on and off campus who promote Chinese American inclusivity and encourage an appreciation for Chinese culture. The USF Chinese Culture and Language Club is hosting their Fourth Annual Chinese New Year Celebration.

The event will take place Feb. 12 at 6 p.m. in the Marshall Student Center (MSC) Ballroom with free admission, food and performances to kick off the Chinese New Year. They are currently accepting applications for volunteers, performers, models and emcees.

The Suncoast Association of Chinese Americans (SACA) "was established in 1982 as a

nonprofit organization in the Tampa Bay area. The purpose of SACA is to provide cultural and social connections among Chinese Americans, and to encourage appreciation of Chinese history and culture," according to SACA's website.

They have been holding events in the U.S. each year to honor various Chinese traditions such as the Chinese New Year, Dragon Boat Festival, Moon Festival and Mid-Autumn Festival.

On Feb. 1, SACA held the 2020 Chinese New Year Celebration at Waterworks Park in Tampa. The event featured numerous cultural exhibits, performances, dragon and lion dances, Chinese food vendors and cultural crafting.

If you're willing to drive a bit, University Tai Chi in Sarasota is hosting a Chinese New Year Open House this Tuesday from 6:00 to 7:00 p.m. They will be holding Tai Chi demonstrations followed by traditional snacks and tea to teach visitors about Chinese culture.

While you're in the area, the Sarasota Chinese Academy is hosting a Spring Lantern Festival celebrating the new year on Feb. 8 from 3:00 to 5:00 p.m. There will be performances by the academy's students and local cultural groups. Children age 5 and under are free, and prices for adults range from \$15 - \$50.

No matter your background, everyone is invited to join in on these Chinese New Year festivities and celebrate the new decade and the Year of the Rat.



# THE ORACLE OPEN HOUSE

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Nathaniel Sweet  
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# Fox Network, NFL rakes in big bucks from Super Bowl commercials

By Courtney Holland  
CORRESPONDENT

Super Bowl Sunday is the day that all football lovers anticipate, as it is a time of rivalry and playful competition. In recent years, however, the Super Bowl has attracted more than just the attention of football fans. People from all over the world tuned in to Fox Network last night to watch the multi-million dollar Super Bowl commercials made by many different brands.

This year, companies fumbled over each other to buy out all of the 77 slots Fox made available. All the slots were sold out by November, the earliest they've sold in a decade, according to the publication Deadline.

For last night's Super Bowl, each commercial cost over \$5 million to air between gameplay. These commercials flashed



With Super Bowl viewership at just over 95 million people in the U.S. alone, it's understandable as to why these companies would pay crazy amounts of money for slots during the game. **SPECIAL TO THE ORACLE**

across millions of screens and the companies that paid for them played a risky game of making that money back.

It used to be a much safer game, though.

The first commercial to go viral was in 1984 during Super Bowl

XVIII when Apple introduced the Macintosh computer to the world. That advertisement cost only \$650,000. Ever since then, however, the Super Bowl has been used by companies to advertise their products through 30-second commercials that

skyrocketed to cost millions of dollars.

In 1967, the first Super Bowl priced commercials at \$37,500 for a 30-second slot, but this number only grew with the viral sensation that came out of the Apple ad. In 2000, the price raised to \$2.2 million. In 2019, the average cost of a commercial aired during the Super Bowl was between \$5.1 to \$5.3 million. This number has risen this year to cost between \$5 to \$5.6 million.

These numbers are just for the time slots during the Super Bowl. We also have to take into consideration the costs to create the commercials. The 30-second advertisements themselves cost the companies a great sum of money to make, anywhere from \$3,000 to \$25,000, especially if they feature celebrities.

Some of the celebrity ads from

this year included the "Before Alexa" Amazon ad featuring comedian Ellen DeGeneres and her wife, actress Portia de Rossi and the Smaht Pakh Hyundai ad with Chris Evans, John Krasinski, Rachel Dratch and David Ortiz.

Even with the costs that go into producing and airing these commercials, companies such as Doritos, Budweiser, Olay and many more pay for these time slots annually. With Super Bowl viewership at just over 95 million people in the U.S. alone, it's understandable as to why these companies would lay out that kind of money.

Given the insane amounts of money these companies spent to showcase their products during the game, the advertisements never fail to leave an impact on everyone tuned in.

## IS NURSING YOUR NEXT STEP?

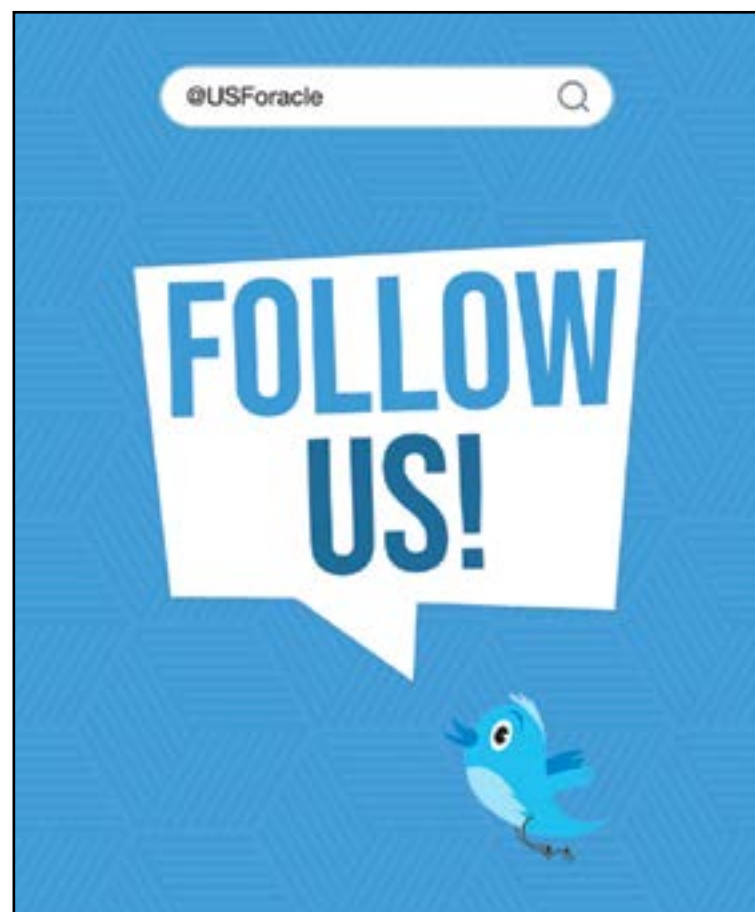
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# Never a boring day in Downtown Tampa



Leda Alvim

MULTIMEDIA EDITOR

Whether it's day or night outside, there's always something to do in Tampa. Home of the Buccaneers and the Bulls, Tampa is famous for its tourist attractions and gourmet spots across town, attracting those looking for an afternoon coffee at a local shop, an action-packed day at Raymond James Stadium or a thrill ride at one of the highest roller coasters in the country.

Needless to say, the Tampa Bay area is pure entertainment.



Armature Works has a variety of things to do such as a food court, bar and lounge, and an outdoor seating area. **SPECIAL TO THE ORACLE**

## The Florida Aquarium

Home to more than 7,000 aquatic plants and animals from Florida and all over the world, the

Florida Aquarium educates the Tampa community about marine life and supports conservation efforts to protect and restore endangered marine life in the Bay area. Located in Tampa's Water Street district, the aquarium sits right next to the newly opened USF Morsani College of Medicine. Tickets vary from \$25 - \$35 for general admission and they are cheaper when purchased online.

## Armature Works

Once the storage and maintenance facility for Tampa Electric's (TECO) streetcars, Armature Works rapidly became one of the most visited spots in Tampa Downtown. The 73,000-square-foot commercial space offers several dining options — from vegan and vegetarian dishes to sushi and

burritos — that can please any taste. In addition to restaurants, Armature Works also consists of Heights Public Market, multiple event spaces, a shared workspace as well as bars. An outside seating area is also provided to



Oxford Exchange is one of Food Network's "Most Instagrammable Restaurants in America." **SPECIAL TO THE ORACLE**

those looking to get a little bit of Vitamin D or enjoy the waterfront view.

## Sparkman Wharf

Located along Garrison Channel in Downtown Tampa, Sparkman Wharf is Tampa's newest destination for work, outdoor recreation and dining. The space features a dining garden consisting of ten restaurants with different concepts, a biergarten and lawn that hosts live music and community yoga. Sparkman Wharf is open Tuesday through Sunday, 11:00 a.m. - 11:00 p.m.

## Tampa Museum of Art

Celebrating its 100th anniversary, the Tampa Museum of Art attracts hundreds of visitors daily through its engaging exhibitions and educational programs that emphasize ancient, modern and contemporary art. Home to one of the largest Greek and Roman antiquities collections in the southeastern United States, the museum hosts exhibitions of artists from all over the world, including Yayoi Kusama, Oswaldo

Vigas and Jesús Rafael Soto. With free admission to students, the museum is open Monday through Sunday, 10 a.m. - 5 p.m. On Thursdays, the museum is open until 8 p.m.

## Oxford Exchange

Looking for a place to get some work done or for an afternoon coffee? Well, look no further than Oxford Exchange. With the purpose to cultivate community and conversation, Oxford Exchange rapidly became a famous spot in Tampa to grab brunch or get some work done during the week. It is one of the Food Network's "Most Instagrammable Restaurants in America." Originally built in 1891, the location currently offers a local coffee shop, a bookstore, a restaurant and a vintage shop. Oxford Exchange is located on West Kennedy Boulevard, right across the street from University of Tampa. If you are looking for a London aesthetic in Tampa, the restaurant is open Monday through Friday, 7:30 a.m. - 5:30 p.m., and on weekends from 9:00 a.m. to 5:30 p.m.



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# Oscar nominations reflect current culture



Jared Sellick

COLUMNIST

The 92nd Academy Awards, known by most people as the Oscars, are coming up this Sunday, and there are nine films being considered for Best Picture. "Marriage Story," "Parasite," "The Irishman," "Joker," "Once Upon a Time in Hollywood," "1917," "Jojo Rabbit," "Ford v.



Some of the nominations for Best Picture include "Joker," "The Irishman," "1917," and "Once Upon a Time in Hollywood." **SPECIAL TO THE ORACLE**

Ferrari" and "Little Women" are all nominated for the award.

Only one movie will get the

Oscar for Best Picture, but the films being considered tackle a variety of themes. "Parasite"

offers a thorough critique of capitalism. "Marriage Story" explores the struggles that many

modern American families experience.

When cinema is at its best it serves as a reflection of culture. Ideally when you analyze some of the year's best films thoroughly, you can glean some knowledge about the culture we all live in. In a time of political instability all over the world and rapidly transforming societal norms, it is more important than ever to make those observations.

"The Irishman" directed by Martin Scorsese is an action-packed thriller that also has profound things to say about life and what's important at the

[See OSCARS on PAGE 15](#)



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# OSCARS

## BEST PICTURE

Last year, "Green Book" took home the Oscar for Best Picture. **SPECIAL TO THE ORACLE**

### OSCARS

Continued from **PAGE 14**

end of it. Not to overtly spoil plot points, but the decisions made by the main character, portrayed by Robert DeNiro, put his relationship with the mob over his family and those that are close to him. Any careful watcher of the film will take away a new outlook on their own life and

what they value.

"Marriage Story" directed by Noah Baumbach takes the viewer on an emotional journey through the divorce proceedings of the young couple portrayed by Adam Driver and Scarlett Johansson. Divorce is a presence in many people's lives and can often be traumatic for any young children involved.

One of the most interesting

parts of the film was the affection that the two main characters still had for each other after the nasty process of their divorce. Ideally, moviegoers will walk away from this film with a sense that they should maintain respect for the people who are important in their lives.

"Joker" directed by Todd Phillips has often been described as an analysis of the frustration

that exists in the underbelly of Western society today. How salient that analysis is is often overstated, however I do think it speaks to how society today is rather prone to populist uprisings. Why that frustration exists isn't really something the movie explores, but that is largely due to the movie focusing on the main character, portrayed by Joaquin Phoenix, and his

personal transformation from Arthur Fleck to the Joker.

Whether or not any of these films I have analyzed will earn an Academy Award for Best Picture remains to be seen, but watching the movies nominated will be sure to give viewers a greater context for today's culture at large.



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Sexy Dancewear + Lingerie + Shoes + Wigs  
Massive Discounts on Lingerie!  
Voted Best-In House Theater for 2018!

#BROWNCLEARTRICKUP

### USF Dining Calendar of Events February

Sun 02	Superbowl Game Day Menu Lunch & Dinner • The Hub	Tue 18	Food Truck Rally 11:00am-3:00pm • Sessum's Mall
Wed 05	Produce of the Month Sampling 11:30am-1:30pm • Juniper Dining	Wed 19	Heart Healthy Sampling 1:00pm-3:00pm • Argos Exchange
Thur 06	Greens & Gold Market 10:00am-2:00pm • MSC Lawn	Thur 20	Birthday Celebrations 7:00pm-9:00pm • The Hub
Wed 13	Heart Healthy Sampling 12:00pm-2:00pm • Champion's Choice		Mardi Gras Lunch 11:30am-2:00pm • Top of the Palms
	Valentine's Day Lunch 11:30am-2:00pm • Top of the Palms	Tue 25	Mardi Gras Party Lunch • Champion's Choice
Fri 14	Cookie Decorating 12:30pm-2:00pm • Argos Exchange	Wed 26	Heart Healthy Sampling 12:00pm-2:00pm • The Hub
Mon 17	President's Day	Thur 27	Bull-2-Bull Cooking Demo 6:00pm-7:00pm • Argos Exchange

The Hub, Juniper Dining & Champion's Choice  
Limited Time Offer: February 3rd-7th Delectable Breakfast Bowls

The Produce of the Month is Cherries





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