

THE Hook

ECU's Student Interest Magazine

**Modern romance
with a twist** p. 13

Curlicues

Streetwear p. 26

Breaking Beauty Norms p.18

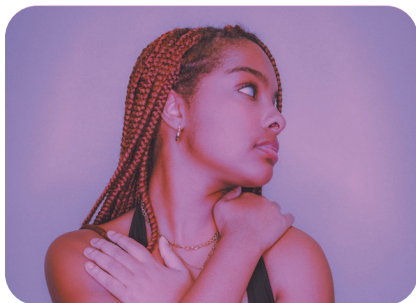
To Our Readers

More stories and full cuts are available now on our website

Thank you for taking the time to read our publication whether online or by grabbing an issue at one of our stands around campus. We could not do what we love without the support of our readers. To continue supporting us, follow us on our social media accounts and our website. We would love to hear your thoughts! Your voice matters. Be on the lookout for our next issue of *The Hook* and the rest of our magazine lineup!



www.piratemedi1.com/thehook/



Check us out on social media:

  @pm1mags  The Hook at ECU

Cover Photo by: **Abby Brennan**

Cover Model: **Elijah Terry**

THE Hook

ECU's Student Interest Magazine



HEY PIRATES, my name is Kiarra Crayton and I'm a senior majoring in communications with a concentration in journalism. I'm excited to introduce to you, The Hook, Pirate Media 1's general interest magazine.

This edition of The Hook will always be special to me because it's the first magazine I'll have worked on, created and helped publish.

I'm very excited for everyone to see the cool photos and designs and read the interesting stories. Editors, reporters, photographers and designers in The East Carolinian and its Creative Quarters have put so much into this edition and I'm so proud of what we've accomplished.

For this magazine we tried to encompass different student groups and what we think the different groups would want to see represented in a magazine. Throughout the magazine you'll get to read about a sappy love story (gone right for once), things students are saying around campus and a different perspective on natural hair than what might be portrayed in the media.

I truly hope you enjoy this edition of The Hook as much as I do. On behalf of everyone involved, we want to thank the East Carolina community for sticking with us from our weekly newspapers to bi-annual The Hook magazines and so much more in between.

Yours truly,

Kiarra Crayton 



Kim Kassner
Managing Editor



Nia Cruz
Creative Director



Sheridan Lycett
Production Manager



Jaylin Roberts
Visual Arts Editor

Graphic Designers
Justin Beltran
Parker Smith

Multimedia & Production Adviser
Annah Howell

Photographer
Abby Brennan

Advertising & Marketing Administrator
Tim Davis

Reporters
Eli Baine
Kristin Outland
Diego Lerma
Nick Bailey

Advertising & Marketing Associate
Ryder Barrett

Director of Student Media
Cherie Speller

Administrative Support Associate
Candy Griffin

A photograph of a young man and woman kissing. The woman has long, wavy brown hair and is wearing a light-colored top. The man has dark hair and a beard, wearing a green shirt. They are in a close embrace, and the lighting is soft and warm.

13

Modern romance with a twist

What if you actually CAN find your one true love on Tinder?

A close-up photograph of a person with dark, curly hair. They are wearing a light-colored top and have a small earring visible. The background is a soft, out-of-focus grey.

18

Curlicues

Breaking Beauty Norms: Natural Curls Take Center Stage

CONT

06

Heard around Campus

We interviewed students over the semester, and this is what they said.

07

Your horoscope of the month

See what the future holds.

08

Good Soup

Three soups to warm your soul during the chilly winter months.

16

Online dating tips

Meeting people through dating apps and websites — like Tinder or Bumble — can sometimes feel like an overwhelming, chaotic mess.



26

Streetwear

It's all about
how you wear it.



EVENTS

25

Rising Stars

With basketball season around the corner, here are four players to look out for.

32

The Holiday Gift Guide

Four ideas for family and friends this season

34

Memes to howl about

There are too many meme moments to count on campus but here's some we think are funny and relatable.

Heard around campus

By **Nia Cruz** | Photos by **Nia Cruz**

We interviewed students over the semester and this is what they said.

Episode #1 Have You Heard About Orientation?



Making new friends and sports games of course, all the football games. We just learned a bunch of chants this morning, I don't remember all of them but...

-Emma

Did you learn to cheer for East Carolina?

-Nia

I'm sure we did, of them, blue and gold? Purple and gold that's all I learned though.

-Emma

Episode #2 Heard about Aliens?

Would You Hang Out with Aliens?

-Nia

I think I already have. I've worked for fire and EMS for 14 years. I've met a lot of people, and some of them you can't explain.

-Kaleb



to tell them about their planet. I think they would live on... Space, Past the moon, past the stars. (Cricut Noise)

-Quanetta

Um, OK!?!? Planet space?

-Nia





ARIES

Push your limits. You're ready to explore your relationship to failure and the only way to do that is by bumping up against it.

Try not to take anything on this month that's not directly connected to what you're working towards. Take your time, it pays off!



TAURUS

Follow your passions! Engage with the projects and activities that excite you. You are in the throes of great striving, and if you're going to be successful you have a lot of work in front of you.



GEMINI

It's simple to say you need to invest in the things that give you joy, but it's not always easy to do. Obligations, limited ideas about what's possible, and other normal parts of day-to-day life can get in the way of even realizing how far removed you are from what you need to be happy.



CANCER

Sometimes you need to confront your fears in order to truly understand what they're made of. You can't bring healing to a problem that you don't properly understand, or one that you've labeled incorrectly. It may be tempting to rush to "fix" things this month, but that would be a mistake.



LEO

This month is likely to trigger some old anxieties about your place in the world and how to best be in your own skin. Stop looking outside of yourself for answers or validation. You need to be right with your own self, first and foremost; your confidence and clarity will come from there – not the other way around.



VIRGO

This month your fears are screaming at you and it would be tempting to listen to their plans for defending you against tragedy, but it wouldn't be wise. There's often a big difference between how you feel, and what's going on for others. Don't jump to conclusions or wage passive wars in reaction to something that you don't truly know is true.



LIBRA

You're changing in larger steps this month, and it can be exciting. You're being called upon to embody the changes you've been working towards but haven't quite put into action yet. The trick to doing this with grace is in friendship. Don't isolate yourself. Share your journey with others to gain valuable perspective.



Illustrations By Parker Smith



SCORPIO

Worries can shape your reality however you let them. Seek out different perspectives. Don't isolate yourself or only spend time around people that you can't be real with. You are a deep person and you need to be able to connect with others around the realness that you're experiencing or things can get a bit twisted up inside of you.



SAGITTARIUS

This month your uncertainties collide with your fears, and they're telling you stories that are untrue. When you are unsure, you can always choose to place your faith in hope as much as in fear. Things may turn out great.



CAPRICORN

Don't discard your loved ones this month. Who you care about and how you invest in those connections is not only a big deal to your quality of life, but also a reflection of your values. You don't have to change anything about the people around you; just be attentive to whoever may need your support.



AQUARIUS

Work might be taxing this month, either because you have too much to do or because you're catching up on unfinished projects. You're more inclined to spend time with your friends, especially in doing something competitive.



PISCES


You have tended to fall in love with the idea of love. Love looks good for almost all of the month, provided you see the real person you are falling for and not an unrealistic perception of them. Be wary of what this means for how you interact with your loved ones. Don't strive for love, but love striving for the people you care about. ♻️





Good Soup

Photos and Illustrations By **Nia Cruz**



The leaves are changing, the weather is getting more crisp and preparing a warm soup may give you the comfort you need during the colder months. Here are our top three recipes to recreate this fall and winter.



Taco Soup

Written By **Nick Bailey**

Ingredients:

- 2 pounds 90% lean ground beef
- 1 package of taco seasoning
- 1 chopped up onion
- 1 ½ cups beef stock
- 1 can of diced tomatoes
- 2 cut up green chilies
- 1 can of mild chili beans
- 1 can of corn, drained
- 1 chopped up bell pepper

Instructions:

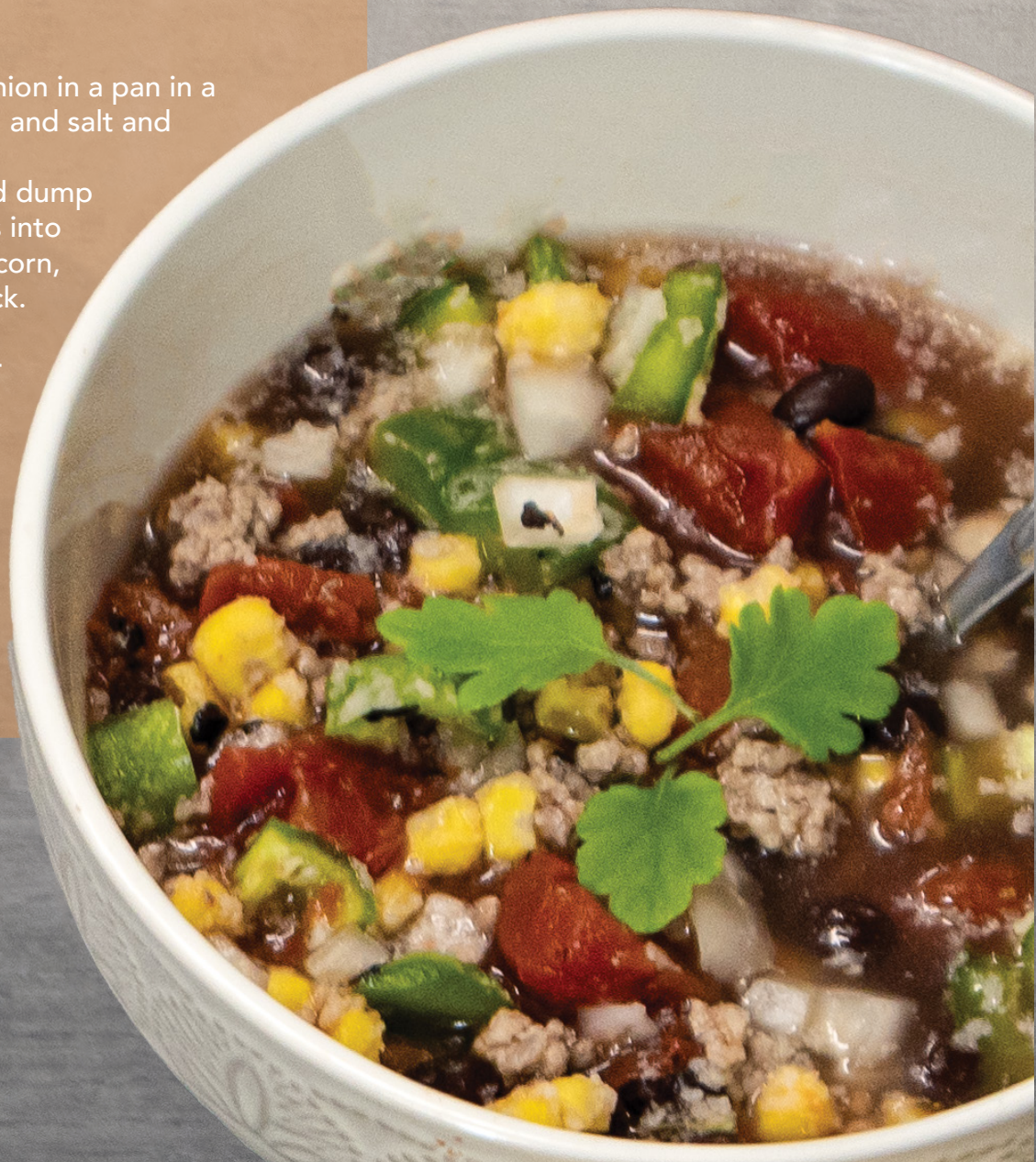
Brown the beef and onion in a pan in a pot with a little bit of oil and salt and pepper.

Open all your cans and dump the contents of the cans into the pot, along with the corn, spices, veggies and stock.

Let all of those flavors cook and meld together by simmering all the contents down, stir oftenly.

A couple minutes later, cover it with a pot lid and let it sit. for 5-8 minutes.

Garnish with parsley and serve.



The image shows a wooden cutting board on the left with various ingredients: a whole carrot, a stalk of celery, potato peels, and bread crumbs. On the right, a white bowl is filled with German potato soup, featuring potato cubes, carrot slices, and green herbs. The background is a dark grey surface.

German Kartoffelsuppe

Written By **Kim Kassner**

Ingredients:

Water (for cooking vegetables)
Salt (for the cooking water)
3 medium sized carrots, cut into little pieces
4 stems celery, cut into little pieces
6 medium sized potatoes, cut into pieces
1 leek, chopped
1 onion, chopped
2 tablespoons butter (or margarine, oil to make it vegan)
3 cups vegetable broth (see homemade option below)
½ cups cream (or coconut milk to make it vegan)
Salt & pepper

Instructions:

Boil water and add salt. Once boiling, add carrots, celery and ¼ of the amount of potatoes into the pot. Cook until soft (8-12 min). Test potatoes with a fork. If you can cut through the potato, the veggies are ready.

TIP: When the veggies are ready, use the left-over water as homemade vegetable broth for the soup.

Meanwhile, add chopped onion and leek into a dutch oven or high cooking pot with butter. Cook for 3 minutes on medium temperature.

Add the rest of the potatoes (¾), 3 cups of vegetable broth (can be the homemade version, add water if needed) and add a pinch of salt and pepper. Cook until potatoes are soft.

One potatoes are soft, add cream to the pot and slowly puree with a handheld blender. Blend until creamy.

Add steamed veggies, taste test, eventually add more salt and pepper.

Serve with a side of bread!



Pozole Rojo de Pollo

Written By **Diego Lerma**

Ingredients:

Chicken
3 dried poblano chiles
6 guajilo chiles
2 bay Leaves
Cumin
1 large can of white hominy
Garlic cloves
Onion
Mexican oregano
Salt

Instructions:

Cut the stems and seeds out of the chiles.
Let this soak in water for 10 minutes then blend with half an onion, garlic and salt.
Boil a whole chicken till fully cooked and shred it.
Use chicken broth and to cook hominy and boil for 15 minutes.
Then put chicken chile sauce into the pot.
Add bay leaves, oregano and salt (season to taste).
Garnish with cabbage, onions, radish, lime, cilantro and serrano pepper (for spice). 🌶️



Modern romance with a twist

How online dating can or cannot work out

MATCH!



Illustrations By Parker Smith



Tinder is not a platform to find someone to get married to. Right? But what if you actually CAN find your one true love on Tinder?

By **Kim Kassner** | Courtesy of **Elizabeth Kaskon**

The Notebook, When Harry Met Sally, Titanic: the idea of blockbuster-worthy romance stories have been drilled into our minds through thousands of movies and books for decades. Modern romance, however, doesn't always look like our favorite fairy tale. It sometimes comes with a twist; a twist called online dating.

While most online dating platforms don't have the best reputation, people continue to set up an account with the hope to find their one true love... whether it's for one night or for a lifetime. The outcome is for sure not always the same though. Some people end up marrying their "swipe right" and others run home from their date after being catfished.

But what if it actually works out? What if you actually meet your soulmate, let's say on Tinder?

Elizabeth Kaskon is 25 years old and an East Carolina University alumna. She graduated with a bachelor's degree in elementary school education in 2021 and currently lives near Charlotte, North Carolina.

Kaskon joined the online platform Tinder during her senior year in high school and said she downloaded the app for "entertainment" purposes.

"I genuinely downloaded Tinder as a joke when I turned 18," Kaskon said. "My friends and I, we would just sit there and go through the people on it and just use it for entertainment basically. I honestly just joined it for the gag of seeing all the guys holding up their fish in pictures and just all the cheesy bios and making fun of them. I never intended on meeting anyone there."

What she didn't know then is that after a while of swiping, she would eventually swipe right on a guy who is her husband now.

Kaskon said. "He texted me if I went to the same school as he did, but he didn't recognize me because

"I ended up swiping on him and he just happened to see what high school I went to,"

he graduated two years before. I didn't know who he was and after he asked me that question, I couldn't leave it unanswered. The conversation started from there."

Since Kaskon didn't take the online platform too seriously, she never dated or messaged people longer than a few sentences she said. Her husband was the only person she has ever had an interest in texting back or wanted to go on a date with.

The reason why she felt she could trust her husband's Tinder profile, Kaskon said, was because his pictures looked "normal."

"I definitely think it was his pictures," Kaskon said. "Nothing where he was trying too hard or anything that seemed sketchy or like a red flag. There was a picture of him and his sister, I think, and then with him and one of his roommates. He didn't have anything crazy in his bio that had any red flags too."

After texting him for a little bit, Kaskon realized she was closer to him than she anticipated: She was taking a high school class with her husband's sister.

"So, I was in a French class with this freshman girl," Kaskon said. "I didn't even realize that she and my husband were related or anything. There was a substitute teacher one day and they were calling roll and I heard their last name. I thought



it was really odd. I look up and she looks just like him. And she was the girl that was in his picture on his Tinder profile. My husband and I were like in the same circles but going in different directions.”

When they met on Tinder, Kaskon said, her husband was a sophomore studying at ECU and not living with his parents in their hometown anymore.

A few months went by before they could go on their first date she said, but eventually, during spring break, they finally went out for dinner together.

“Everybody says that you don't order something messy to eat on your first date,” Kaskon said. “But I went ahead and ordered wings with the messiest sauce on the planet. Then I basically forced this man into buying me dessert and after that, he was like: ‘We should get a picture together’. We look around and the only close person is just some random man standing there with a baby in a chest carrier. It was the weirdest date ever, but it all worked out.”

From there on, Kaskon said, the two decided to be in a relationship. Since she decided to go to college at ECU even before she met her husband she said, they were able to remain dating throughout the course of their studies without any stipulations.

For the past seven years now, Kaskon and her husband have been together non-stop and just recently celebrated their anniversary, which also happened to fall on the date they closed and moved into their first house.

“My husband planned to propose to me during spring break time in 2020, but because of COVID-19 and everything, things changed a little bit,” Kaskon said. “For our engagement,

we had reservations at the Valentine Resort in Charlotte for their afternoon tea and my husband was planning to

propose to me with all of our family and friends present there. He even had a photographer coming in. But then the resort sent us an email saying they are shutting down for the pandemic and his plan didn't work out.”

In October of the same year, however, Kaskon's husband revisited his idea and booked another reservation for an afternoon tea at the same location.

Kaskon said she had an idea he might want to pop the question, but wasn't 100 percent sure if it was going to happen on that day.

“When we got there, they seated us at this very specific table that has a big dome in the middle, so you can't really see behind you,” Kaskon said. “He was very adamant about sitting on a specific side of the table, which was weird. The excuse he then used to get up and go get everybody from the restaurant and bring the photographer down was, ‘I need to poop’. I wasn't going to argue about that. But that's the last thing he said to me before he proposed.”



Online dating tips

By **Kim Kassner** | Illustrations By **Parker Smith**

ENTERING THE SPHERE OF ONLINE DATING can be intimidating – and not only because of those awkward first date questions. Staying safe while sharing personal information with a person you haven't met yet, is also thrown into the mix. Having to answer questions like 'Where you're from?' or 'What college do you go to?' can easily turn into a target on your back. But what if this person you've been texting seems to be worth all the red flags?

Damon Rappleyea works as an Associate Professor for the department of Human Development and Family Science at East Carolina University, as well as a family therapist for Beacon Family Therapy in Greenville, North Carolina. His expertise varies from marital to family and couple relationships, including the involvement of online dating within those.

Through research and counseling it has become known that four out of 10 adults are dating online annually, Rappleyea said. That makes up almost 50 million people in the United States, which means meeting someone organically is just not that "normal" anymore.

"There are a lot of different dating apps available, for example Tinder, Bumble, and so on," Rappleyea said. "But there are also platforms for specific communities like the gay and lesbian communities, or religious groups like the LDS (Latter-Day Saints) community or Christians. The variety of options makes online dating accessible. It's easier for people to find someone that way. Online dating has become so common and it's part of many, many relationships."

Even though online dating has become a huge part of our lives, Rappleyea said, there are still many aspects people should be aware of before entering the sphere. Here are Rappleyea's Top six tips for cyber dating. 📍

Know your digital footprint

"I always advise people to be conscious about their digital footprint. You want it to be consistent, but you don't want it to be the same footprint across all platforms. Make sure you don't share the exact same information that's on Facebook on Instagram or Tinder. It's easier for people to know who you are and that you are actually a real person when your digital footprint becomes larger. This makes you as a person more approachable and believable. While you share data about yourself and maybe even your loved ones, however, be aware of what you share. If you have children, maybe you don't want to conceal their identity on the internet. Same goes with your family members."

Don't share identity information

"Even though you want to have an authentic digital footprint, making sure not to share information that can be dangerous for you is important. If you grew up in a small town and you share photos in front of the only 'known' landmark of your town, let's say your High School, people can easily find out your address and show up at your house."

Protect yourself from scammers

"Scammers often use some kind of an emotional plea to get your attention. Whether it's their children being sick, their family having lost their house during a fire or them saying 'I was traveling abroad but now I can't make it back home, I need money'. Be aware when the person you text with comes up with stories that pull on your heartstrings. Scammers love it when you engage with them in that way. In order for you to protect yourself from them, do your homework! Look the person you chat with up on Facebook, Instagram, Google. Make sure they actually exist and verify who they are. If you get a suspicious feeling, it's usually right. Be skeptical. Listen to your gut."

Type a message...

Meet on FaceTime before you meet in person

"Something I talk about in my classes all the time is that the prevailing rule of meeting anybody in person is to talk to them over video chat first. You want to make sure that you're having an opportunity to meet the person where you see their face and voice. This might give you the feeling that they are authentic and doesn't leave you with an uncomfortable gut feeling. It might also help you to figure out whether or not you want to meet them in person. They might be creepy or simply not your type. This'll help you decide in the first place if you want to go on a date or not."

that'll help you find your match.

Tell someone you trust where you are

"Make sure that you tell your friends or family that you're going on a date with a 'stranger' you've met online. Text them when you leave and make sure to check in with them throughout the date. You can even share your location with them if that makes you feel safer. If you feel like you need to be able to go the extra mile, you don't have a friend that you're able to talk to, then just ask somebody like the barista, the bartender or the waiter or whatever, to look out for you. Those are usually very nice things that people in restaurants and public places are willing to do."

Meet in public

"After you've done the research and started to video chat and you say 'I feel really comfortable,' the next step will probably be to meet up in person. I suggest meeting up in a public place like a coffeehouse, a place that is frequently visited, somewhere where you can arrive independently and don't have to be there all day. You can sit there for five minutes and say 'Boy, it was really great meeting you, goodbye,' if you feel like the person you're dating is not the same as over the phone. But you can also sit there for hours if you like the person and you can weigh if you can trust them."

Meeting people through dating apps can sometimes feel like a chaotic mess. But what if there would be guidelines to make this chaotic mess less...messy?

Type a message...

Curlicues

Breaking Beauty Norms:

Natural Curls Take Center Stage

By **Kiarra Crayton**

Photos by **Abby Brennan**

Graphic by **Sheridan Lycett**



▼ Tehya Fisher is a junior majoring in criminal justice



Wake up, brush teeth, wash face, change clothes, brush hair, eat breakfast and grab things to leave. **WRONG.** Add another five to six steps to it, if you have curly hair. Want to have a nice relaxing weekend? You can't because on one of the two days you need to spend it doing wash day. Yes, it takes more than 30 minutes to wash curly hair.

During the 2016 era, Instagram only showed the beautiful ringlet curls on the gorgeous mixed girl models. Now, we're transitioning into the reality of natural hair and showing that we don't actually wake up like this. There's so much that the media still doesn't show about curly hair.

Junior communication major Maisie McCall said it's "frustrating" to have curly hair sometimes. Everyone always wants what they don't have, McCall said, but don't realize the effort put in, to maintain curly hair.

"I feel like it's just frustrating because on one hand, people with straight hair are like 'I'd do anything to have curly hair,' 'your hair is so beautiful,' like this and that," McCall said. "I try to explain to people like yes it looks good but this also took me an hour to do and another hour of diffusing so it stayed this way. It's not a, I can wash my hair and walk out of my room. That will never happen point period blank."

Let's start with what seems to be the hardest one, acceptance.

Graduate student sociology major, Margaret Clinton said social media and YouTube helped her accept her hair. She said seeing curly hair represented in the media made her feel more comfortable and helped her find ways to style and take better care of her hair. Clinton said she had her grandmother to look to for advice or as a young girl. She said her grandmother would take her to get relaxers and box braids.

"Up until when I went to college is when I started playing around more with my hair," she said. "I learned how to do my own box braids. I learned how to do my own feed-ins. I learned how to take time and manage and learn to love my hair more and not be so frustrated with it."

It was the same for McCall, who said a factor into why she didn't wear her hair curly is because she didn't have anyone to look to for guidance. She said her mom has wavy hair and her brother has even looser curls than she does so the way they take care of their hair is different.

Sophomore music education major River Hinson, had a different experience because her family wasn't supportive of her natural hair journey. She said her mother made her straighten her hair and she even got called racial slurs from her mother after wearing her curls out. Hinson said she thought her mother's behavior and perspectives of her hair gave mixed signals, as her mom was a black woman. Hinson had no one to look to for guidance and was even ridiculed in her own home for being who she was.

Eventually, Hinson said, the only way to be herself was to cut ties with her parents, which she did in July. You may think it's not that big of a deal, just conform and straighten your hair. Hinson said it's not that easy, as having curly hair is a part of her identity and that was something she was willing to take a chance on.

"It's very nice to just kinda breathe," Hinson said. "Cutting them off and kinda just being on my own has definitely been difficult but it's been nice to express myself."

Hinson said the wound was deeper than having damaged hair.

She said she is still having trouble healing from the issues her mom brought onto her, all because Hinson wanted to wear her natural hair. Since then, Hinson said she is comfortable and is finally able to embrace her true self.

Clinton would get her hair relaxed every two months and said the relaxer "ate up" her hair. A relaxer is a chemical process to straighten curly and coily hair. It's thought by some people in the curly community to make hair more "manageable". It wasn't until she got box braids she noticed the new growth and her curl pattern. Clinton said she knew she wanted to try and go natural. She said her junior year of highschool, she did a "big chop" which meant cutting off most of her hair.

This is done in the curly community to get rid of damaged hair and start fresh. It was a hard start to her natural hair journey, Clinton said, because she wasn't used to it.

"When I went natural, it was nice looking but it was also not easy to manage because I'd never done my hair before," Clinton said. "So I was constantly running back from product to product trying to find something to where I could get the best curl pattern as possible and what I found out is nothing really worked. But if I just let my hair do its thing, that's where I got the best curls I could."

Finding the right products


McCall said she is still trying to find the perfect shampoo and conditioner. While in college, she said, she went through a trial and error period to figure out what products work best for her.

"It's a process, don't rush yourself to the finish line," McCall said. "It's not something that happens overnight, it's not something that happens in a year."

McCall said there was a time she had to buy the Suave brand conditioner because products are so expensive and she wasn't able to buy more at the time. After Suave proved to be unfulfilling, McCall said she was convinced she just needed to go buy the correct conditioner. She said while using the Suave brand, her hair turned into a "hot mess" by the end of the day.

"Not every product is going to work for everybody," McCall said. "I think that's something that gets lost in the community. People ask for suggestions and yes you can give suggestions but also I warn it might not work for your hair..."

Don't be upset if someone suggests something they swear by and it doesn't work for you. Just go find what works for you."



➤ Destiny Rampey is a junior majoring in exercise physiology



Senior public health major Elijah Terry said he found products for his hair from watching Youtube videos. Troy Polamalu, a retired National Football League player and Allen Iverson, a retired National Basketball Association player, was the inspiration for Terry to have his hair curly and natural. Terry said in high-school he tried braids which were inspired by Iverson.

When he was first transitioning to natural hair, Terry said his mom helped him a lot with trying new products. As he got older and into highschool, he said, Youtube helped him find better products, ones that are focused towards different curly hair types.

The microaggressions

Someone might not even know they are saying a microaggression because they have genuine intentions but that brings up the question, why say it in the tone of voice. Terry said microaggressions are less about what the person says, but how they say it.

"Of course when you do approach someone with curly hair," Terry said. "If you genuinely mean it, don't overdo it, just make it subtle. You could be like 'Oh ya your hair is nice, I'm not used to seeing it,' just make it clear about what your intentions are with the person."

Clinton said she experienced a run-in with an aggressor when she wore a headscarf to work. She was called into a shift that she was not previously scheduled for and she said her manager told her she couldn't wear the headscarf. Clinton said she was confused by the comment because she didn't think it violated any company policies. When she asked about the policy and "dress code violation", Clinton said her manager referenced employees weren't allowed to wear head scarfs or durags.

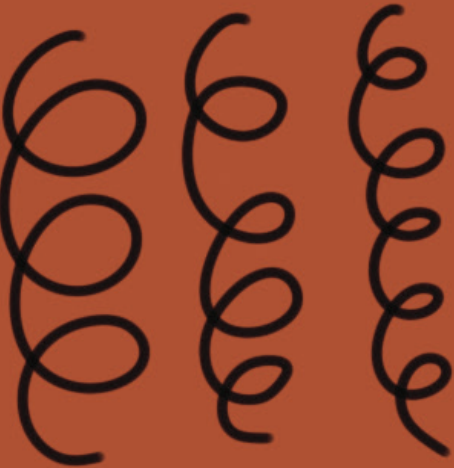
Curl Patterns



2a

2b

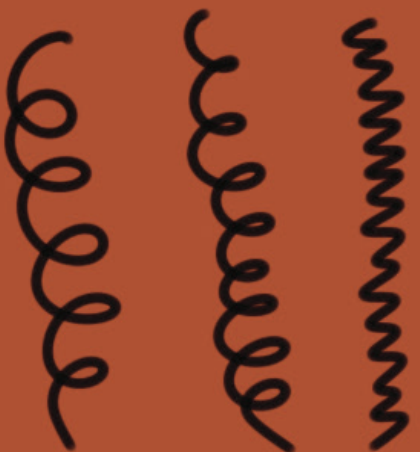
2c



3a

3b

3c



4a

4b

4c

People comment more on straight hair than curly hair, and McCall said it's probably because straight hair is more normalized. Clinton said the same about having more compliments while her hair was straight rather than curly.

"It's just those comments that people might not realize could be hurtful," McCall said. "Like when people say curly hair is 'frizzy' or my least favorite word is 'puffy'. I hate when people call my hair 'puffy', because it's not puffy, it has volume, it's curly."

To be or to not be professional

Despite in past years being underrepresented in the media industry, the minority anchors, journalists and broadcasters don't embrace their natural hair as much as they wear their hair straight. There has been an uprising trend of minorities wearing their natural hair like Malika Andrews and Demetria Obilor but the majority of people with curly hair in the media are still not embracing it.

Clinton said the trend is "amazing" because it encourages people to be their natural self. We are slowly getting away from the white-washed standard she said.

"I think it's pushing for people to be their authentic self and not pushing towards the typical white washing of beauty standards," Clinton said. "I think African American women should embrace their natural African American features, hair and beauty."

Naturally curly hair in the media is just one example of how underrepresented the community is.

Roller sets and heat were used to achieve the big-loose curl look in the 1950's. Curly hair went from afros during the Civil Rights era which was a part of the "Black is Beautiful", to jerry curls in the 80's through 90's and crimps and straight-relaxed hair through the 2000's.

Now in 2023, the curly hair community is in the works of fully embracing natural hair for maybe the first time in history.👁



I think it's pushing for people to be their authentic self and not pushing towards the typical white washing of beauty standards," graduate sociology major, Margaret Clinton said. "I think African American women should embrace their natural African American features, hair and beauty."

▼ Elijah Terry is a senior majoring in public health with a concentration in community health

le to be
pushing
washing of
te student
Clinton
can women
ral African
d beauty. ”

Editor's Top Curly Products

Buying products can be expensive and a long process but these are the ones The Hook's Editor-in-Chief thinks are worth testing out.

By **Kiarra Crayton**

For a little bit of background, I've been naturally curly for about 10 years and I've gone through the trials and tribulations of trying to find the best products for my hair. I'm still trying to find a solid conditioner, but I think I finally have perfected my routine. I would say my curl pattern is 3C. I have very thick hair, so my entire wash day takes around three to four hours.

African Pride Aloe and Coconut water Pre-Shampoo sold for \$4.99 by Target

My hair loves aloe vera because of how nourishing it is. The second ingredient in this product is, aloe following water. I use this before washing my hair in place of a shampoo sometimes because shampooing every week can dry out your hair overtime. This product is really good for detangling too!

tgin Miracle Repairx Deep Hydrating hair mask sold for \$18.99 by Target

I just started using this in replace of the viral Mielle deep conditioner and I think this option is better. I usually do a deep conditioner instead of a regular conditioner because my hair is low porosity, so I need the extra moisture. It is a little bit on the expensive side but all the ingredients are so natural and good for curly hair.

Taliah Waajid Green Apple and Aloe Nutrition Leave-In Conditioner sold for \$12 by Walmart

I've been using most of the Apple and Aloe line for almost a year now and I love how soft it leaves my hair. I apply it after the leave-in conditioner in the shower which helps keep my hair moisturized throughout the week. I apply this to my hair after a wash or throughout the week when my hair is feeling dry.

African Anti Aging Jamaican Black Castor oil Peppermint and Tea Tree sold for \$6.99 at Beauty World

This oil makes my hair smell like peppermint for days after applying. It's a really thick consistency so you don't need much to make an impact. Tea Tree and Peppermint are really good ingredients for your hair so this has been my favorite oil for a while. 🍋



Rising Stars



By **Diego Lerma**
Courtesy of **ECU Pirates**

EAST CAROLINA UNIVERSITY basketball is around the corner with both men's and women's set to play on Nov. 6. Here are some players to look out for this season. On Nov. 6, the men's team will face off against Ferrum College at Williams Arena at 7 p.m. The women's team will face off against Elon University with the location yet to be announced. ☞



The freshman power forward Jaedy Cook enters her first season with the Pirates this fall. Cook is from Richmond, Virginia. She played for John Marshall High School and was part of the graduating class of 2023. During her highschool career, Cook received accolades for her achievements on the court. Some of these achievements include two-time Regional Champion, one-time State Champion, Regional Player of the Year Honoree and First-Team ALLI-Star Honorer in both her junior and senior year in high school.



Ta'Korrie Faison is a freshman guard/forward, hailing from Goldsboro, North Carolina, averaged 25.9 points, 12.1 rebounds and 2.1 assists during his senior season. During Faison's time at Goldsboro High he earned more than 1,500 points.

Some of Faison's accolades during his high school career include being named two-time North Carolina Basketball Coaches Association All-State, two-time NCBCA District Three Player of the Year.



Ezra Ausar is entering his sophomore year as a forward at ECU. During his freshman campaign at ECU, Ausar averaged 9.8 points and 5.3 rebounds. He scored a career high 22 points against Tulane University and a career high of 19 rebounds against the University of Houston. According to ECU Pirates, Ausar was named American Athletic Conference All-Freshman Team, being the first freshman to receive this honor since 2019.



Amiya Joyner is entering her sophomore season at ECU. Joyner is a 6-foot-2 forward from Farmville, North Carolina. During her freshman season Joyner made appearances in 31 games and started in 23 games. She averaged 10.5 points and 9.7 rebounds per game during her first year at ECU.

Some of Joyner's accomplishments and achievements of last season include being named American Athletic Conference Freshman of the Week honors eight times. She also recorded 13 double-doubles, breaking ECU's freshman rebound record.

Streetwear


Street
Street
Street
Street
Street
Street
Street

It's all about how you wear it

Photos by **Jaylin Roberts**

IT COULD BE SOMETHING SIMPLE like Damia Hall's look with a graphic tee and cargo skirt with a statement pair of sunglasses or Jenay Lewis with an all black look with cargo pants and a cute handbag.

A more complex look comes from Jurnee Dickerson with a layer of the same colors and a big shirt paired with a jean skirt and high boots. Statement pieces are the main aspect of streetwear, Jaylyn Gore's statement piece is his jewelry.

Jashawn Thigpen's camo pants and spider web hat count as two statement pieces. The pieces paired with a black hoodie and white and black shoes are what make the outfit stand out. 

Damia Hall



OR-ART CONCENTRATION-FILM-SENIOR-GLASSES SHEIN TOP SHEIN SKIRT-SHEIN
OR-ART CONCENTRATION-FILM-SENIOR-GLASSES SHEIN TOP SHEIN SKIRT-SHEIN
OR-ART CONCENTRATION-FILM-SENIOR-GLASSES SHEIN TOP SHEIN SKIRT-SHEIN
OR-ART CONCENTRATION-FILM-SENIOR-GLASSES SHEIN TOP SHEIN SKIRT-SHEIN
OR-ART CONCENTRATION-FILM-SENIOR-GLASSES SHEIN TOP SHEIN SKIRT-SHEIN
OR-ART CONCENTRATION-FILM-SENIOR-GLASSES SHEIN TOP SHEIN SKIRT-SHEIN



SPORTS STUDIES - JUNIOR - SHOES - STOCK X JACKET - H&M PANTS - BOOHOO HAT - BOO
SPORTS STUDIES - JUNIOR - SHOES - STOCK X JACKET - H&M PANTS - BOOHOO HAT - BOO
SPORTS STUDIES - JUNIOR - SHOES - STOCK X JACKET - H&M PANTS - BOOHOO HAT - BOO
SPORTS STUDIES - JUNIOR - SHOES - STOCK X JACKET - H&M PANTS - BOOHOO HAT - BOO
SPORTS STUDIES - JUNIOR - SHOES - STOCK X JACKET - H&M PANTS - BOOHOO HAT - BOO
SPORTS STUDIES - JUNIOR - SHOES - STOCK X JACKET - H&M PANTS - BOOHOO HAT - BOO
SPORTS STUDIES - JUNIOR - SHOES - STOCK X JACKET - H&M PANTS - BOOHOO HAT - BOO
SPORTS STUDIES - JUNIOR - SHOES - STOCK X JACKET - H&M PANTS - BOOHOO HAT - BOO
SPORTS STUDIES - JUNIOR - SHOES - STOCK X JACKET - H&M PANTS - BOOHOO HAT - BOO
SPORTS STUDIES - JUNIOR - SHOES - STOCK X JACKET - H&M PANTS - BOOHOO HAT - BOO

Jashawn Thigpen

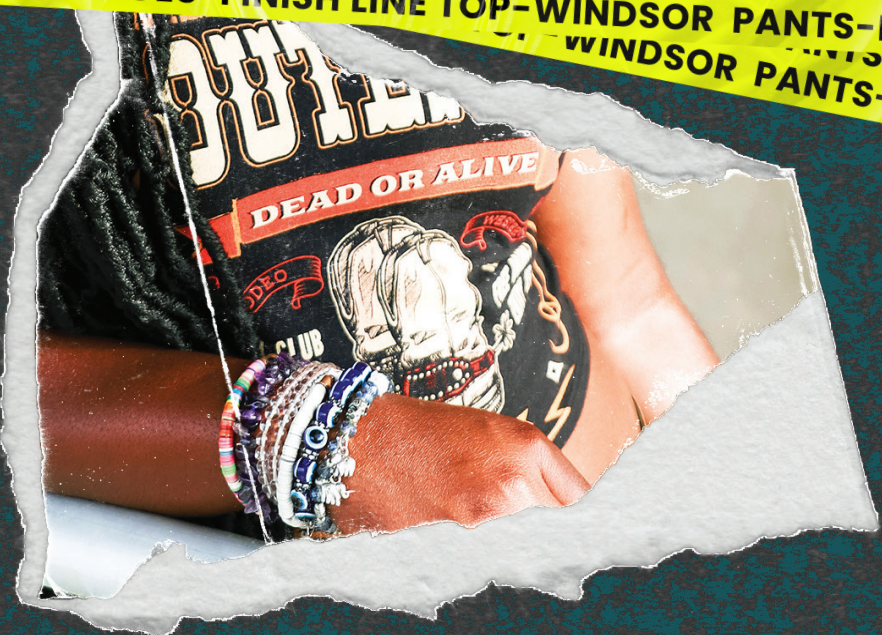
Streetwear

Streetwear

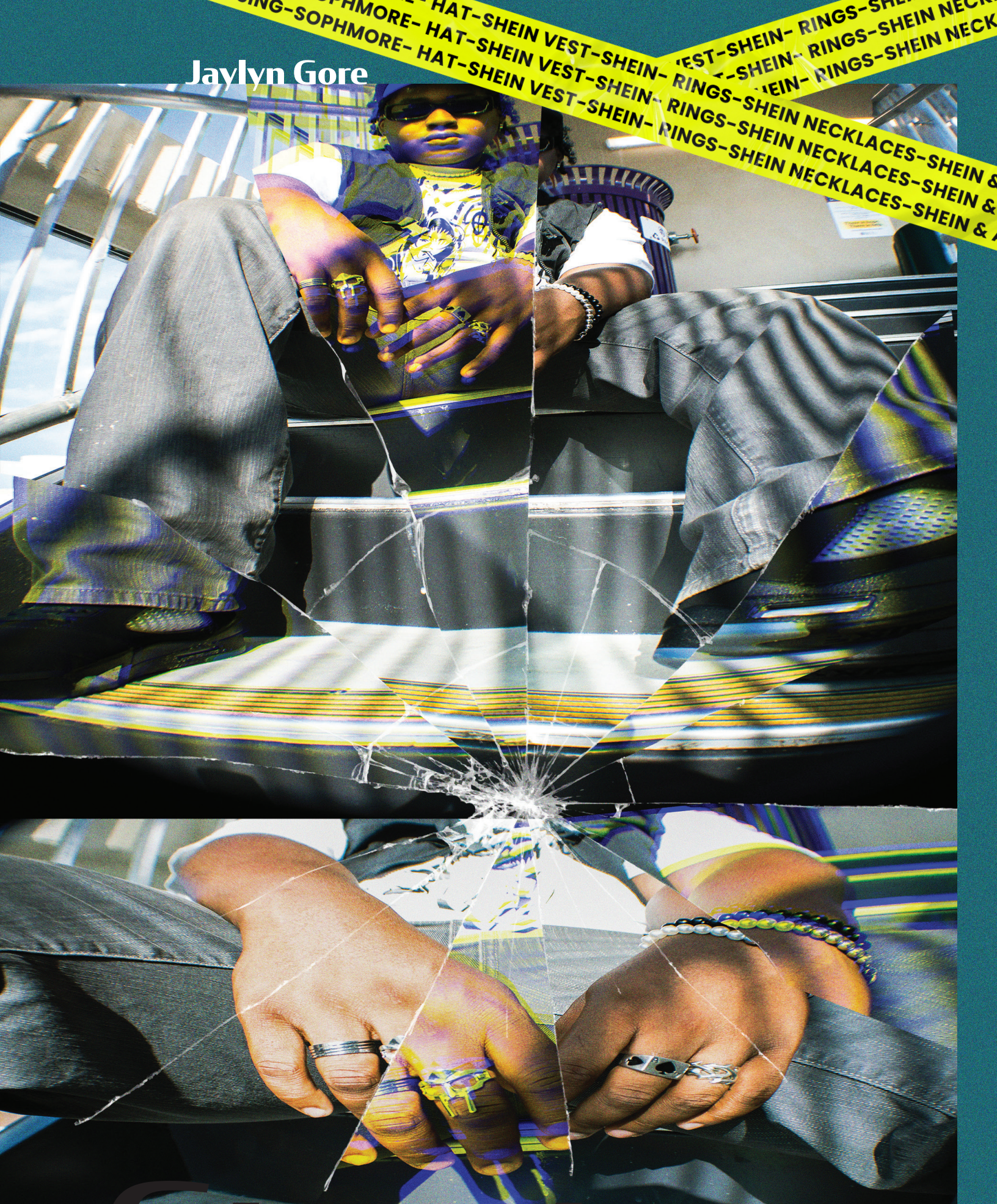
Sabrina Adam



MAJOR-PUBLIC HEALTH-JUNIOR-SHOES-FINISH LINE TOP-WINDSOR PANTS-RUE 21
MAJOR-PUBLIC HEALTH-JUNIOR-SHOES-FINISH LINE TOP-WINDSOR PANTS-RUE 21
MAJOR-PUBLIC HEALTH-JUNIOR-SHOES-FINISH LINE TOP-WINDSOR PANTS-RUE 21
MAJOR-PUBLIC HEALTH-JUNIOR-SHOES-FINISH LINE TOP-WINDSOR PANTS-RUE 21
MAJOR-PUBLIC HEALTH-JUNIOR-SHOES-FINISH LINE TOP-WINDSOR PANTS-RUE 21



Jaylyn Gore



Streetwear

Streetweird

MAJOR-CRIMINAL JUSTICE -JUNIOR- SHOES- BORROWED TOP-SHEIN PANTS-AMERICAN EAGLE BAG-SHEIN
MAJOR-CRIMINAL JUSTICE -JUNIOR- SHOES- BORROWED TOP-SHEIN PANTS-AMERICAN EAGLE BAG-SHEIN
MAJOR-CRIMINAL JUSTICE -JUNIOR- SHOES- BORROWED TOP-SHEIN PANTS-AMERICAN EAGLE BAG-SHEIN
MAJOR-CRIMINAL JUSTICE -JUNIOR- SHOES- BORROWED TOP-SHEIN PANTS-AMERICAN EAGLE BAG-SHEIN
MAJOR-CRIMINAL JUSTICE -JUNIOR- SHOES- BORROWED TOP-SHEIN PANTS-AMERICAN EAGLE BAG-SHEIN
MAJOR-CRIMINAL JUSTICE -JUNIOR- SHOES- BORROWED TOP-SHEIN PANTS-AMERICAN EAGLE BAG-SHEIN
MAJOR-CRIMINAL JUSTICE -JUNIOR- SHOES- BORROWED TOP-SHEIN PANTS-AMERICAN EAGLE BAG-SHEIN
MAJOR-CRIMINAL JUSTICE -JUNIOR- SHOES- BORROWED TOP-SHEIN PANTS-AMERICAN EAGLE BAG-SHEIN
MAJOR-CRIMINAL JUSTICE -JUNIOR- SHOES- BORROWED TOP-SHEIN PANTS-AMERICAN EAGLE BAG-SHEIN
MAJOR-CRIMINAL JUSTICE -JUNIOR- SHOES- BORROWED TOP-SHEIN PANTS-AMERICAN EAGLE BAG-SHEIN

Jenay Lewis



MAJOR- CYBER SE
MAJOR- CYBER SEC
MAJOR- CYBER SEC

NECKLA
NECKLA
NECKLA
AMAZON JERSEY- AMA
ON JERSEY-
AMAZON JERSEY- AMA
AMAZON SKIRT- AMAZON
AMAZON SKIRT- AMAZON
AMAZON SKIRT- AMAZON

SHIRT-
SHIRT-
SHIRT-
MAJOR- CYBER SECURITY -
MAJOR- CYBER SECURITY -
MAJOR- CYBER SECURITY -

Jurnee Dickerson

Streetwear

The Holiday Gift Guide

Four ideas for family and friends this season

By **Kristin Outland**

As the holidays quickly approach, it's time to start searching for gift ideas for the 2023 season. Don't know where to start? That's okay! Here's a prepared quick gift guide - perfect for your family, friends and loved ones, this holiday season. These items can be conveniently purchased from Amazon, with further details listed under each specific product.

Stanley Cups - \$20.00 - \$60.00

By now, I'm sure most people are familiar with the viral Stanley Cup that took the world by storm. This cup is the perfect gift idea for any male or female, considering the various color options one can choose from.

Its double insulation and "lifelong" warranty features can be ideal for travel, gym sessions, or work. Most fill up their cups with water, but they can also be ideal for coffee, tea and other beverages.

Prices range depending on size, with five different options - 14 oz. (\$20), 20 oz. (\$30), 30 oz. (\$35), 40 oz. (\$45) and 64 oz. (\$60), available for Amazon purchasers. The website also has 20 different colors to choose from, ranging in neutral to bright shades.

No matter the occasion, the Stanley Cup can be the perfect addition for anyone who is looking to expand their tumbler collection and receive the best quality for their convenience.

Amazon Fire TV Stick 4K Max - \$54.99

Most individuals enjoy entertainment services and an Amazon Fire TV Stick can be the perfect gift for those who watch streaming services, such as Netflix, Hulu, Max, etc.

Individuals also have streaming options for free services, such as Freevee and Tubi. The TV stick is also built in with an Alexa Voice Remote. This remote is compatible with HD and 4K televisions.

Users can also subscribe to services for weather, news and access to millions of shows and movies. Prices start at \$54.99, but this item can also be found on sale at times.

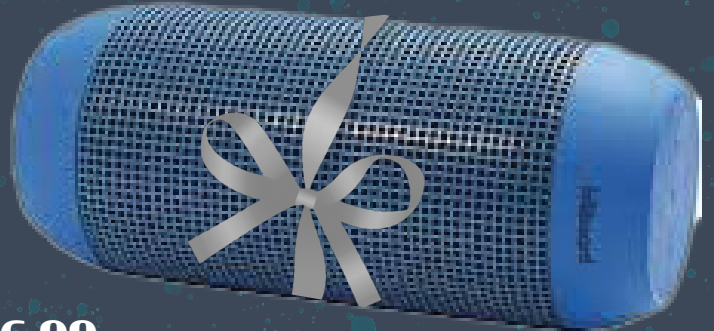


E-Gift Cards - \$1.00 - \$2,000



For those who may not be able to decide upon a physical gift or if this is a more convenient gift option, an E-Gift Card can be ideal. Users can purchase several gift card options, including Apple, Amazon and popular restaurants such as Panera Bread and Domino's Pizza.


Individuals are allowed an option to select the amount on the gift card, which typically falls within the range from \$1.00 to \$200, or even \$2,000 depending on the gift card selected.



Bluetooth IPX5 Speaker - \$26.99

Who doesn't love listening to music? A speaker can be an excellent gift for those who enjoy listening to music often. Personally, I listen to music daily and even during normal daily activities, such as exercising, completing homework and walking to class.

This waterproof speaker is portable, which means it is perfect for traveling and all sorts of both indoor and outdoor events. There are six color selections, which are compatible with smartphone users with a Bluetooth feature.

Its long-lasting durability and battery life, color-changing light effects and inclusion of charging cables, can make it a great gift idea. 

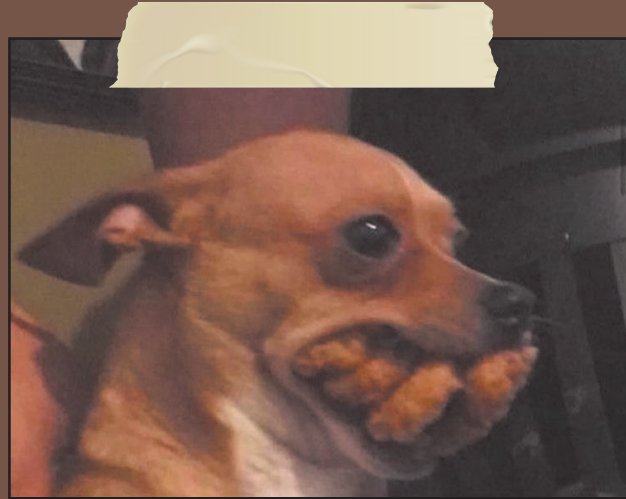
Memes to howl about

There are too many meme moments to count on campus but here's some we think are funny and relatable. Hope you enjoy the cute dog theme!

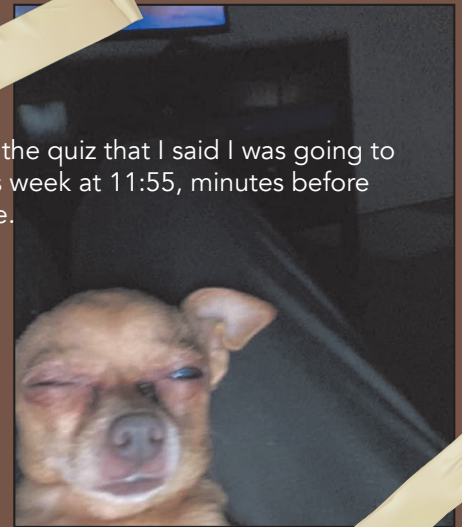
By **Kiarra Crayton**



When the parking garage is full and there's nowhere to park on campus without getting towed.



Me on Fried Chicken Wednesday.



Doing the quiz that I said I was going to do this week at 11:55, minutes before it's due.

Copyright

The Hook is copyrighted 2023 by The Hook Magazine and East Carolina University, Greenville, N.C. It is printed by Morgan Printers in Winterville, N.C.

The Hook is operated by ECU students who are members of Pirate Media 1, an East Carolina University student-led organization operating under the auspices of the Student Media Board and through the Division of Student Affairs. The magazine is produced twice a year by ECU students for the East Carolina University community.

Opinions expressed herein are those of the student writers and editors and DO NOT reflect those of the faculty, staff, administration of ECU, Student Media Board nor the University of North Carolina System.

Partial funding for this publication is provided through Student Fee Funds. Advertisements fund the remaining costs. Advertising inquiries may be sent to Office of Student Media, Mendenhall, Ground Floor, G51, Mail Stop 406, or by calling the Business Office at 252-328-9245. Inquiries concerning content should be sent to the Magazine General Manager at thehookmag@ecu.edu.

All students are allowed to have one free copy of this publication. Additional copies cost \$1 each and are available at the Office of Student Media. Unauthorized removal of additional copies from a distribution site will constitute theft under state law, a misdemeanor offense punishable by a fine and/or jail time.

Congratulate

2023-24 graduates!

Advertise in the next edition of Anchors Away and share a congratulatory message for the class of fall 2023 and/or spring 2024!

With several ad styles to choose from, we have options whether you're a loved one, campus department or local business seeking to celebrate ECU graduates!

For more information on sales deadlines, email piratemedi1@ecu.edu.



poker, music & more!

EVENT SCHEDULE

\$9 DAILY LUNCH SPECIALS
TUESDAY-FRIDAY | 11 AM TO 3 PM

TRIVIA
Wednesday
7 p.m.

TAVERN POKER & LIVE MUSIC
Thursday
6 p.m.

BRUNCH
Sunday
10:30 a.m. to 2 p.m.

For just \$22, join us every Sunday for brunch, featuring amazing food (including prime rib), refreshing drinks and whatever sports are on. All college students will receive 15% off food purchases with college ID every Sunday!

NOW OFFERING POOL TABLES AND AN ARCADE FOR YOUR ENJOYMENT



Airing NFL every Thursday & Saturday



DISTURB 
THE MAINSTREAM WZMB

VISIT US
120 W. 5TH STREET,
GREENVILLE, NC 27858


HARDWARE
RESTAURANT & TAPROOM

FOLLOW US
@5THSTREETHARDWARE
/5THSTREETHARDWARE

the BiG VAPE THEORY

E-CIGS, VAPES, E-JUICES AND HARDWARE

COME SHOP AT ECU'S FAVORITE VAPE SHOP!

CLIMB ABOARD AND CHECK OUT
OUR GREAT VAPE SELECTION!
LOCALLY OWNED AND OPERATED

3105 EAST 10TH STREET
(OLLIE'S/WALGREENS SHOPPING CENTER)



FOLLOW US ON SOCIAL MEDIA!

Authorized retailer for top brands you want!

RAW
NATURAL ROLLING PAPERS

AIR BAR™

Hyde

BAD
D R I P

SHIJIN
VAPOR

Disposables, Pod Systems and More!