Writers of New York City College of Technology

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<u>Foreword</u>

New York City College of Technology proudly presents "Writers of New York City College of Technology" Volume 1. In this collection of work writers from various disciplines share their expertise on different topics within their major. Each student touches on aspects within the field of interest and provide salient information with the reader which will entice the senses, and stimulate the mind. We hope that you enjoy the pieces of work that we have provided for you, and after reading this volume you gain a piece of knowledge that will stay with you, and help you grow academically.

Shalamar Raimie

Professor Douglas

March 29th, 2017

The Literature of the African Diaspora

Toni Morrison is unique in her approach to her literary works. She is very subtle in her message, but uses the characters in her story to tell the narratives relating to that specific message. For example, in the book "The Bluest Eye", Morrison uses her parents as a representation of how brain washed black people are. On the other hand, in her book "Beloved", Morrison uses Sethe as the alternative type of black person who holds too much responsibility on her shoulders. She represents the type of person who has created their own morals based on their experiences in life, and continues to abide by them instead of alter herself. In her books, Morrison is able to establish problematic themes, which relate to the people of African descent and what they are still dealing with till this day. Morrison attacks societal norms such as identity, family dynamics, self-esteem, racial dynamics, and the components of the communities of people of African descent.

In Morrison's books, she depicts the fact that women of African Descent are continuously forced to have a "me against the world" mentality, or they will not survive the social constructs of the world that they live in. Morrison cleverly shows this message in both of her books, by highlighting the struggle that both antagonists face while moving through life. In "The Bluest Eye", Morrison explains the perspective of the racial dynamics of being a young girl of African descent when being a white girl is idolized and

being a black girl is demonized. To be white with blonde hair and blue eyes is the apex of beauty, whereas to be a brown girl, with brown hair, and brown eyes is seen as unattractive. Pecola, who is the main character in The Bluest Eye, has already acquired low self-esteem, which she has seemingly inherited from her parents who also practice this ideology of praising the white standards of beauty. Morrison uses Pecola's parents to show how white supremacy and oppression not only comes from whites, but also people of African descent who practice self-hating their own skin color. This aspect of the book is revealed when the reader is given information on Pecola's mother, Pauline. Pauline is a woman with low self-esteem who is only happy when emulating white people, and white culture. Pauline has physical flaws such as a mangled foot from a result of a nail piercing it when she was two years old, as well as a missing tooth. Because of the blatant deformities she has Pauline hates herself and idolizes whiteness to justify her idea of true beauty. Her husband Cholly accepts her weak-minded ways, which allows him to love her with ease. Pauline's low self-esteem makes him feel comfortable because he can perceive her as damaged. Cholly is a weak person who can only truly feel comfortable with someone who is weak as well. Pauline is a character who represents some people of African descent who are damaged from a young age. T. These people grow up to admire other races instead of appreciating what they have to offer, and trying to fix themselves through practical solutions such as introspection, and self-love.

Another example of the idolization of whiteness/ white culture is when Pauline's father refers to a little white girl as "baby" but her his own child as "crazy fool." Clearly, this statement personifies that Cholly does not have the same amount of love and respect

for his child as he does for a white child. In fact, I would argue that Cholly hates his daughter and the fact that she is not a "pink-and-yellow girl" bothers him deeply, but at the same time makes him feel better about himself. Cholly does not believe in his daughter or that she could ever do anything of substance because she can never be or look white. Cholly makes sure to voice his opinions to Pecola, in order to break her down and decrease any self-esteem she has left. In the book "Beloved," one of the main characters named Denver also finds it hard to connect with her mother. Sethe, who is Denver's mother, is over protective, which is described in the book as her "thick" love. Sethe treasures Denver because she was one of her children who were not taken from her. Sethe's suffocating love comes from her unconscious guilt of killing one of her children, and from her other male children running away. Sethe's main plight is that she is consumed with the hardships, and burdens that were bestowed upon her during slavery by the White race. She carries her burden with her and suffocates her children with hope of spearing them what she went through. However, she does not consider the fact that she has forced Denver to retreat within herself, and prevented her from experiencing a normal childhood. Denver's struggles came from her mother over bearing love that shaped her life. Denver and Pecola alike are both negatively affected by their parent's shortcomings, which have already altered their personalities and unfortunately damaged internally.

In both books, Morrison is able to show the emotional and physical oppression of women of African descent, even when trying her best to live a prosperous life. In "The Bluest Eye," white people were seen as superior in most of the character's eyes, and it was thought that black people should strive to be like white people. In Beloved, white people are all seen as slave masters and ruthless barbarians in the eyes of Sethe. The

difference between these two points of views is that although white people are seen as superior, their actions cause the main characters to form different outlooks on them. In "The Bluest Eye," the white race is idolized, and can be compared to gods at certain points of the book. The main characters see them as the apex of beauty, and the epitome of perfection, which every person of African descent should alter themselves to become. I think that the author wrote these two books to show the effects that life can have on a person's mind. Morrison does this by giving a story of Pecola, a young black girl who has been beaten down by this black hating culture. Everyone around her, mostly her parents have played a huge role in ruining her self-esteem and her life. Pecola's father, Cholly, for example aimed to break Pecola down by molesting her because he cannot handle being around people who emulate strength and determination. In Beloved, Sethe eventually reveals that her fear of her children being sold into slavery caused her to kill her youngest child so that she could protect them. Sethe's action much like Cholly's action was rooted from prior experiences in life that caused them to behave the way they did. Cholly tried to break down his child so that he could make her more susceptible and obedient in the white world. While Sethe tried to protect her children from the white world by taking their lives. Both of these measures taken by these parents were despicable, and showed their rare form. However one must consider the fact that these actions were provoked by the lives they lived and difficulties they themselves went through.

The main message in both books is that people of African descent constantly cycle their problems throughout generations. The hurt and pain that parents experience

are often passed down to their children through stories, scenarios and even their physical behavior towards their child. The only way to stop these negative thoughts from being passed down is to refrain from teaching them to the next generation. In doing so parents can stop damaging their children's minds with the hurt, and pain that continues to torment them until this day. Both Pecola's parents have had childhoods that while they do not give a reason of their awful behavior, it can be understood why they are how they are. Even though Pecola has been absolutely destroyed, it starts with people like her so that the cycle doesn't continue. In Beloved, Denver is the embodiment of ending a cycle. She does not allow the decisions her mother, Sethe, has made affect her life or tie her down. The horrible acts that were committed against Sethe during slavery caused her to become paranoid and suffocate them with her love. However, both what Sethe and Pecola's parents fail to realize is that their behavior has damaged their children, and the only way that they can learn about the true characters of white people is by going out into the world and experiencing it themselves. To stop the generational cycle of damaging children, one must understand that they are in a cycle. After becoming aware they are a part of the cycle they must then work on their self-esteem, virtue, and love, in order to improve their mindsets as well as their children's lives.

Shalamar Raimie

Professor Douglass

3-1-2017

Literature of the African Diaspora

Sometimes, the most difficult thing to do in life is to find is one's self. The renowned author and public speaker James Baldwin overcame many obstacles and adversities throughout his life in order to find himself. In his autobiographic essay, "The Fire Next Time", and his fictional book "Giovanni's room", Baldwin is able to communicate to his readers the perils of finding one's self. He explains how hard dealing with being a homosexual can be, his struggles with racism, and the steps he took to find the meaning of religion growing up. However, although Baldwin faced many adversities, his major plight was deciphering the different puzzles that the world placed in front of him.

A quote that has always resonated with me is one that says, "I am against religion because it teaches us to be satisfied with not understanding the world." (Dawkins, 56) I think that this quote can be compared to the message in Baldwin's book "The Fire Next Time," because Baldwin shares similar views about Christianity. As a young boy growing up Harlem in the 1960's, Baldwin had been subjected to police brutality, racism, and people of African descent who had adapted a systemic inferiority complex. Baldwin noticed that Christian church played a large role in enforcing certain stigmas into the minds of people of African descent. Growing up, Baldwin notices the hypocrisy of the

Christian church with an example of the "kids on the avenue", Baldwin says that a lot of those whores, pimps and drug dealers on the avenue all went to the same church. In addition, if Christianity was supposed to give people a sense of high morals, why didn't it help them? Baldwin's theory was, of course, that Christianity was meant to hold back people of African descent instead of persuade them to better themselves. Baldwin felt that Christianity was a form of mental slavery; they were forced to worship an image of a white God while being oppressed by whites, which was very detrimental to people of African descent.

Christianity reached the pinnacle of hypocrisy in Baldwin's opinion when his father refused to allow a Jewish person into his home. . The negative reaction Baldwin received from his father bothered him deeply, and he eventually decided to leave the religion, and his parent's home for good. It was not until he was exposed to "The Nation of Islam" that he was able to find closure, and let go of the situation that occurred with his father. In this new religion, people of African descent were empowered, and taught to love themselves. They were no longer seen as the lesser race, but they were told just how important and powerful they actually are. In fact, they were told that they were superior to white people for various reasons. The Nation of Islam also cleaned up the streets and changed people's lives who were recently incarcerated, and were having trouble finding jobs. Baldwin figured that Islam was a lot more beneficial for people of African descent than Christianity. Christianity was now obsolete to him because he thought that he had finally found a religion that would accept him for who he truly was. However, after having a thorough dinner with Elijah Mohammed, he realized that he could not identify

with this religion either. Baldwin was for black empowerment, but not necessarily black supremacy. Instead, Baldwin advocated for people of African descent and white people to figure out how to live together.

Due to Baldwin's views on religion, his sexual orientation is often portrayed in his interviews in an ambiguous way. He once stated, "I've loved a few men, I've loved a few women, and a few people have loved me. That's all that saved my life" (Baldwin, The Price of the ticket). In his book, "Giovanni's Room", Baldwin seems to use the main character, David, as a way to mirror himself as well as many gay youth during that time period of the 1950s. David is ashamed of his sexuality, and so are the people around him. No one is ready to accept David, not even himself, which is portrayed in the way he treats his first lover, Joey. He completely mistreats him after their first sexual encounter because he is afraid at what he actually is. After a while, the guilt David feels for his mistreatment of Joey starts to eat away at him. This feeling of self-condemnation causes him to move to France to possibly start a new life. David then starts dating and ends up in a complicated relationship with a woman named Hella. It seems that she knows about David's homosexuality, but she does not make that apparent to him. However, one day when David asks her to marry him, she does not take him seriously because she knows that he does not truly love her. She sees him for who he truly is even though he has not accepted himself yet, and eventually they decide to part ways.

David starts to accept his sexuality when he meets Giovanni at a bar with his "friend" Jacques. At first, Jacques is the one who is interested in Giovanni, but David

steals the spotlight, as he obviously likes David a lot more. Giovanni's fondness of David is very apparent, but David answers it back with discomfort and evasion. This comes from David's upbringing and his incident with Joey. David hates that he is attracted to men, and Giovanni hates that David is ashamed of himself. Giovanni constantly tries to make the confused David free (Which really means for David to leave his fiancé to be with him). David's confusion about his sexual orientation leads to a rift between Giovanni and himself. In order to assure himself that he is not gay, David sleeps with a woman named Sue because of his father asking if he has a woman yet. It is then exposed to the reader that David does want a family with a child. He wants a normal safe life, and he feels that his relationship with Giovanni simply was not a safe one. David decides to go back to his old relationship with Hella, in order to put on the façade that he is living a "normal" life. However, he truly still loves Giovanna and after a brief encounter with him, he seeks him out until he finds out that he has been involved in a murder. David's difficulty with securing a stable love life stems from the fact that he is unable to accept himself as a homosexual. He is too scared to embrace his true passion because he wants to live a safer and somewhat easier life. In doing so he suppresses his feelings and misses out on love because he waits too, long to be true to himself. David made the conscious decision to put other people's opinions ahead of what made him happy because he was too afraid to allow himself to be free, and be loved even if it was against social norms.

James Baldwin was said to be one of the greatest essayist of all time. And after reading "The Fire Next Time", I would definitely have to agree with that. Baldwin is able to use his life as a topic, and special moments that occurred in his life as supporting facts

for that topic. The topic that Baldwin speaks on relates to the difficulties a homosexual

African American man faces regarding religion and racism. He discusses in his books

both of the extremes religion has to offer, and how hard it is for one to find themselves in

a world that has specific criteria of what a man should be. In the end, he eventually

makes up his own mind on who he wants to be after he becomes comfortable with

himself, and his sexuality. In "Giovanni's Room", David is battling with being what

society considers normal and being true to himself. Throughout the book, he is in

constant denial about who he is, and what type of person he wants to be. The deeper

meaning that I absorbed from the book is that if society approved of homosexual

relationships more, then David perhaps would have stayed with Giovanni instead of his

then fiancé Hella. Baldwin expresses many of his opinions within his book in a direct, but

subtle way. He speaks about the difficulties that men who are homosexual face when

trying to find love in a society who does not accept them. These men are demonized, and

often shunned by members of the church as well as people in their neighborhoods. They

face constant adversity, which causes them to retreat into themselves, and to pretend to be

something they are not so they avoid conflict and live "normal" lives. Both of Baldwin's

books tell the story of a person who tries to find themselves in a society that does not

allow them to be themselves. His books shed light on what it feels like to pretend to be

someone else in order to prevent yourself from not only becoming a social outcast, but

also facing violence just for being yourself. I feel that Baldwin's main reason for

publishing these stories was to open up the minds of his readers to the impossible lives of

men who love other men. He wanted to show his readers how hard it is for a person who

was not seen as normal and how hard they have to work just so they can be seen as

normal. By writing this book, he gave the reader a piece of his world while opening up

their minds to the aspects of life that they could possibly be blindly contributing to.

Carl Francis

Professor Hengel

September 27th, 2016

"America" and "Empire State of Mind": Temporal Opportunities

Time, is it your ally or enemy? You can do what you please with your time because time management is granted to everyone, however the time period in which you are created is not determined by you. You could have been born in the Middle Ages or even the early Egyptian era, neither of which you could have chosen but instead was decided by fate. Throughout time, there have been artists who have come forth to show homage to the people, places or things they love the most. Two of the most renowned artists of African descent throughout time are the poet/ writer Claude Mckay and the rapper/ philanthropist Jay-z. Claude McKay's poem "America" depicted America in the 1920's as a land filled with hatred and oppression but he foresaw, that over time it could be a land of great opportunity for the "Negro man". Jay-Z's song Empire State of Mind describes a more relevant era, in which he being an African American man managed to succeed, even though certain opportunities still aren't afforded to the "Negro man". In my essay I will try to show the comparisons between Jay-z's song "Empire State of Mind" and Claude Mckay's poem on America. I will also explain how both of these pieces of art relate to the struggle that men of African descent still face to this day.

In the poem "America" by Claude McKay, the author tells the reader about the hardships a person of African descent faces while living in America. To spread light on the situation, Claude McKay was a "Negro man" who experienced harsh treatment from

the white supremacists in the early 1900's. McKay wrote the poem that I will be

discussing today in 1920, which was 60 years after slavery was abolished, and during a

time when racial tension was extremely high. Coming from Jamaica, where the "Negro"

had power to move as they chose and then migrating to America where the "Negro" was

treated poorly and their rights were close to none, Claude McKay was exposed to racial

inequality and hatred in America and he felt that he needed to make a change. McKay

used his influence within the communities of people of African descent, to express his

observations on the unfair treatment his people were subjected to. McKay, being one of

major writers in the Harlem Renaissance period used his writing as inspiration to many

people dealing with the struggle of being African-American.

Jay-Z much like McKay expressed his feelings on the unfair treatment of people

of African descent through his art. Jay-Z is an African American Artist, who was born

and raised in Marcy projects in Brooklyn, NY, and sold drugs from his adolescence until

he was 26 years old. Due to police harassment and constant danger in the streets he

decided to become a rapper and used his life story as the basis for his music. His music is

critically acclaimed and he holds 21 Grammy awards to some of the greatest rap music to

ever be made. From the bottom of the ladder to the top of the pyramid, Jay-Z did it all

and had a clear story to tell. Jay-Z's song "Empire State of Mind", has a deep message

which sheds light on his experiences while living in Brooklyn, and the path he had to take

to make it in the big city of New York. He describes vivid moments and memories that he

had to go through in order for him to achieve success. Not only is he using his music to

tell his fans about his past but he also discusses his current lifestyle, which is the

complete opposite from where he started. Although his circumstances weren't the

greatest, he managed to take his life from negative to positive with a plan which granted

him a massive amount of success.

"Empire State of Mind" by Jay-Z and "America" by McKay share some

similarities although they were written during very different time periods. One of the

most prominent similarities both of these pieces of art have in common is their

inspiration. The city of New York was the playground for inspiration for both the artists.

Claude McKay resided in Harlem during the Harlem Renaissance, and he expressed his

experiences during this time in writing. Jay-Z grew up in Brooklyn and his writing is a

verbal account of all the obstacles he encountered while living there. New York gave

both the artists inspiration to create pieces of art that would touch the hearts of many

people, because they were able to succeed in a city that requires you to fight for success.

In Jay-z's song "Empire State of Mind" there's a verse that says "Concrete jungle where

dreams are made of, there's nothing you can't do". This verse compares New York to a

jungle and jungles are filled with dangers at every turn (Jay-Z). Jay-z's music touches on

controversial topics that many people choose to overlook because they don't want to stir

up trouble. Jay-Z's life was in danger every time he stepped out of his home due to the

constant hatred of his fellow man as well as the police. Claude McKay, much like Jay-z

could've been killed because of the controversial topics he spoke of and the constant

hatred he faced from white people. Both of these artists faced controversy due to the fact

that they refused to conform to social norms, and always voiced their opinions regardless

of the backlash they received. Even though their circumstances were grim, they managed to find a way out of difficult circumstances by documenting them within their art.

   In America, McKay's piece spoke about how the system was suffocating him, and his steps to finding a way out. Around the time of the Harlem Renaissance, which is when McKay's writing was popular "The Great Migration" occurred. The Great migration was a period in time when African Americans traveled north with hope for a better life. One of the destinations that people of African descent migrated to was New York. They felt that New York could provide them with a fresh start, as well as a variety of opportunities which would allow them to support their families. Migrators also felt that moving to New York would help them escape the tyranny from the racism plagued south. However, these people ended up moving into areas that became the ghettos, and slums of New York. The "Negro" population grew while the resources in the area were continuously decreasing. McKay talks about the issues that people of African descent faced during The Great Migration. He says "Darkly I gaze into days ahead, and see her might and granite wonders there," This quote means that the turmoil from oppression many people of African descent faced at this time affected McKay's cognitive processing. However, he does have hope that a brighter day will come. McKay also went on to say "Beneath the touch of Time's unerring hand, like priceless treasures sinking in the sand," In this quote, he is basically saying that it will only take time for the changes to come, and when they do life will be better. .

 Jay-Z ,on the other hand, with his writing coming a century later, gives a sense of how difficult life can be in his second verse by saying "8 million stories out there and their

naked, city is a pity half of y'all won't make it" (Jay-Z). Jay-Z tells his audience that not everyone is going to be given the opportunity to do something great. However there are ways to achieve success and do what is necessary to remove yourself from under the thumb of oppression.

In his song, Jay-z says: "Lights is blinding, girls need blinders so they can step out of bounds quick, the side lines is blind with casualties. Who sipping life casually, then gradually become worse don't bite the apple Eve? Caught up in the crowd now you're in style, And in the winter gets cold en vogue with your skin out" (Jay-Z). With these lines, he shows that it is easy for a person to become lost amongst the masses. There are too many people with similar stories and majority of the time their actions lead to the same fate. Jay-z's lyrics shine light on the plight of the African American man, by turning their struggles into creative songs with catchy beats. This song not only open up the eyes of the people who seek to oppress these men, but to also show his people that he is a prime example of what can happen when you're persistent and willing to work hard to achieve your dreams.

The pieces of art that both of these men composed are their testimonies regarding the struggles of the African American man. Through their art they gave visuals that depicted the world through their eyes, and the daily obstacles they had to overcome to be successful. While McKay was optimistic and saw hope for the future of his people, Jay-Z was blunt and saw the reality that only few will prosper. I agree with both of them to an extent because I know that opportunities for people of African descent have increased, but acquiring those positions are often extremely difficult. People of African descent are

faced with many adversities, which seek to hinder them, and keep them in certain areas and in certain jobs. Both of these men sought to challenge those odds by letting their voices be heard, and letting their people's stories be heard. Jay-z and McKay were products of the same environment, but they developed very different mentalities and ways of handling life. Jay-z choose to become a rapper and give knowledge through his bars, while McKay put his life on paper to share with anyone who indulged in reading. Their art helped them release built up frustrations about things they could not change within their lives, and their communities. In doing so, they provided an outlet for people who were dealing with similar struggles to feel understood, and accepted in a world that saw them as inferior. Both Jay-z and Claude McKay were activists and innovators of their time. Even though their methods of conveying facts were different, they had many distinct similarities, which show their devotion to the truth, and to their people.

Derick Isaac

Professor Steve Rosenstine

3/1/2017

Chronic Pain

The article that I read is about how the treatment for chronic pain can draw attention away from the opioid intervention, which has been the major cause of drug overdose deaths since 2014. This new chronic pain study has now become a huge issue in America because it is either under-treated, treated inefficiently, or sometimes not treated at all. The current treatment that has been prescribed to treat chronic pain is opioids, however the misuse of this drug continues to dramatically increase every year. This misuse of opioids leaves the people who treat chronic pain with the double burden of treating patients while preventing them from becoming addicted to the pain medication. In order to prevent patients from becoming addicted to opioids an alternative method was develop to treat pain, which is Virtual reality. Virtual reality uses "the gate theory of attention" to be effective in reducing pain. VR main method for reducing the perception of pain is by taking the attention away from pain, and placing their attention in other places. The results of using virtual reality as a treatment for chronic pain have   shown positive results. This treatment has been effective in decreasing procedural and acute pain, meaning it can possibly be an alternative to treating chronic pain. In retrospect, the difference between acute and chronic pain is just a matter of how severe the pain is and how long it lasts. Chronic pain generally last from months to years, whereas acute pain

might last from a few days to a few weeks. An example of a virtual reality study that

focuses on chronic pain is described below.

The VR application that I will be introducing to you is called COOL!

(DeepStream VR Inc.,2014). COOL!, is an interactive journey through scenery using all

360 degree Virtual Reality fantasy landscape. The speed of this program is slow and

constant, so that participants can process the objects presented to them, which include

trees, hills, snow scenes, caves, flames, and animals. In order for participants to enter the

world of COOL!, they will be given a head mounted display, which they will place over

their eyes for the duration of the experiment. The Institutional Review Board of the

University of Tennessee Knoxville approved this virtual reality study, which focuses on

patients with chronic pain. The developers of this experiment recruited their participants

from a local pain practice in Knoxville, Tennessee by placing flyers in areas with high

traffic such as, the lobby and physical therapy area. After a brief period, 30 participants

with a variety of pain disorders signed up to be a part of this study. Although there were

many different chronic pain disorders in this study, the average reported duration of

chronic pain was 16 years.

This study was conducted in a simple fashion where, the patients would be asked

on a scale of 1-10 how much pain they are in before the VR, 10 being the worst pain

anyone can endure and 0 being pain free. Afterwards the participants of this study will

sit through the 5 minute virtual reality session, and once its finished they will be asked

again to rate their pain level from 1-10. In addition, subjects were also asked using the

same scale, to what extent did they feel like they were a part of the virtual world presented to them. Ten being 'I went completely inside the virtual world' and zero being 'I did not feel like I went inside it at all' and: how real did the objects seem to them? Ten being 'indistinguishable from the real world' and 0 being 'completely fake.

The results of this study showed a 33% reduction in pain. The average pre-session pain rating for the 30 participants was 5.7. The average post-session pain rating was 4.1 and the during-session average pain rating was 2.6. The change in pain between pre-session ratings and during session ratings resulted in a 60% reduction in pain, which proves "the Gate theory of attention" to be correct in this study. In this study three participants reported no change in their chronic pain disorders, however all participants reported a decrease in pain to some degree between pre-session pain and during-session pain. On the other hand, there were ten participants with completely positive results, who reported 100% pain relief while doing the virtual reality session. The results of this study showed a positive correlation between the decrease in pain amongst certain subjects, and their reaction to the Virtual Reality treatment. In order to get more substantial results the study must be conducted for a trial period, and then the results must be analyzed to see if the subject's reactions are positive or negative. In doing so the developers of the study will have a better idea of just how effective this treatment is, and if people suffering from chronic pain on a global scale can use it.

Kemar Brown

Professor Heejun Kim

11/10/15

Why do restaurants fail?

In the United States of America, there are over 52,000 hotels and 630,511 restaurants as of spring 2015. In the United States, these businesses are staples of the community as well as convenient rest stops for anyone looking for a good meal in the busy cities. It's imperative for people who occupy the community and tourists alike to have certain accommodations such as meals, activities and events to keep the business in the community afloat. These businesses provide visitors with entertainment and also increase the popularity and tourist revenue within the community. In some neighborhoods such as Las Vegas, there are establishments like Mandalay Bay that have both restaurants and hotels fused together. The concept that can be seen here is by fusing restaurant and hotel together the guest's needs could be accommodated at one time. . One of the benefits that can come from this fusion is that each guest can order room service or have scheduled meals delivered to their rooms. Many people can chose this option or just go downstairs and eat their meals at the hotel's restaurant. Although there are great benefits that can come from a hotel and restaurant being in the same place, at the same time there can also be multiple downsides to this innovation. The downsides to the hotel/restaurant industry such as, the high rents they are charged, the lack of guest occupancy, bad food service are some of the main reasons these business eventually shut down. Most customers find these establishments to be convenient and well worth the money, that's

why it's such a shock to them when these buildings are closed down and fail to provide

proper service.

The Beginning of the Restaurant Industry in the United States

In the United States there is a restaurant for any type of food that a person is

craving at any point in time. Some of these restaurants might not be in your local area and

thus leads a consumer to leave their comfort zone and venture out to the place of their

desire. These restaurants are formed with a concept, each defined by a certain culture or a

fusion of two different cultures. The traces of cultures found at these restaurants come

from people that have migrated from their countries in search of a better life. When they

arrive in the states they look for ways of making a living and if their cuisine is lacking in

that particular area, they find ways to incorporate their culture into the neighborhood by

developing restaurant where they showcase their culture, as well as make a living. As

these family restaurants build their reputation in the area they become a well know

establishment to the community. With time occupants of the neighborhood will start to

see more of the family working in the restaurant and slowly, the younger generation will

begin taking over what the patriarchs of the business started. This type of system is

beneficial for immigrant families because the income goes towards their living as a

whole. There is not one person solely reaping the benefits of the revenue that is being

generated, instead everyone is working together towards a common goal.

Types of Restaurants

As America has evolved many different types of restaurants have developed and

formed into the DNA of this great nation. Some of these restaurants are: fast food (quick

service), casual dining, and fine dining atmospheres. Each one of these restaurant type

serves a different type of clientele and provides different types of service. Quick service

restaurants have very limited interactions with their customers and, rarely provide many

accommodating services to them. These types of restaurants are brands such as

McDonalds, Burger King, Wendy's and many more. In quick service restaurants

customers make their order, wait to receive it and either stay to eat or take the food with

them wherever they are going. In a casual dining setting, it is geared more towards the

comfort of the customer. These types of restaurants will be brands such as mom and pop

shops, Red Lobster, Applebee's, Olive Garden, IHOP and many more. With these

restaurants, a customer is able to go in and have a seated dining experience. In this

setting, the customer is able to place an order with a waiter and have their food and drinks

delivered to the table. Fine dining restaurants are the highest class of restaurants there is.

These restaurants usually consist of brands such as the Gordon Ramsay Restaurants, Del

Friscos Steakhouse, Peter Lugar Steakhouse and many others. In these fine dining

establishments, the customers are formally dressed and have a seated service. In these

types of atmospheres, more focus is placed on the ambiance and the craftsmanship of the

food. The customer not only pays for the food, but also the higher level of service that

they would not normally receive within a casual dining setting.

Types of Restaurant Failures

There are three types of known restaurant failures, which are the economic perspective,

the marketing perspective, and the managerial perspective. With each restaurant failure

perspective, you are going to get many different understandings of where a business can

go wrong. In the economic perspective: "This category includes restaurants that failed for

economic reasons such as decreased profits from diminished revenues; depressed profits resulting from poor controls; and voluntary and involuntary bankruptcies, involving foreclosures, takeover by creditors, receiverships, or frozen assets for nonpayment of receipts" (Parsa, 2005). When the economy is at a low point it is hard for a restaurant to survive during that time period. If people are not working and people are not coming into restaurants to eat, it will drastically affect the business. The restaurant has to buy inventory, pay for utilities, and rent the building they are living in, and without the revenue coming in to help the business prosper the business takes it as a loss. The business begins to lose because they are now digging into their own resources to try and help the business stay alive during a time of economic hardship which could eventually lead to a recession.

In the Marketing perspective: "This category consists of restaurants that cease to operate at a specified location for marketing reasons, such as a deliberate strategic choice of repositioning, adapting to changing demographics, accommodating the unrealized demand for new services and products, market consolidation to gain market share in selected regions, and realignment of the product portfolio that requires selected unit closures". (Parsa, 2005). In this perspective, restaurants fail to advertise and meet the needs of the people. Many restaurants open up in different areas but fail to do their research. The types of restaurant that restaurateurs are trying to open up in certain areas do not appeal to nor meet the needs of the people. People fail to realize opening a restaurant is more than just opening a restaurant; it's really about finding the right market where your restaurant will be successful and continue to thrive in. An example of

developers placing a restaurant in area that would not meet the needs of people would be,

putting a fine dining establishment in a low income community. Any investor would be

able to see that this restaurant is bound to fail because the local community cannot take

part in the services that they offer. The local community is crucial to a restaurant because

if people in the neighborhood can't afford the food, they will not frequent the restaurant.

Other people in more developed neighborhoods will be effected because the restaurant

will not receive proper publicity, so the restaurant misses multiple opportunities.

The other perspective that will be taken into consideration in this paper is the

managerial perspective. In this perspective: "This category consists of restaurant failures

that are the result of managerial limitations and incompetence. Examples of this group

include loss of motivation by owners; management or owner burnout as a result of stress

arising from operational problems; issues and concerns of human resources; changes in

the personal life of the manager or owner; changes in the stages of the manager or

owner's personal life cycle; and legal, technological, and environmental changes that

demand operational modifications." (Parsa, 2005). This factor is very common among

restaurant owners especially in the beginning stages of restaurant development. The

owners/managers of these businesses want to make sure their business runs smoothly and

has a long life span. In order to achieve longevity within this business, the developers and

their staff must put in long hours and pick up the slack where others can't. When a new

restaurant is starting out, restaurants resources are limited and to avoid putting any

resources to waste the owner takes the initiative to complete any task they feel other

people would not effectively complete. For example if a chef decides to open a restaurant

he/she would rather do the cooking in the beginning stages than take the chance of

putting that aspect of the restaurant in another person's hands, who may not be able to

handle the pressure. . Often times the owner/managers have things that they personally

have to deal with outside of the business. After a while, the constant cycle of business

and personal lives leads to burnout, which can cause instances of inefficiently within

management, as well as difficulty operating the business and controlling the staff.

From the managerial position in a restaurant, it is imperative to set guidelines and

procedures in place in order for the restaurant to run smoothly. There are many aspects to

running a business such as the hiring process which is very important in the restaurant

business. The people that are hired do the job must meet the specified job description/

requirements. In doing so the managerial staff is ensuring that they have effective

workers who can comply to the vision the owner has for the restaurant. Afterwards the

managerial staff must also make sure to follow all governmental and legal procedures to

ensure that the business is safe from any fines or lawsuits. . Each restaurant must follow

the proper by laws in order to make sure that they have a successful business and a long

life span so that they can cater to the community, and continue to provide their services.

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Non-Volatile Storage- (SCM)

Dynamic Random Access Memory also known as DRAM is a type of random-access memory storage that has been used for years to write data to disks. This form of random access memory is use for data or program codes that computer processors require to function. Another storage system that is widely used now is called SCM (Storage Class memory), which has gained a lot of traction in the tech world because of its high performance and its effective usage of Hard disk drives. Storage Class Memory is a type of memory that could possibly replace DRAM, and supplement NAND flash as a higher-class memory. When put next to HDD's mechanics; SCM is could offer near limitless capacity in comparison. Currently HP & SanDisk entered a long term alliance to explore enterprise SCM products such as servers, Intel Micro, IBM Samsung and about 2 dozen other companies are working on endeavors like phase changing memory. The major problem with hard drives/ memory storage is that in many cases they are unable to provide information to the application quickly enough.

You may ask why is using the proper storage system so important to the technology industry? My answer to this question is that when building large computer systems, there has always been a latency gap between Computer and the Disk.   Memory storage like DRAM travels in the nanoseconds whereas storage memory such as reading

and writing is usually measured in milliseconds. This has been a problem for a long time but no one has tried fixing this latency gap, which is one area that SCM is equipped to handle. SCM is better suited to fixing this issue because it can utilize its resources efficiently to decrease the latency gap, however that's easier said than done. Some features of SCM that qualify it to fix the latency gap are: Solid State Drive (no moving parts), Short access times (within the DRAM range), Low cost per bit (disk like prices), and lastly its non-volatility. The capabilities of the SCM storage will position itself in the place to revolutionize the way in which we handle large servers and how their information is processed.

DRAM memory is volatile which means that there is a requirement of e an active power connection in order for it to function. The advantages of this kind of volatile memory are: it functions quickly and efficiently, and it is well suited to protecting sensitive/ salient information. A disadvantage to this kind of memory storage is that when the power to a volatile memory source shuts off, volatile memory loses its contents, and the information   deleted subsequently. The difference between DRAM memory and SCM memory is that it is persistent. What I mean by this is that regardless if the memory storage loses power or if the server crashes, the contents of the memory source will not be lost. . However, neither of this hard drives are superior to the other because they both have their own shortcomings. In many cases, the major plight of hard drives is that they are unable to provide information to the application being utilized quickly enough. For this reason, storage class memory is being created out of flash-based NAND, which is, flash memory is a type of non-volatile storage technology that does not require power to

retain data. This memory source t can provide an intermediate level between high performance Dynamic random-access memory and cost effective Hard disk drives. The issue that appears here is that replacing volatile memory with fast non-volatile memory will have an enormous impact on the performance and efficiency of microprocessor based systems. Keeping that in mind, we also have to consider that SCM is expected to offer benefits such as significant cost benefits, faster I/O rates, and persistence improvements. However, there seems to be some speculation on just how much higher can SCM be held over conventional technologies such as DRAM.

In my opinion I feel that both SCM, and DRAM have salient aspects that can be beneficial to it users, as well as flaws that would hinder the users progress. SCM does have some significant improvements of DRAM, even though there are some other constraints that can hinder its optimal performance. These constraints are bottlenecking from legacy connectivity's, or being required to process unusually high levels of application threading. Another performance problem that has been theorized is garbage collection, which is the process of preparing old flash cells to receive new data. If this garbage collection occurs during inbound write cycles the added overhead could significantly reduce write performance. On the other hand, DRAM memory has a few disadvantages as well such as a complex manufacturing process, a relatively slow operational speed and a more complicated external circuitry that is required for functionality. Both dynamic random access memory and storage class memory have a variety of positive and negative aspects regarding their components and efficiency. However, they both are decent channels to use if the user requires memory storage that is

reliable, and at most points cost effective. Regardless of the obstacles the user must overcome to work with these storage programs, they must remember that no program is perfect and they will encounter flaws no matter what storage device they use. The user has to choose which flaws they can deal with, and which flaws are too much for them to handle and then decide on what will suit them the best in the end.