

BASIC



A Note From the Creator of the Zine:

Media and art that have been produced for and consumed by the masses are rarely praised for being cool or expressive. “Mainstream” music, movies, and other cultural products are generally regarded in a dimmer light than their lesser-known counterparts.

This zine is a celebration of all the things people feel the need to appreciate “ironically” or in secret for fear of jeopardizing their cool cred. After all, no pleasures should be guilty pleasures.

Stay basic,
Kathryn Schultz

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THESE ARE A FEW OF MY FAVORITE THINGS

A list of “lowbrow” things that I genuinely love and hold dearly to my heart:

- *Kimye*
- *Emojis*
- *3/5 of One Direction*
- *Dystopian YA Novels*
- *Taylor Swift*
- *Lizzie McGuire*
- *Trashy Reality Television*
- *Drake*
- *Twitter*

BASICALLY

There was a short period of time in my life when I was extremely concerned with how my interests, particularly the music I listened to, would impact my reputation. I shunned Top 40 hits and tried my hardest to be as pretentious as possible. If I liked the same things as everyone else, wouldn't that mean I wasn't special? I was in a phase when I took the "Not Like Other Girls" trope to heart.

not like other girls *adj.* 1. trope idealized by boys in movies and books to describe two-dimensional romantic interests who like the same indie band as them
2. misogynistic phrase that pretends to be a compliment but implies that being a girl is negative and pits them against each other

I've since realized that this is not a smart line of thinking and that value can be found in even the most seemingly diluted and mass-produced art. If it seems diluted, maybe you aren't looking/listening/consuming hard enough! If it is diluted, maybe it's still fun anyway. The fact is that popular things are usually popular for a reason. Once I stopped caring about what other people thought of my favorite things, I allowed myself to fully enjoy the popular ones just as much as the more "cool" and obscure ones. Limiting what types of media and art you consume is only limiting yourself! If something makes you happy, you shouldn't be ashamed of it.

People can be quick to judge when they see that you enjoy something that they deem "shallow." I've noticed that society has a habit of doing this particularly often with media that is consumed by and marketed towards women,

especially young women. I'm not saying One Direction are going to be the next Beatles, but who do you think made up the biggest chunk of The Beatles' fan base during their heyday?

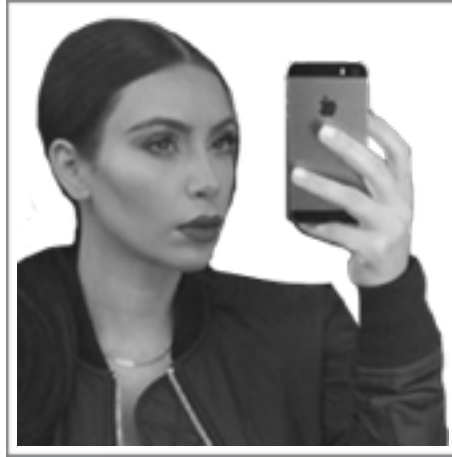


I've been inspired by obscure artists and established artists and deceased artists who have been elevated to god-like status, but I've been inspired by things like Taylor Swift's new album or a Kanye West quote just as often.

Occasionally it can be hard to identify with something that so many other people are fans of (How can THEY possibly understand the importance of this band/movie/book is at the same level that I can? How can THAT PERSON identify with the same art that I do?) It can make it feel like something important to you is less special or less of your own, but you must remember that people interpret things in their own way and everyone sees things through their own point of view. Your relationship with a certain album or movie is still your own unique relationship. If something that is special to you starts to gain traction and attract the masses, it doesn't mean anyone is taking it away from you.

Next time someone calls you "basic" for bopping your head to Bieber or recording Keeping Up With The Kardashians on your DVR, just roll your eyes and whisper a lil prayer to Queen Bey. If something makes you happy, let it!

An Ode to Kim K

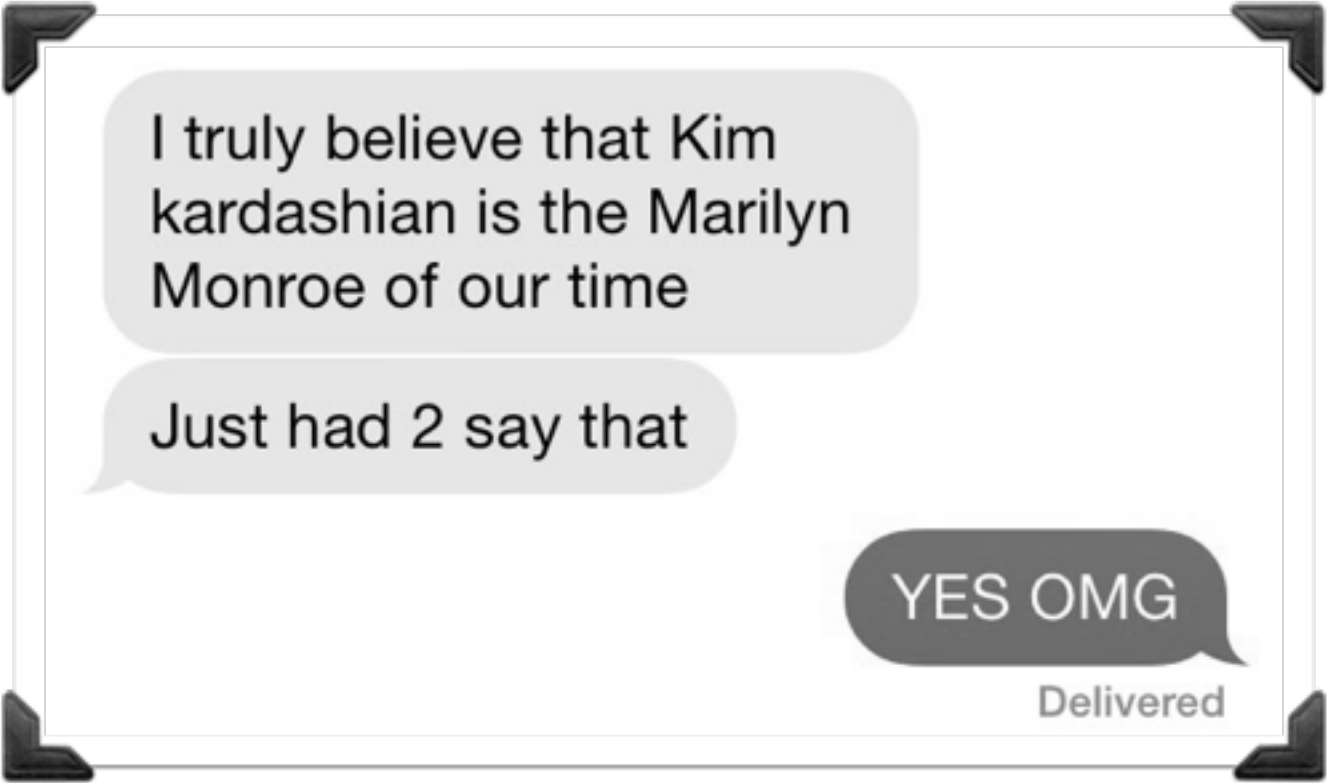


A man's exploitation of privacy morphs into a launchpad to success
Your name has more hits than his now
Started from the bottom (Paris who?)
Now we here
North West will never be Lost in the World
Yeezy season may be upon us
But
A Kardashian will never die.

Unapologetically yourself
iPhone filled with selfies
iPhone filled with more gigs
Than even the best momager could momage
"Don't be f***ing rude"
You've got this handled.

You may be a product of capitalism
But you're well aware
You won't bother pretending that
The combined worth of North's booties
And the one Kris gave you
Isn't worth more than
A modest home.

Kissy face emoji
Kissy face emoji
Kissy face emoji



I truly believe that Kim
kardashian is the Marilyn
Monroe of our time

Just had 2 say that

YES OMG

Delivered

"Non-Threatening Boys"



1. Pop Queen - Ben Lee
2. Kiss You - One Direction
3. Boyfriend - Justin Bieber
4. Too Young To Be In Love - Hunx and His Punx
5. Best Song Ever - One Direction
6. As Long As You Love Me - Backstreet Boys
7. Can We Get Together? - Hunx and His Punx
8. Live While We're Young - One Direction
9. MMMBop - Hanson
10. Thirteen - Big Star
11. With a Little Love - The Troggs
12. All My Loving - The Beatles
13. La La Love You - One Direction
14. One Thing - One Direction
15. Our Love Will Still Be There - The Troggs
16. Earth Angel - The Penguins
17. Tearin' Up My Heart - N'Sync



Listen online: 8tracks.com/keaschultz/non-threatening-boys

How-To Guide: Maximum Consumption

Sometimes, you just need to give in to all of your “guilty” pleasures and spend a day lavishly devoted to consuming every one of them. Here’s your extensive guide on how to go about that. Trust me, I’m an expert.

1. Be sure that you are wearing comfortable clothes that you feel good in (no itchy fabrics allowed). Mentally map out the places where you will be spending the most time. Look for TVs, couches, beds, fridges, and places with little to no people. You can’t be bothered with interruptions or demands for favors! If you need companionship, look for an equally lazy person who doesn’t talk very much. These are the people with whom you can spend hours watching TV with and forget that they’re there. That is, until you need somebody to laugh at the hilarious joke you just came up with about the reality show you’re watching.
2. After you’ve developed a good sense of your surroundings and have begun to really feel the languid vibes of endless consumption (think “sloth”), you are ready to begin. A good way to start is with a nap. Don’t be taken aback; you’re tired. I know you are, because everyone is. You need to rest up so that you’re in prime condition to consume. Find a comfortable bed or couch, cuddle up with a soft blanket, and allow yourself to sleep. I like to find a spot by a window, so that I can rest with the sun shining on me. There, isn’t that nice? Don’t you dare set an alarm, unless there’s a Criminal Minds marathon that starts in a few hours.
3. After a refreshing nap, it’s time to commence the most literal part of your day of consumption. Mosey on over to the nearest kitchen, and ponder for a moment what you feel would satisfy you the most. Don’t be shy. I think it’s healthy to allow yourself to occasionally eat an entire pint of ice cream or

peanut butter from the jar and feel no shame. This is also a good time to experiment with different food combinations. You might find a winner (raspberries and chocolate chips microwaved inside of a flour tortilla) or a loser (Cheez Whiz as an ice cream topping). Either way, you'll never know unless you try. I like to gather a lavish supply of snacks, so that I can continually graze whilst enjoying other activities.

4. Now that you've produced an adequate supply of food, it's time to get to business. Find the nearest couch and sit right down, building walls of snacks like a fortress around you. Now, you have a few options here, so consider carefully:
 - Do some channel surfing and see what the TV gods have planned for the next few hours. Crime drama marathon? Perfect. TLC reality series about bratty children? Even better. Food Network? Always reliable. 80s sitcom? Ding ding ding ding ding.
 - Another easy binge-watching method is a streaming service, like Netflix or HBO GO. Someone you know must have a password, right? A little bribery never hurt anyone.
 - Wikipedia is a magical resource. Today is your day to fall into a black hole of tabs that detail Beyoncé's life story, the production of every *NSync music video, or Drake's rise to fame.
 - Burn through a stack of celebrity gossip magazines until you know at least five things you didn't want to know and/or never realized you needed to know until now.
 - Another great "guilty" reading source: pick up a YA novel and don't even cringe once while reading it.
5. Some people like to take a relaxing bath at the end of a long, hard day. To that I say, "Why let the overachievers have all the fun?!" Light some candles and pamper yourself with an extravagant bubble bath before bed. You've haven't earned it, per se, but you deserve it. As Tom Haverford once said, "TREAT YO SELF." As you soak in the bubbles, reflect on your stress-free day. Marvel at your ingenious new snack combination, pat yourself on the back for fitting so

many episodes of Doctor Who into one day, and make plans for your next lazy day. Just be sure to not have too many consecutive days of maximum consumption, or else your brain might rot and people might start to get jealous. But for now, go for the gold medal in “Most Consecutive Hours Spent on the Couch,” an Olympic event that I wish existed.



1989 Review



T.S.

1989

Taylor Swift's 2014 pop debut was a blessing. The transition from country to pop was a smart genre switch on her part because 1989 is magical, IMHO. Aside from a hiccup or two ("Welcome to New York" is dreadful, "Wildest Dreams" is a forgettable Lana Del Rey copycat), the album is filled with catchy and empowering songs. I can no longer imagine my life before "Blank Space," a track that challenges the flak Swift has gotten for being a "serial dater."

"Style" is a love song that makes me want to drive around with windows down in the summer, which is always a good thing. "Shake It Off" is undeniably fun, and "Bad Blood" is also a good jam. I have never loved T Swift as much as after downloading this album. I didn't have very high expectations, but I am now a changed woman!!! LISTEN TO TAYLOR, SHE KNOWS WHAT SHE'S TALKING ABOUT. If I seem overly enthusiastic, it's because I am. BRB, gotta go listen to "Blank Space" on repeat to guide me through life forever.

This zine was created by Kathryn Schultz in December 2014. S/O to Aidan Haarman for his Photoshop help and Alex Berner-Coe for her brilliance.

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