



Americans and the Other

THIS PHOTO, captured on February 5, 2010, in Washington, D.C., during that city's fourth largest snowstorm on record, expresses one of the myriad conflicting views that Americans have of non-Americans. In this case, it's "exchange students" as exotic creatures—with a dash of adventure and a dollop of sex appeal thrown in for good measure—as a way to hawk bottled red tea, no less!

Note the use of fiery orange, sunset red, and lemon yellow—even more striking against a snow white backdrop—to convey a sense of warmth, passion, and all-around "awesomeness" that conjures up images of tasty international students who hail from steamy tropical climes. (What would a bottled U.S. exchange student taste like, I wondered?)

As a two-time "exchange student" in a previous life and someone who now makes his home in one of those sun-drenched tropical countries, the words and message jumped off this sign anchored in snow. I stood there for a moment, dumbfounded and bemused, before reaching for my camera. I felt very much like an ethnographic researcher in my own country—on the outside looking in.

Perhaps this advertising campaign could be adapted to recruit more young Americans—not to swell the ranks of NESTEA drinkers—but to study abroad! How's that for a private-public partnership (PPP) idea?

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YOU'RE INVITED! We invite you to submit your photos along with a brief (approximately 200 words) description of why these images are important in your understanding of a person, place, idea, or incident from your experiences in international education. The photos could be of a simple moment on your home campus involving international students, a major event in an exotic location, or anything in between. The editors of *International Educator* will run selections on this page throughout the year. Please contact us for submission details at elainal@nafsa.org.