

Why "Countenance"?

When I got the idea to start a magazine to showcase the work of journalism students in our Feature Writing class, I thought long and hard about what to name it. I didn't want a name that would limit the content to only ECU or even only to Greenville. Over the years, I had seen many students write terrific stories about interesting people and places and issues that had to do with their hometowns or with other places that deserved to be showcased. Not being local seemed an arbitrary reason to leave out a good story.

As a result, I looked for potential names that would be general or vague enough for stories of any topic to be published, providing they were interesting. Countenance was one of half a dozen potential names I came up with, though some had to be eliminated because I found those names already in use by a publication somewhere else. My journalism colleagues weighed in on the final name options and most preferred the name "Countenance."

***Definition of countenance**

(Entry 1 of 2)

1a : [look](#), [expression](#) ... a countenance which expressed both good humor and intelligence ...— Sir Walter Scott

b : mental [composure](#) ... startled, and also somewhat out of countenance.— Arnold Bennett

c : calm expression He managed to keep his countenance through the ordeal.

2 : [face](#), [visage](#) especially : the face as an indication of mood, emotion, or character The photograph showed his somber countenance.

3 : bearing or expression that offers approval or [sanction](#) : moral support ... her countenance of their unsafe amusements ...— Jane Austen

4 archaic

a : [aspect](#), [semblance](#)

b : [pretense](#)

5 obsolete : [bearing](#), [demeanor](#)

*<https://www.merriam-webster.com/dictionary/countenance>