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& Christian conviction

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\*An asterisk means that the book is in print; if you wish to purchase it from our friends at Splintered Light Books call 1.800.979.3310.

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#### Joseph Epstein

Joseph Epstein's most recent collection of essays, *Narcissus Leaves the Pool*\* (1999), is published by Norton, as are most of his earlier collections, including *Once More around the Block*\* (1990) and *A Line Out for a Walk*\* (1992). The subtitles in each of these collections is "Familiar Essays," which designates the variety of subjects on which Epstein ruminates. The title essay in *Narcissus Leaves the Pool*, for example, is a melancholy rambling about our bodies getting older. Epstein can take the most mundane subject and convert its elements and contours into something charming. He also writes many literary essays, often profiling the work of a single author. Some of those essays have been collected in *Partial Payments: Essays on Writers and Their Lives*\* (Norton, 1991) and *Life Sentences: Literary Essays*\* (Norton, 1997), which features pieces about nineteen writers including Montaigne, F. Scott Fitzgerald, Joseph Conrad, John Dos Passos, Elizabeth Bishop, and Ambrose Bierce.

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#### Globalization

John Gray's book, *False Dawn*\* (1998), is published by New Press. Zygmunt Bauman's book, *Globalization: The Human Consequences*\* (Columbia University Press, 1998), suggests that the mobility of capital and people divides the world into tourists and vagabonds, the former being social and economic elites who travel from place to place eagerly and comfortably, the latter who live in places which have lost economic significance and hence become denatured in crucial ways. Wendell Berry has written a great deal about the threat to local communities of global culture and economy. Among his essays on this subject are "The Work of Local Culture," in *What Are People For?*\* (North Point Press, 1990). Travel writer Pico Iyer has some provocative observations about the sort of consciousness and commitments produced by the globalist tourist in "The Soul of an Intercontinental Wanderer" (*Harper's* 1993). Iyer writes that he is the "product of a movable sensibility," characterized by "a floating skepticism," the price of so much travel. What is the new kind of soul that is being born out of this new kind of life? "For us in the transit lounge, affiliation is as alien as disorientation. We become professional observers, able to see the merits and deficiencies of anywhere." Iyer suggests that a kind of easy relativism is one of the products of a culture which is being shaped more and more by people who have no strong connection to particular places.

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#### Advertising

Pamela Walker Laird's *Advertising Progress: American Business and the Rise of Consumer Marketing*\* (1998) is published by Johns Hopkins University Press. Roland Marchand's *Advertising the American Dream: Making Way for Modernity, 1920-1940* (Univ. of Cal. Press, 1985) makes similar arguments about a later period. See also T. J. Jackson Lears, *Fables of Abundance: A Cultural History of Advertising*\* (Basic Books, 1995). While Laird and Marchand look at advertising's alignment with myths of progress, cultural historian Michael Kammen looks at how tradition was used by early advertisers in an essay called "'Our Idealism Is Practical': Emerging Uses of Tradition in American Commercial Culture, 1889-1936," one of the chapters in *In the Past Lane: Historical Perspectives on American Culture* (Oxford, 1997).

#### Other Books Mentioned

William T. Pizzi's *Trials without Truth*\* (1999) is from NYU Press. Kenneth R. Craycraft, Jr.'s *The American Myth of Religious Freedom*\* (1999) is from Spence Publishing. Albert Borgmann's *Technology and the Character of Contemporary Life: A Philosophical Inquiry* (1984), *Crossing the Postmodern Divide* (1992), and *Holding on to Reality: The Nature of Information at the Turn of the Millennium* (1999) are from Univ. of Chicago Press. Neal Stephenson's *Cryptonomicon* (1999) is from Avon Books.



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The **MARS HILL AUDIO** *Journal* is produced at our studio in rural central Virginia, outside of historic Charlottesville. The *Journal* is one of several audio products we distribute, all of them intended to encourage greater wisdom about interaction with contemporary culture.

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