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& Christian conviction

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**Media & Sensibility**

Thomas de Zengotita's *Mediated: How the Media Shapes Your World and the Way You Live in It*\* is published by Bloomsbury. His book complements well the more sociologically slanted observations and arguments in Todd Gitlin's *Media Unlimited: How the Torrent of Images and Sounds Overwhelms Our Lives*\* (Metropolitan Books, 2001). Gitlin was a guest on volume 59 of the *Journal*. Mark Bauerlein's descriptions of students as intellectually disengaged has similarities to the account offered by Mark Edmundson of his experience at the University of Virginia, recounted in *Why Read?*\* (Bloomsbury, 2004), especially the chapters "Total Entertainment All the Time" and "Cool School." Edmundson says that his students expect the classroom to be laid-back. "The teacher should never get exercised about anything on pain of being written off as a buffoon. Nor should she create an atmosphere of vital contention, where students lost their composure, spoke out, became passionate, expressed their deeper thoughts and fears or did anything that might cause embarrassment." He argues that the temperament to which his students aspire conforms to that of the most successful personalities on TV, where "enthusiasm quickly looks absurd. The form of character that's most ingratiating on the tube, that's most in tune with the medium itself, is laid-back, tranquil, self-contained, and self-assured." See also Sven Birkerts, *The Gutenberg Elegies: The Fate of Reading in an Electronic Age*\* (Faber and Faber, 1994); Joshua Meyrowitz, *No Sense of Place: The Impact of Electronic Media on Social Behavior*\* (Oxford, 1985); Arthur W. Hunt, III, *The Vanishing Word: The Veneration of Visual Imagery in the Postmodern World*\* (Crossway, 2003); Barry Sanders, *A Is for Ox: Violence, Electronic Media, and the Silencing of the Written Word*\* (Pantheon, 1994); and George W. S. Trow, *My Pilgrim's Progress: Media Studies, 1950-1998*\* (Pantheon, 1998).

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**Corporate Culture & Culture**

Several past guests on the *Journal* have discussed the effects of paradigms of understanding self, society, and nature which have broad cultural influence. Among them are Gary S. Cross (*An All-consuming Century: Why Commer-*

*On this issue*

- 1 Introduction
- 2 **Mark Bauerlein**, on the causes of disengagement of college students from concern for intellectual and civic life
- 3 **Elisabeth Lasch-Quinn**, on television, children, and acquiring a sense of reality
- 4 **Sam Van Eman**, on the view of the good life advanced by advertising
- 5 **Thomas de Zengotita**, on *Mediated: How The Media Shapes Your World and the Way You Live in It*
- 6 **Eugene McCarragher**, on how American management theory became an influential source of religious meaning and practice
- 7 **John Witte, Jr.**, on how law embodies a view of human nature, and why religious viewpoints have often been ignored
- 8 **Thomas de Zengotita**, on postmodern individualism and "reality" TV

*cialism Won in Modern America*\*, Columbia, 2000); Vincent Jude Miller (*Consuming Religion: Christian Faith and Practice in a Consumer Culture*\*, Continuum, 2003); Alissa Quart, (*Branded: The Buying and Selling of American Teenagers*\*, Perseus, 2003); and Thomas Frank (*Commodify Your Dissent: The Business of Culture in the New Gilded Age; Salvos from the Baffler*\*, Norton, 1997). See also Richard Wightman Fox, editor, *The Culture of Consumption: Critical Essays in American History, 1880-1980* (Pantheon, 1983); Roland Marchand, *Creating the Corporate Soul: The Rise of Public Relations and Corporate Imagery in American Big Business*\* (University of California Press, 1999); and Robert Jackall, *Moral Mazes: The World of Corporate Managers*\* (Oxford, 1988).

**Other Books Mentioned**

Elisabeth Lasch-Quinn's "A Stranger's Dream: The Virtual Self and the Socialization Crisis" is published in *Figures in the Carpet: Finding the Human Person in the American Past* (Eerdmans), as is Eugene McCarragher's "Me, Myself, and Inc." Sam Van Eman's *On Earth as It Is in Advertising? Moving from Commercial Hype to Gospel Hope*\* is published by Brazos Press (2005); and *Sex, Marriage, and Family in John Calvin's Geneva: Courtship, Engagement, and Marriage*\* by John Witte, Jr., is published by Eerdmans (2005).



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