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Between the Art and the Artist Lies the Shadow  Diana Jean Schemo 104
Discusses the artist and morality.

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Argues for a more active kind of listening, no matter what kind of music one is listening to.
Rock 'n' Revolt  Isabelle Leymarie 116
Explores the question of the relationship between music and violence.
Rock and Roll as Music; Rock and Roll as Culture  Jack Santino 122
Traces the development and influence of rock and roll music.
Generation Exit  Alex Ross 131
Reflects on the suicide of Kurt Cobain and comments on the nature and purpose of "alternative" music.
CHAPTER 7
FILM AND POPULAR CULTURE
Class and Virtue  Michael Parenti 140
Argues that Hollywood movies present the working class as morally inferior to those in the middle and upper classes.

Hollywood Poison Factory  Michael Medved 143
Argues that today's movies pose a threat to mainstream American values because they are "morally and spiritually empty."

Violent Reaction  Richard Lacayo 148
Reports on Senator Bob Dole's attack on sex and violence in popular culture and especially Hollywood filmmakers.

Tough Talk on Entertainment  155
Represents divergent voices on the issue of what to do about vulgarity and violence in movies and other forms of popular culture.

CHAPTER 8
ADVERTISING
Beauty and the Beast of Advertising  Jean Kilbourne 166
Criticizes advertising for fostering stereotypes of women that contribute to emotional and physical problems for teenage girls.

With These Words I Can Sell You Anything  William Lutz 170
Analyzes the way advertisers use words to manipulate consumers.

Greenwash  David Beers and Catherine Capellaro 184
Analyzes advertising campaigns of corporations whose products pose a threat to the environment.

What Advertising Isn't  John O'Toole 191
Defends strategies used by advertisers to sell their products.

CHAPTER 9
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Compares television addiction to drug addiction.

Making Television Safe for Kids  Newton N. Minow 203
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TV Violence: Does It Cause Real-Life Mayhem?  Susan R. Lamson 214
Argues that television violence has enormous influence on children and bears large responsibility for the high U.S. homicide rate.

Don't Blame Violence on the Tube  William F. Buckley Jr. 217
Argues that television does not cause violent behavior.

Instant TV and Foreign Policy  Nik Gowing 221
Argues that live television coverage of ethnic and territorial conflicts has little effect in prompting diplomatic action, contrary to popular opinion.
CHAPTER 16
NATURAL SCIENCES
Can We Know the Universe? Reflections on a Grain of Sand  Carl Sagan 410
Counters those who assert that "everything worth knowing will soon be known" by illustrating how vast is the knowledge yet unknown.
The Reach of the Imagination  Jacob Bronowski 415
Explains the workings of the imagination and why it is the chief difference between humans and animals.
Minding the Reef  W. John Coletta 422
Explores the relationship of human language and thought to the development and structure of the natural world.
The Chemist  Roald Hoffmann 429
Explains that, while the metaphor of discovery is appropriate for describing what chemists do, so is the metaphor of creation.

CHAPTER 17
BIOETHICS
The Powers of the Gene  Dorothy Nelkin and M. Susan Lindee 436
Contends that the images and narratives of the gene in popular culture reflect and convey messages about identity, personhood, and relationships.
Scientific Knowledge and Human Dignity  Jean Dausset 449
Asks how far research in human genetics should go and how its findings should be applied.
UNESCO and Bioethics  Georges B. Kutukdjian 452
Further elaborates on questions raised in Dausset's article and explains role of UNESCO Bioethics Unit in that regard.
Facing Up to Bioethical Decisions  John C. Fletcher, Franklin G. Miller, and Arthur L. Caplan 456
Calls for a national forum to study and discuss difficult questions that have been ignored too long.

CHAPTER 18
PUBLIC HEALTH
Outbreak of Fear  Geoffrey Cowley 468
Reports on Ebola epidemic and addresses issue of the possibility of worldwide plagues.
The Persistence of the Serpent  Bernard A. Weisberger 473
Gives synopsis of work of American Social Health Association and summarizes public response to its efforts to warn about dangers of sexually transmitted diseases.
The AIDS Lobby: Are We Giving It Too Much Money?  Michael Fumento 477
Argues that AIDS is not and never will be widespread among heterosexuals who do not use intravenous drugs.
No, Spending More on AIDS Isn't Unfair  Naomi Freundlich 483
Defends government allocations for research to find a cure for AIDS.
CHAPTER 19
ENVIRONMENTAL SCIENCES
Carrying Capacity: Earth's Bottom Line Sandra Postel 489
Warns that Earth's resources are being depleted so rapidly that humans will soon be unable to survive on this planet.
Global Warming on Trial Wallace S. Broecker 503
Reviews development of theories about global warming and imagines a mock trial between opposing sides of the greenhouse effect debate.
Humboldt's Legacy and the Restoration of Science Aaron Sachs 512
Profiles the nineteenth-century scientist Baron Alexander von Humboldt and maintains that modern science would do well to adopt his integrated vision of nature.
A Declaration of Sustainability Paul Hawken 523
Offers practical guides to conservation, or, according to the subtitle, "Twelve Steps Society Can Take to Save the Whole Enchilada."

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America's Changing Face Marlene L. Rossman 540
Profiles American consumers and urges businesses to understand that appealing to ethnic and other groups is the key to making profits.
Work and Spend Juliet B. Schor 545
Argues that Americans are not naturally materialistic but are conditioned by capitalism to buy in excess.
Kids in the Mall: Growing Up Controlled William Severini Kowinski 555
Examines reasons why teenagers hang out in shopping malls and the effects that doing so has on them.
Shopping and Other Spiritual Adventures in America Today Phyllis Rose 559
Takes an amused look at consumerism in America.

CHAPTER 21
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For Love or Money Jay Matthews 565
Examines theories of behaviorists on what makes employees do their best work.
A Working Community Ellen Goodman 569
Observes that the workplace has replaced the neighborhood as a center of community.
The Rite of Work: The Economic Man Sam Keen 572
Argues that "masculinity" as defined by corporate America is devastating to men.
Women at Risk Suzanne Gordon 584
Argues that to succeed in the corporate world, women have adopted male values, much to their detriment.
CHAPTER 22
THE AMERICAN IMAGE ABROAD
Selling Our Innocence Abroad  Pico Iyer
Examines the image of America abroad, as represented by American popular culture.
Unsuitable Reading  Mark Salzman
Narrates experiences with long meetings in China and the Chinese view of American literature as unsuitable reading.
Money and Seduction  Raymonde Carroll
Explores the meaning of money for Americans, observing that "for a French person, the face of an American could easily be replaced by a dollar sign."
Here to Stay  Michael Elliott
Celebrates America as a "land of plenty."

CHAPTER 23
THE U.S. IN THE GLOBAL MARKETPLACE
The Triple Revolution  Christopher Farrell
Discusses the upheavals in politics, technology, and economics that may usher in an age of global prosperity.
The Global Market: Here, There, Everywhere  Ian Morrison and Greg Schmid
Examines the new set of market conditions for U.S. firms as competitors in the global marketplace.
Some Basic Cultural Differences  Scott D. Seligman
Provides concrete tips on important cultural differences between Chinese and Americans when doing business.
A Few Pointers  James Fallows
Suggests that the repression in Asian societies is a key to their economic success.

APPENDIX: DEFINITIONS OF TERMS USED IN DISCUSSION
QUESTIONS AND WRITING TOPICS