Bumper Stickers and Worldviews: The identity – shaping power

Of the university and its implications

I recently saw a “connect-the-dots” children’s activity with the title

“Who Am I?” A widespread theory of identity proposes that our

Identity works in exactly the same way – that we are completely

Defined by our particular context. I disagree with this theory

Because….

It’s my observation that a bid is being made for college students’

Identity and ultimately for their worldview, values, and attitudes.

There is a concerted effort to get college students to identify

Themselves at a fundamental level with their institution….

1. The link between identity and beliefs/values/assumptions/sense

Of normal or natural or obvious

* + - * 1. What do we mean by identity? Identity grows out of a

Continuity of experiences, a memory, and a sense of….

* + - * 1. I’d like to suggest that identity plays a uniquely powerful

Role in the formation of our beliefs and values. It seems

That identity comes preloaded with a particular way of

Seeing the world ….

* + - * 1. In my observation, the college experience is more likely to

Influence a person’s beliefs and values through the

Processes of cultivation a particular identity than through

Direct, propositional teaching….

* + - 1. The university culture and the pressure to confirm;
         1. Building identity –hat does the university do to

Encourage its students to create ties and allegiances to the

Institution?

Events

Symbols

* + - * 1. The content of that identity

Defining success in terms of business

Faith is a matter of preferences

In discussing this topic, I’m interested in fostering a fear-

Mongering towards a college education. The gospel of Jesus is too

Robust for that….