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**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 ….
   2. 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….
   3. In my observation, the college experience is more likely to influence a person’s beliefs and values through the process of cultivating a particular identity than through direct, propositional teaching….
2. The university culture and the pressure to conform;
   1. Building identity—what does the university do to encourage its students to create ties and allegiances to the institution?
      1. Events
      2. Symbols
   2. The content of that identity
      1. Defining success in terms of business
      2. Faith is a matter of preferences

In discussing this topic, I’m not interested in fostering a fear-mongering toward a college education. The gospel of Jesus is too robust for that…