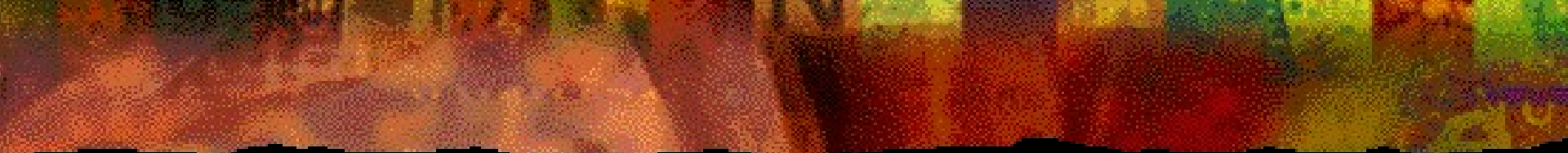
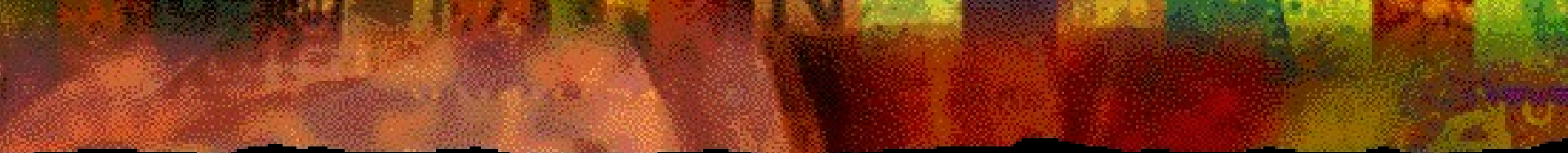




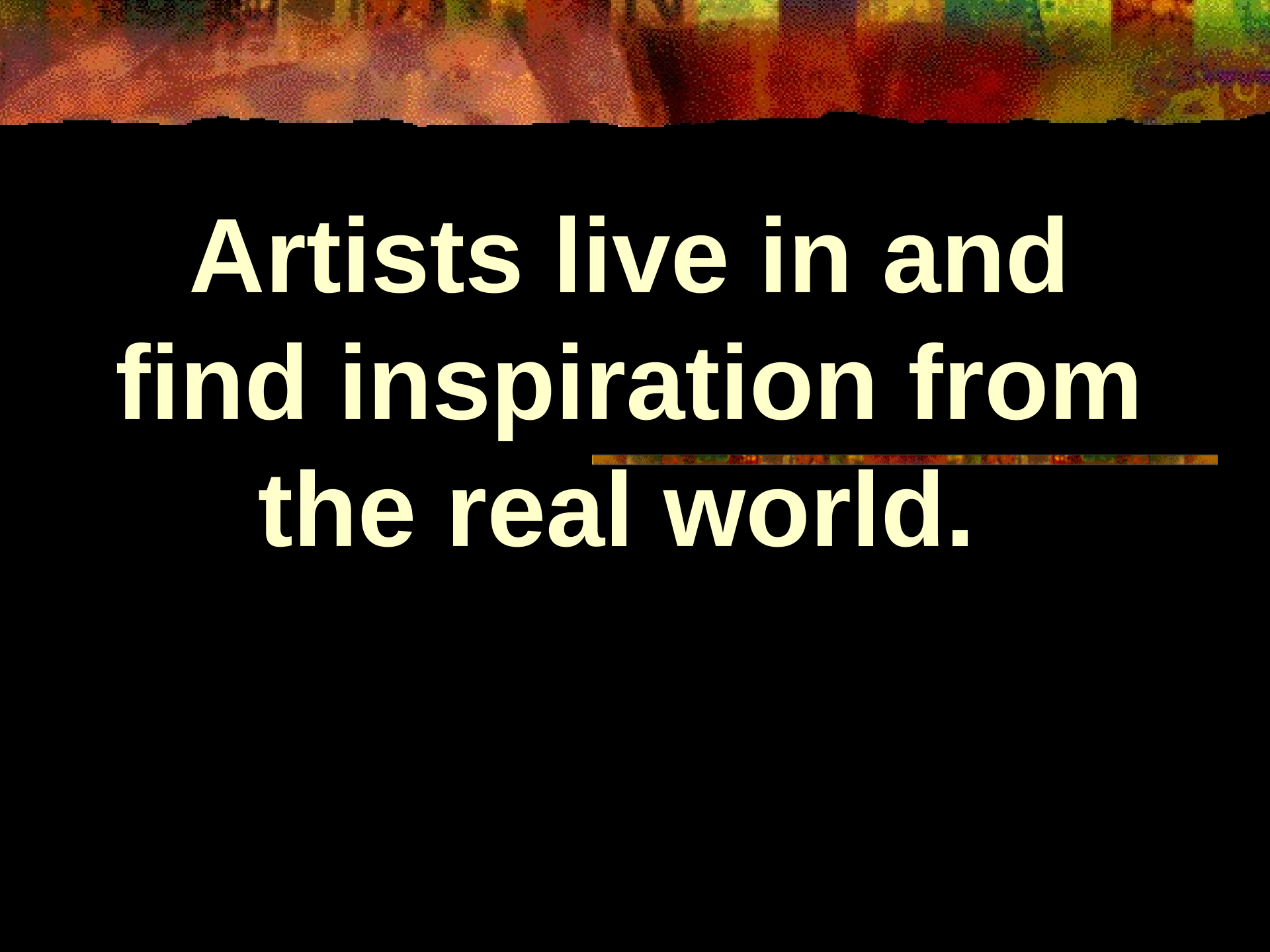
INTRODUCTION



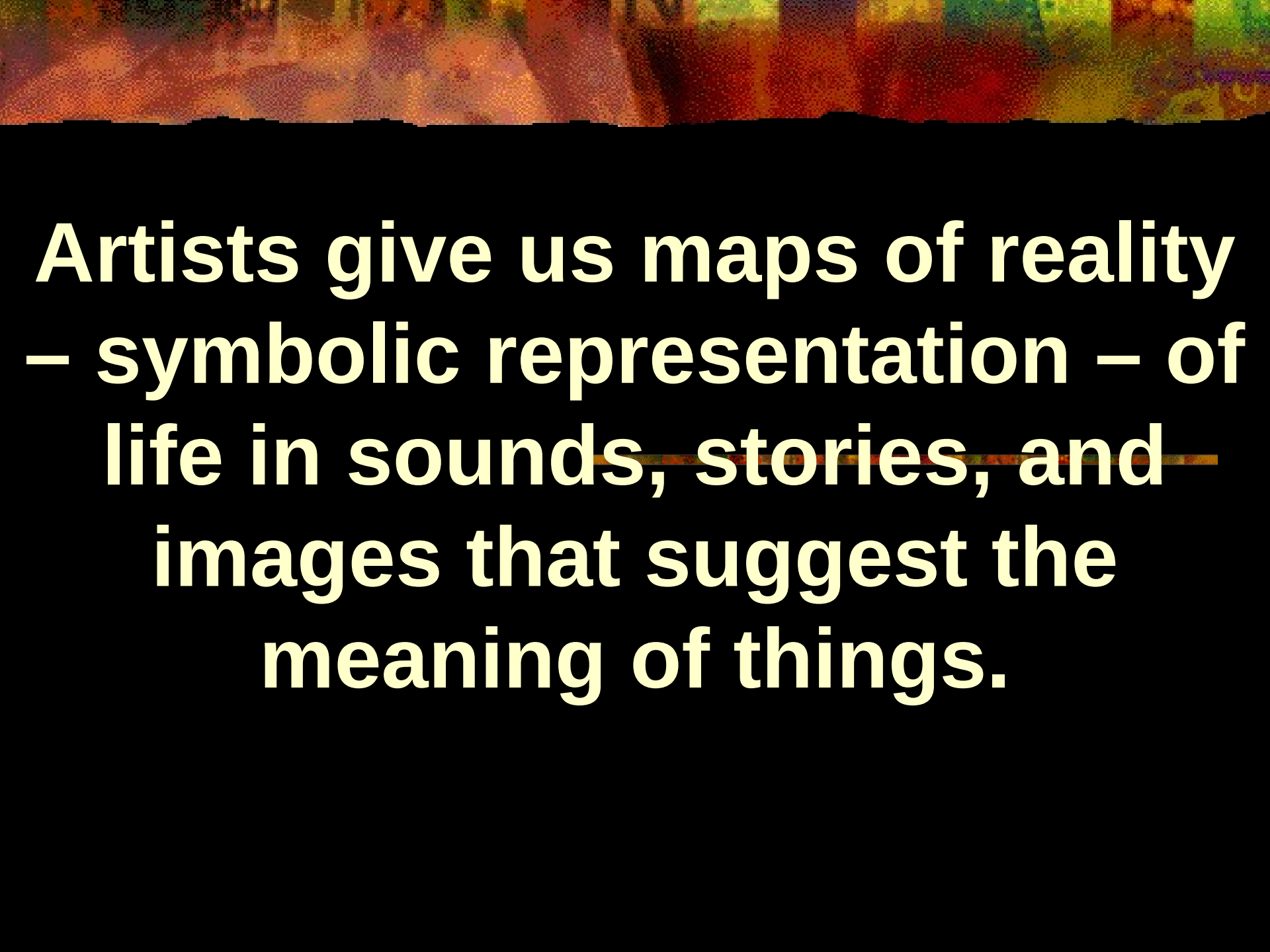
**Developing a critical
approach helps us reach
conclusions about the
meaning and value of
particular artworks.**



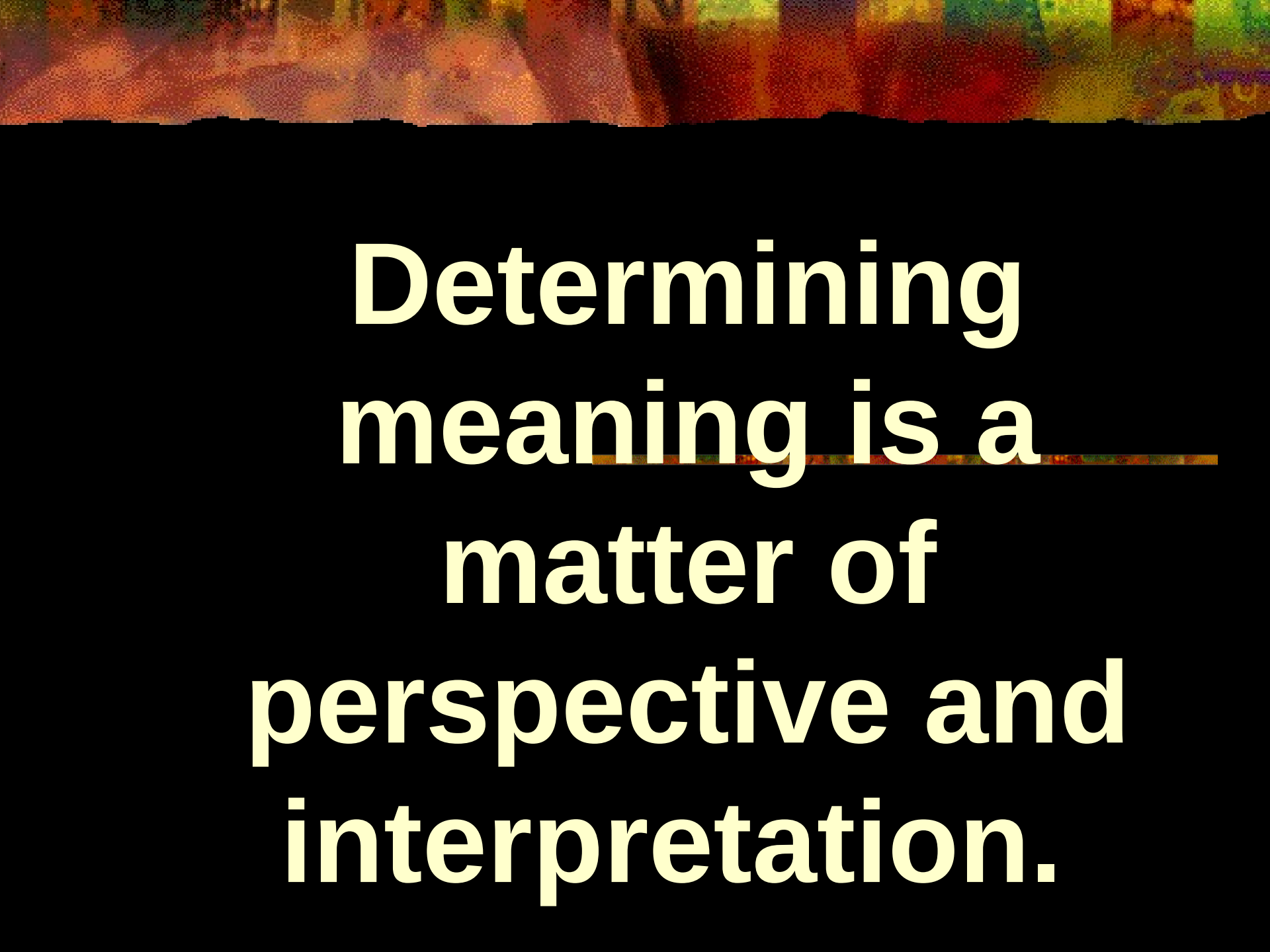
**The realm of popular culture
can be seen as an arena for
argument or debate in which
different ideas and
perspectives find voice in
stories, videos, songs, and
pictures.**

The image features a vibrant, abstract background with a mix of warm colors like red, orange, and yellow, and cooler tones like green and blue. A solid black horizontal banner is positioned across the middle of the image, serving as a background for the text.

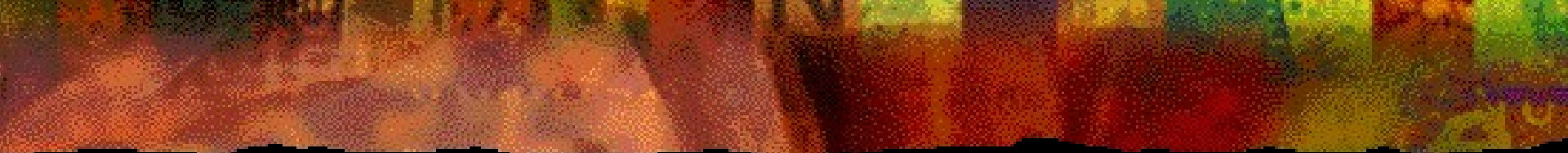
**Artists live in and
find inspiration from
the real world.**

The image features a vibrant, abstract background with a mix of warm colors like red, orange, and yellow, transitioning into cooler tones of green and blue. A solid black rectangular area is positioned in the lower half of the image, serving as a backdrop for the text.

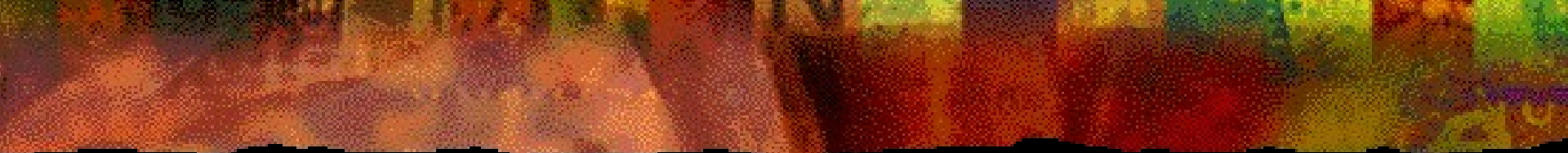
**Artists give us maps of reality
– symbolic representation – of
life in sounds, stories, and
images that suggest the
meaning of things.**

The image features a vibrant, abstract background with a mix of warm colors like red, orange, and yellow, transitioning into cooler tones of green and blue. A large, solid black rectangle is positioned in the center, serving as a backdrop for the text. The text is written in a bold, white, sans-serif font and is arranged in five lines, centered within the black area.

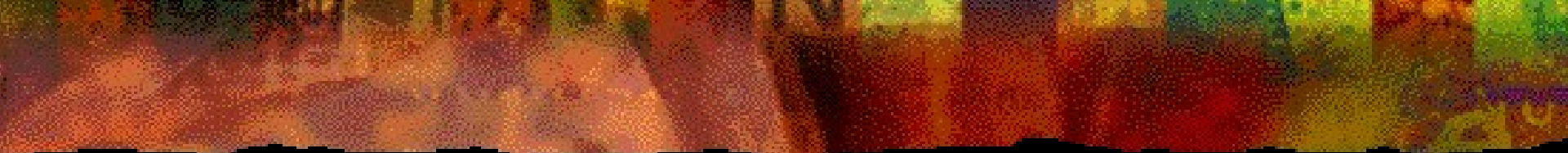
**Determining
meaning is a
matter of
perspective and
interpretation.**



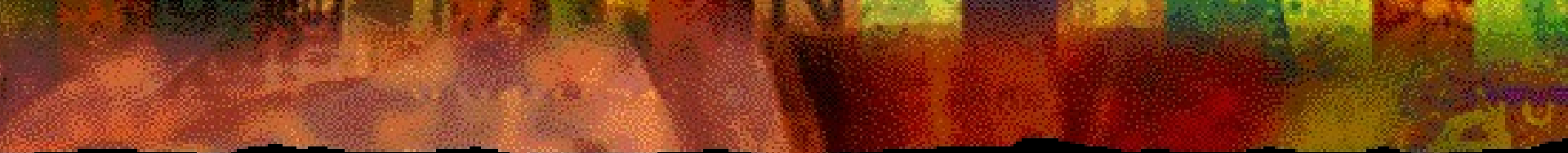
**Popular art embodies
meaning for people
and contributes to
one's cultural
orientation.**



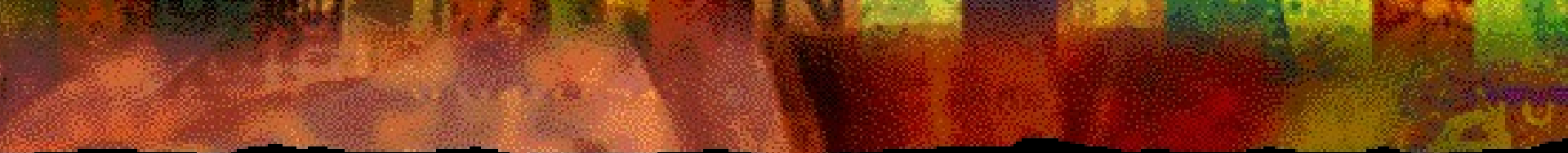
**Christian appraisals
are often entangled
in the dominant
American mythology.**



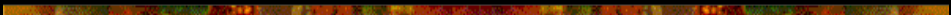
**Popular artworks are a
reflection of society insofar
as they address
contemporary issues and
treat them in ways
consistent with current
perspectives.**

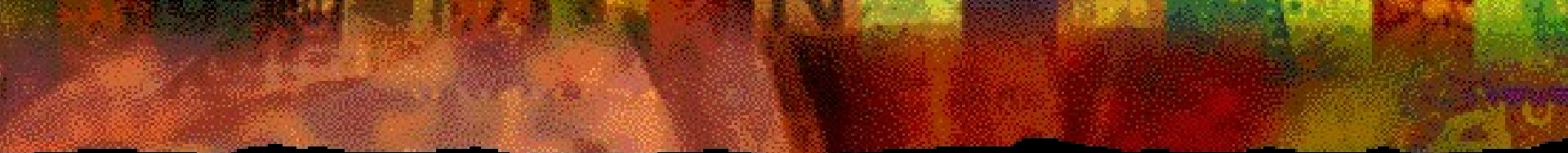


**Popular arts popularize
and glamorize ideals,
values, attitudes, and
beliefs that exist by
portraying our lives and
culture.**

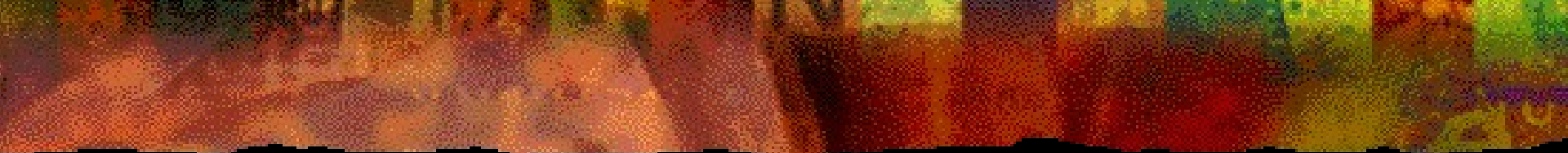


**Popular arts,
therefore, reflect
cultures they
help create.**

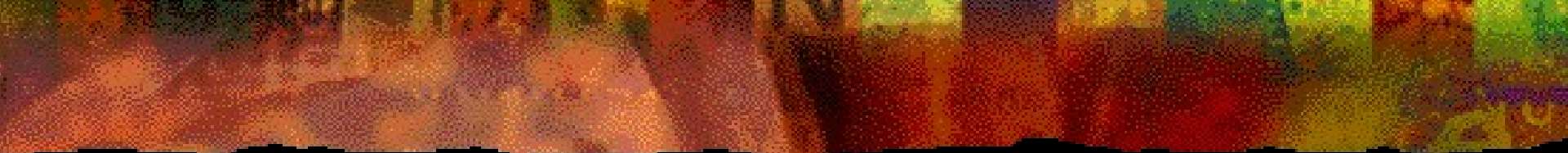




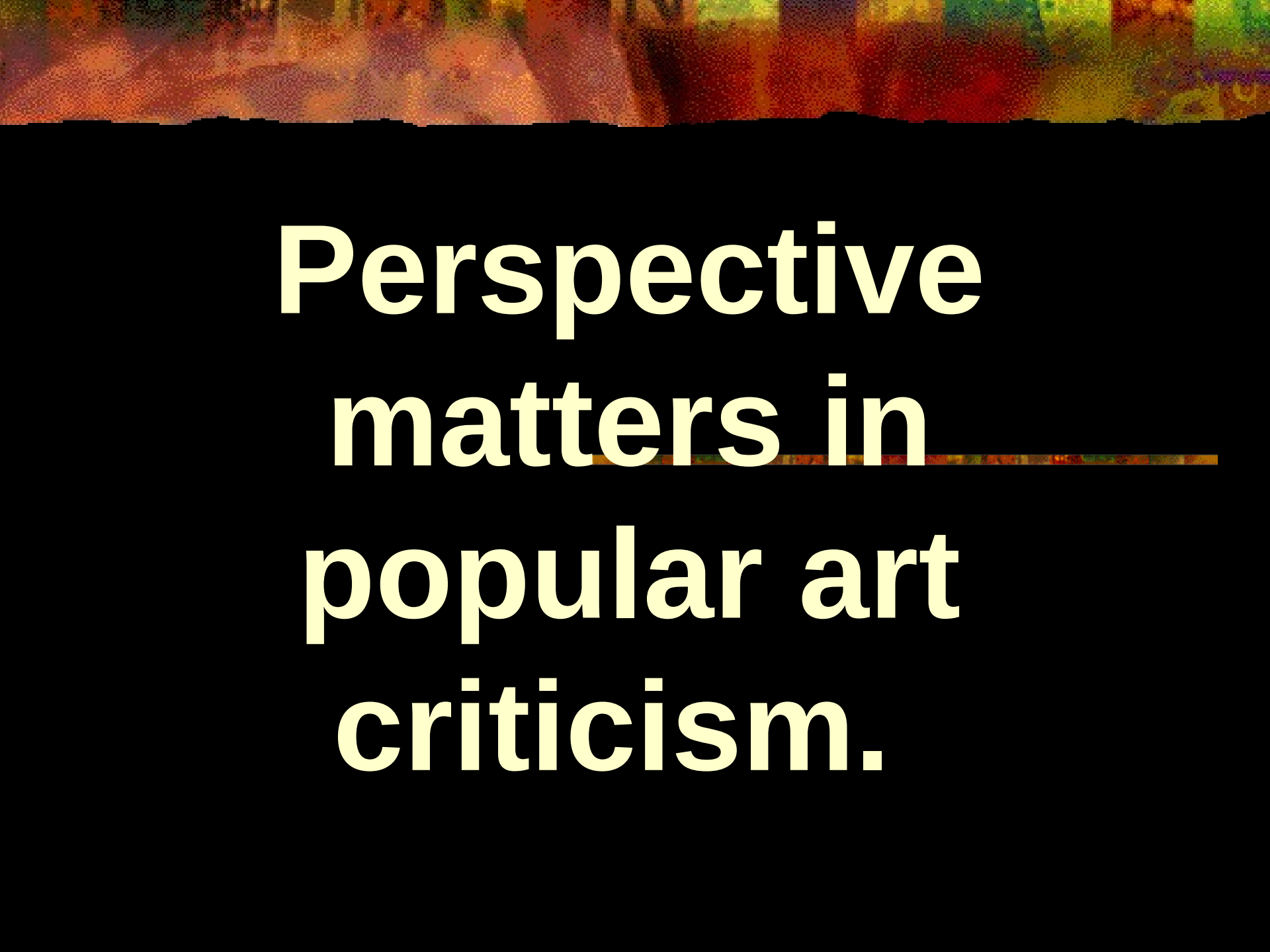
Cultural landscape refers to the collection of ideals, beliefs, attitudes, values, and assumptions that are represented by theme, character traits and actions, storylines, symbols, and images.



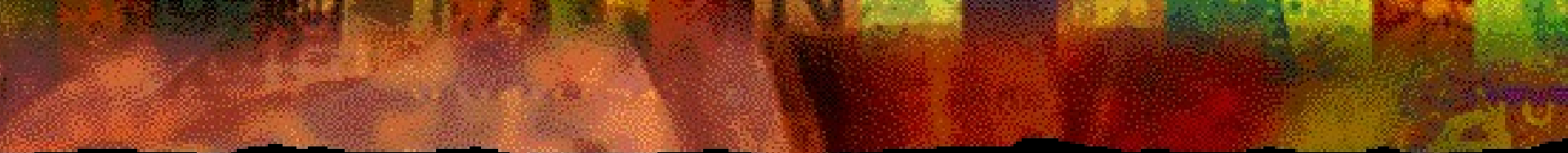
**Engaging popular
artworks is one of
the ways we envision
the way the world is
and out to be as it
relates to faith.**



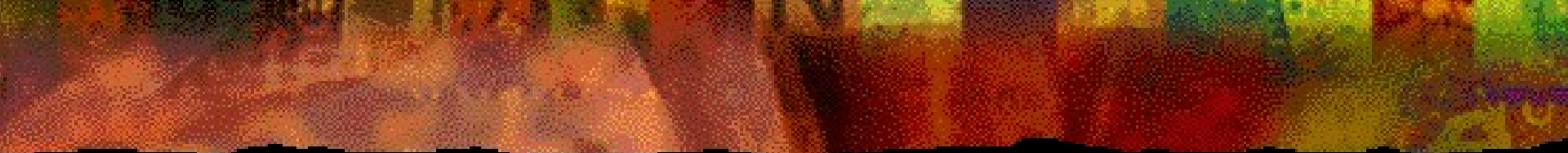
**A common American belief
about the human condition
represented in Hollywood
film is that God helps
those who help
themselves.**

The image features a vibrant, abstract background with a mix of warm colors like red, orange, and yellow, and cooler tones like green and blue. A large, solid black rectangle is positioned in the center, serving as a backdrop for the text. The text is written in a bold, white, sans-serif font and is arranged in four lines, centered within the black area.

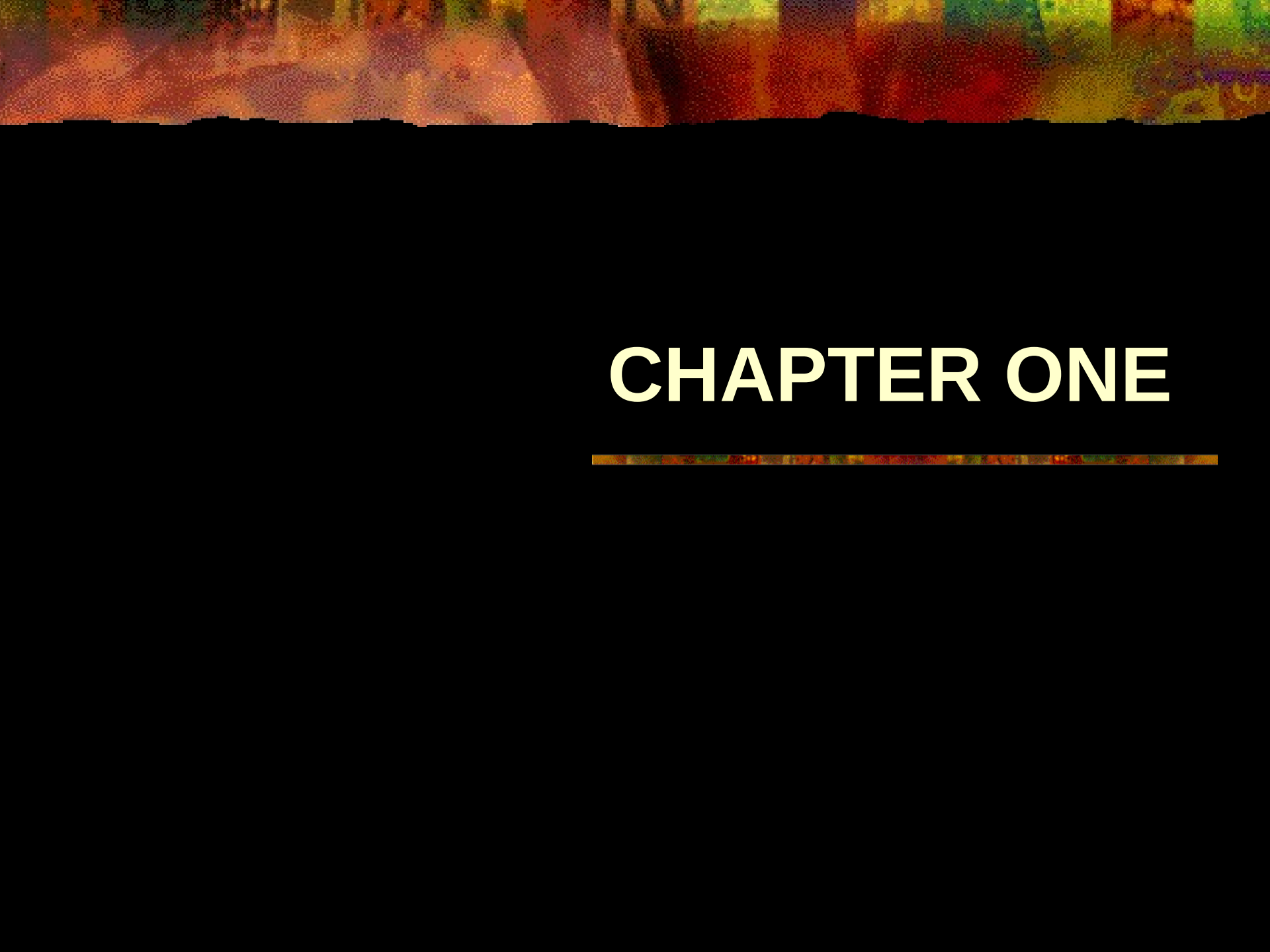
**Perspective
matters in
popular art
criticism.**



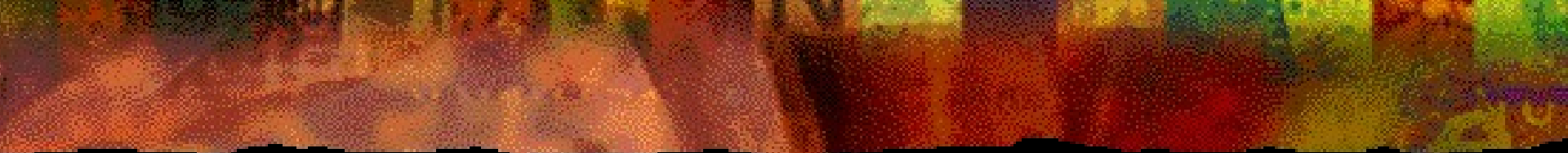
**Understanding the dynamics
of faith, culture, and popular
art should help us to look at
and listen to popular
artworks from the inside out
in terms of their own cultural
perspectives.**



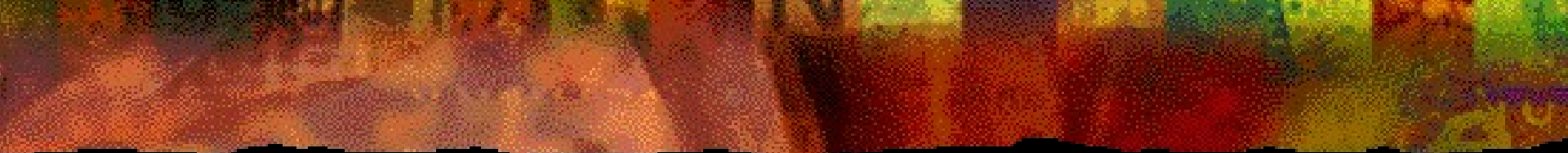
**Engagement with a
popular artwork
centers on its
treatment of the
issues of life.**

The image features a vibrant, abstract background with a mix of warm colors like red, orange, and yellow, and cooler tones like green and blue. A thick, solid black horizontal band runs across the middle of the image, creating a stark contrast. The text 'CHAPTER ONE' is centered within this black band in a bright yellow, bold, sans-serif font.

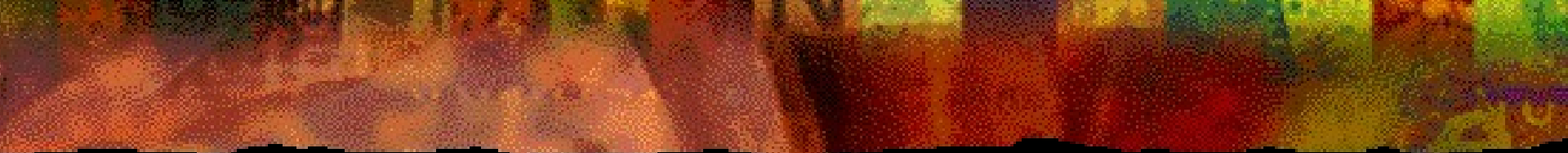
CHAPTER ONE



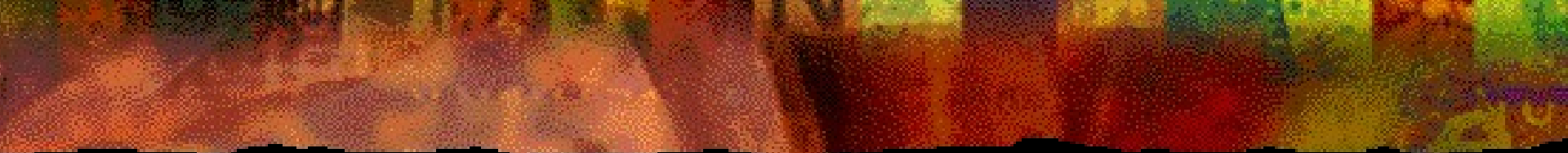
**Will Hays was a
Presbyterian
congregant who became
president of the film
industry's trade
association in 1922.**

An abstract, colorful, and textured background at the top of the slide, featuring a mix of reds, oranges, yellows, and greens, resembling a close-up of a natural surface or a digital art piece.

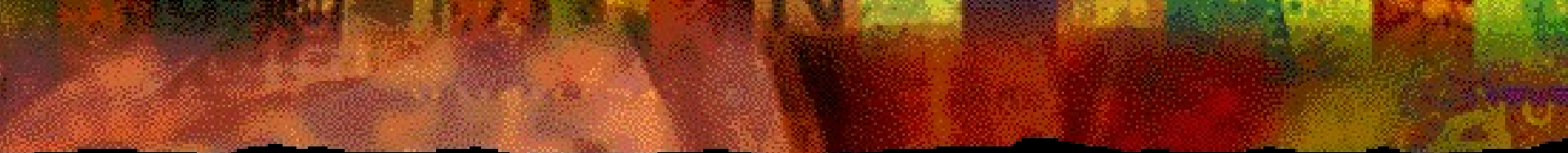
**In contrast, Catholics formed
the Legion of Decency and
threatened a massive boycott
of movies in the early 1930s.**



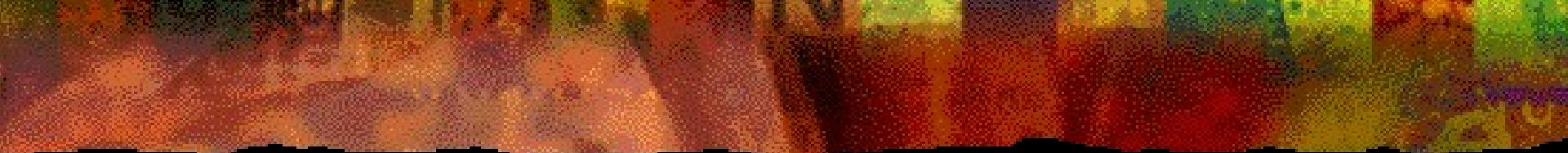
**Ironically, Hays put a
Catholic, Joseph Breen, in
charge of the Production
Code Administration which
was an industry agency
that monitored film content.**



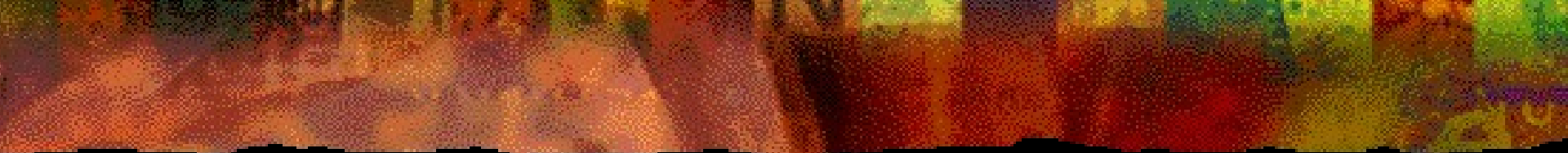
In 1948, the Supreme Court dismantled the film studio monopoly over production, distribution, and exhibition of movies.



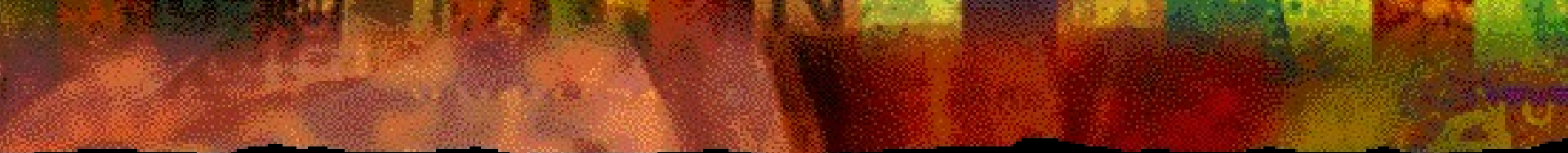
**In 1968, the Motion Picture
Association of America in
cooperation with Catholic and
Protestant agencies,
abandoned the Production
Code and adopted the movie
rating system still in use
today.**



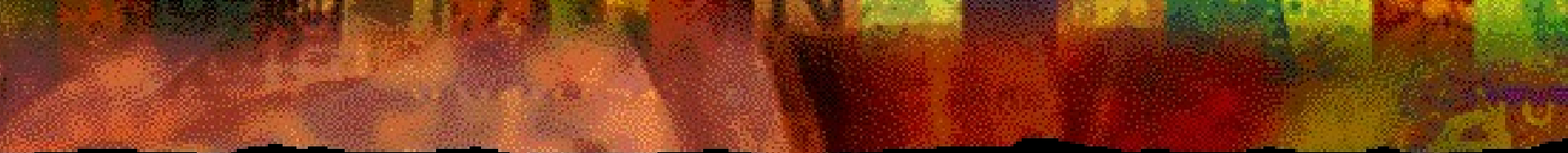
The evangelical consumer culture began in the 1970s and 1980s centered on publishing and then developed to the emerging Christian music industry.



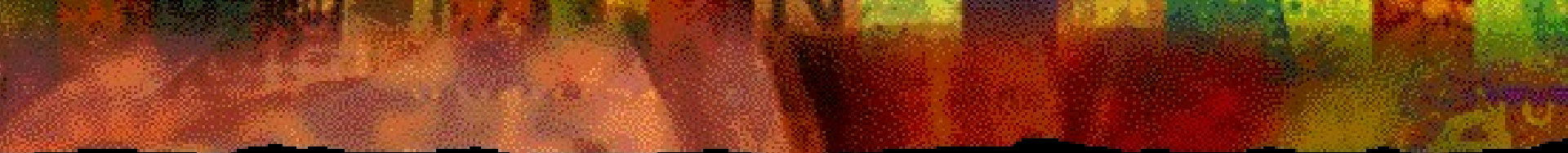
**The first tension that
arose in the evangelical
model was the concept
that the popular arts had
to be used to evangelize
in order to be considered
Christian.**



The second tension in the evangelical model resulted from the tendency to privatize faith in confining religious belief to personal morality while conducting affairs in business.



**Popular art can be used for
multiple confessional
purposes – to enhance
worship, make statements of
belief, exhort believers to
faithful living, and/or attempt
to evangelize.**



A paradigm is an accepted model that has explanatory power for a community, and it provides answers to questions about the nature of problems and acceptable solutions.