

Does The Way We Think Reflect The Way We Behave?

By Anne Robey
Special To The Post

Does the way we think reflect the way we behave, or does the way we behave reflect the way we think? "Both," says Dr. Raymond J. Michalowski, professor of sociology at the University of North Carolina at Charlotte.

"It is important to look at our culture and relate it to our values and beliefs. Culture is a major institutional force both reflecting and affecting the underlying political and economic structure of our society."

Michalowski felt so strongly about this phenomenon called "culture" that six years ago he created a course to examine it more closely. He said social scientists spend a great deal of time studying serious things such as the economy, politics, religion, etc., and not

enough time studying the everyday culture.

"I describe my course as a serious look at a lot of silly things," he said.

How we spend our leisure time is a significant clue to the understanding of our society, according to Michalowski.

The course explores how cultural elements change with social changes. The social organization could be described as what we do, while the culture is more what we think about what we do and how we express it.

At the same time, our culture tells us how to think. Not only does culture reflect our values, but it also shapes them.

One very striking example is what Michalowski calls "economic propaganda." In the Soviet Union, radio programming is interrupted every 30 minutes for messages about the ruling party. In the United

States, programming is interrupted every three minutes for messages exhorting us to buy.

"The mass media reflects and perpetuates our value system," the professor said. "We think we have to be covered with artificial smells and have shiny white teeth to be sexy."

While commercials are obviously overt propaganda, there are many other value-shaping and value-reflecting messages which are much more subtle. Television programming provides some of them.

According to Michalowski, less than 40 percent of the American population has incomes sufficient for a comfortable existence, yet 60 percent of the characters on nearly all soap operas and most dramas are in the middle to upper middle class.

"There is no dignity in being working class," Michalowski said. "The only noncomical representation of the working class is cop shows. Other than these, you'll only find the working class in sitcoms such as 'Taxi' and 'Cheers.'"

Even sports broadcasters reinforce values, according to Michalowski. The ball player who plays despite pain or adversity is the one the sportscaster talks about. The player could be mediocre at best, but the value of trying one's hardest is stressed.

Similarly, values are shaped by our music, he said, with our songs telling us how to think. "Listen to love songs. Every one is in terms of possession—'Be mine; I'm yours; My woman.'"

"We've reached '1984' in a way," says Michalowski. "But Big Brother doesn't watch us; we watch it. The mass media is a powerful engine to shape images. It operates as a sum total of many individuals. Because there is no obvious operator at the helm, it may not be recognized as a force."

Could it be that Michalowski's course takes a serious look at a lot of serious things?



Tonya Kennedy, one of The Charlotte Post's "Outstanding Seniors" was not pictured last week during the special Top Ten Seniors edition. Ms. Kennedy is a senior at West Mecklenburg Senior High School.

Cuthbertson To Head BATCH

"I am happy to have been selected as the new director of the BATCH Racquet Association," said James Cuthbertson, director-elect for the 1984-85 tennis season.

"I believe that we will make a great stride this season," he added, "and the slate of supporting officers will make my term ever rewarding. They are a hard working group of people."

Also elected were James Brewer, vice director; Carletta Bryce, secretary; Robert Reeves, treasurer; and board members George Neale (New Ideas Committee), Chuck Whitley (Program), Crawford Walker (Team Tennis), Stan Law and Drew Berry (Juniors), Wildred Mack (Fund Raising), Shirley Whitley (Publicity), and Calvin Davis.

The BATCH Racquet Association, a member of the Southeastern Racquet Association, is currently conducting a membership drive.

Memberships for a year are available for the reduced price of \$55 for a family, \$40 for an individual, \$20 for a college student, and free for juniors.

"We have some exciting things planned," Cuthbertson added. "We are having one of our best seasons ever."

BATCH is 2-1 overall and 2-1 in the Southeastern Racquet Association and

the BATCH juniors are 1-2 in the SRA and 1-2 overall.

The team's most recent win was a 42-0 win over Greensboro's Gate City Racquet Club. An exciting

win was posted in Greenville, S.C., where the locals won their first road trip in three years.

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PROTECTIVE AGENCY

250 Amateurs To Compete In Golf Classic

Over 250 young amateur golfers are expected to compete in the North Carolina Insurance Youth Golf Classic, the right to represent North Carolina in the 16th Annual Insurance Youth Golf Classic in Jackson, Mississippi on August 16-21, 1984. Qualifying for the State Tournament on July 28-29 at the Foxfire Country Club and Resort, in Pinehurst, will take place in five regional tournaments on July 12. The sites for the regional tournaments are: Brook Valley Country Club, Greenville; Mac Gregor Downs Country Club, Cary; Highland Country Club, Fayetteville; Olde Town Country Club, Winston Salem; and Catawba Springs, Hickory.

The Insurance Youth Golf Classic, sponsored by the Independent Insurance Agents of North Carolina, is open to all amateur male and female golfers, residents of North Carolina, and who will not be

eighteen years of age before August 22, 1984. In addition to being the only national tournament that the juniors get a chance to play alongside top PGA professionals, ESPN will televise the highlights of the National IYGC on September 3 and September 9.

The 1983 North Carolina state winners—Brian McDanel of Henderson and Marvin Mangum of Cary both finished in the top 36 at the national tournament held in Vista Valley, California. Among the 20 PGA professionals in the 1983 national tournament was Hal Sutton, who the day before won the 1983 PGA Championships.

Applications for the North Carolina Regional Qualifying tournament can be obtained at local golf pro shops from local independent insurance agents or by contacting the Independent Insurance Agents of N.C., P.O. Box 10097, Raleigh, N.C. 27605. Registration deadline is June 30, 1984.

CPCC Course To Tackle Fear Of Math

Do square roots give you sweaty palms? Do your hands shake when you balance your checkbook? Is fear of finances your favorite phobia?

The diagnosis is math anxiety and the doctor prescribes Math Anxiety Reduction, a new course starting in July at Central Piedmont Community College.

"It takes courage to confront that anxiety," said instructor Blaine P. Hall. "But with a conscious effort, these students are going to grow more confident through this course."

Hall said the course will help people discover how their math anxiety started, as well as teach them relaxation techniques and the physiological and psychological characteristics of anxiety. Students also will do some math.

"This course will be especially helpful for adults who see math as an obstacle to their career or personal goals," Hall said.

Math Anxiety Reduction begins July 12 and continues through September 13. Classes will meet Tuesdays, 5:30-9:10 p.m.

Students may register by mail using the form on the back of CPCC's spring schedule. Or, they may register on campus or at CPCC's three learning centers during regular registration, which is June 4-7 for returning students and June 11-14 for new students.

Tuition will be \$12.75.

For additional information, call Blaine P. Hall, W.S. Temple or Grace Atkinson at 373-6754.

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		205-75R15	59.20	52.99
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