

# THE CULTURE MATRIX

## THE TRUE

(Knowledge – What is)

### *Theoretical*

- Academic think tanks
- Elite research universities (in the social sciences and humanities)
- Elite opinion magazines and journals
- Elite NYC and 1st tier book university publishers



### *High-end Educational*

- First & second tier colleges
- High-end journalism
- Seminaries & divinity schools
- Elite private schools



### *Practical Everyday*

- Journalism (print & electronic)
- The Internet
- Mass-market book publishing
- Churches, synagogues & teaching ministries
- Public education
- Christian schools

## THE GOOD

(Morality – What should be)

### *Abstract*

- Academic philosophy & moral psychology
- Law schools and schools of public policy



### *Activist*

- Public policy think tanks
- Special interest groups
- Innovative churches, synagogues & faith based ministries of mercy
- Moral education activism



### *Grass Roots*

- Local activist organizations
- School boards
- "How-to" publishing
- Youth organizations & ministries
- faith-based ministries of mercy
- Moral education

## THE BEAUTIFUL

(Aesthetics – What can be imagined)

### *High Brow*

- Visual arts
- Literature and poetry
- Classical & orchestral music
- Theater & dance
- Museums



### *Upper Middle Brow*

- Public television
- Public museums
- Film
- Jazz & specialty music
- High-end advertising agencies



### *Low Brow*

- Prime-time television
- Mass market movies
- Popular music
- Mass advertising agencies
- Cable television
- Mass circulation magazines

The bolded areas signify the institutional space in which the cultural economy of Christianity is strongest.