Me Against the World: A Look at the Rhetorical Devices and Lyrics Used in Communicating Morality to Huntington University Students in Weekly Chapel Services

Matthew Friedlund
Indiana University - Purdue University Fort Wayne

Follow this and additional works at: http://opus.ipfw.edu/stu_symp2010
Part of the Religion Commons

Recommended Citation
The Huntington University Spiritual Formation Program is a defining program for the Christian Liberal Arts institution. At the core of this program is a series of "chapels" in which students sing popular Christian worship songs and are given messages supporting the Christian faith. This paper examines the language used in the songs the students sing and the messages delivered to the students in chapel. The research counts the number of collective words (e.g. we, our, etc; words referencing the entire student body) and the number of individualistic words (e.g. I, my, me, etc; words referencing the self) used both in the messages delivered and in the entire database of songs able to be sung in the chapels during the fall semester of the 2009-2010 academic year. In order to understand how this contributes to a specific type of moral communication I examine literature regarding the collective and individualistic state of American culture and literature stating Huntington University’s moral expectations of its students. A survey was also conducted to aid in the understanding of how students perceived their own reactions to the chapel experience during the fall semester. Concluding remarks were based on analysis of the outside American culture, the Huntington University subculture, the language used in the chapels, and the 100 student surveys that were distributed.