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FOR THE STUDY OF
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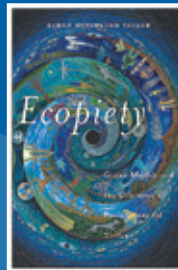
Ecopiety: Green Media and the Dilemma of Environmental Virtue

Sarah McFarland Taylor

Northwestern University

Introduction by new Capps Center director, Prof. Greg Johnson

In her new book, *Ecopiety*, Sarah McFarland Taylor offers an absorbing examination of the intersections of environmental sensibilities, contemporary expressions of piety and devotion, and American popular culture. Drawing from cultural "sightings" such as the marketing of green consumer products, "greenwashed" corporate advertising, environmental mobile device applications, popular erotica, eco-themed reality television, the marketing of eco-funerals, Internet sharing of environmental tattoos, "green" fashion guides, and the media strategies of green hip-hop activism, *Ecopiety* evidences the important "work" taking place as mediated popular culture plays an integral role in framing contemporary American environmental moral and ethical sensibilities.



Tuesday
January 14, 2020
7:00 p.m.
Mosher Alumni Hall
UC Santa Barbara

For further information contact Capps Center Director
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