## Contents

	<b>~</b> ~~
Preface	viii
Acknowledgments	ix
Introduction Diversity, Markedness, and the Liberal Arts College	1
Chapter 1 What Is Liberal Arts Education 'For'?	37
<b>Chapter 2</b> Marketing and Admissions: Regimenting the Imagery of Markedness	72
<b>Chapter 3</b> The Administrative Structures of Student Life	110
Chapter 4 Turning Markedness into Culture	146
<b>Chapter 5</b> Students Just Wanna Have Fun	191
Chapter 6 Where Is the Faculty in All This?	225
Conclusion	265
References	275
Index	287