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Math: The Unpopular Culture. Preliminary report.

The search for math in popular culture need not reach beyond the front gates of our own universities. The popular culture of many academicians outside the math department includes the belief that the study of math at any level is a specialty rather than an essential. Professors of other topics visibly, publicly cringe at the prospect of "doing math." There is a misconception, even among the highly educated, that the applications of mathematics are limited to answering questions of "how many" and "how much." This presentation demonstrates how to use today's headlines to expand the lay-public's impressions of the uses and usefulness of basic mathematics. (Received September 28, 2005)