

Some Cultural Expressions of Social Mood Trends (cont'd)

AREA OF CULTURE	RISING TRANSITION	PEAK POSITIVE MOOD	FALLING TRANSITION	PEAK NEGATIVE MOOD
POLITICIANS (perceptions of)	Strengths magnified, weaknesses overlooked, forgiven or denied	Politicians revered (Camelot, "Teflon")	Weaknesses magnified, strengths overlooked or denied	Politicians hated or deified
POLITICS	Relative stability	Desire to maintain status quo	Old styles fail	Radical parties and solutions
POP ART	Structured, traditional	Colorful, wild, "alive"	Anarchic --anything goes	Deliberately ugly, heavy, sedate
POP MUSIC (Arrangement)	Simplicity peaks, complexity returns		Complexity peaks, simplicity returns	
POP MUSIC (Image)	Dirty, happy	Clean, happy	Clean, angry	Dirty, angry
POP MUSIC (Lyrics)	Any non-negative theme OK	Joyous celebration and love songs	Anxious, socially conscious themes emerge	Songs of despair, hate, violence; also happy denial
POP MUSIC (Melody)	Melody emerges as a key ingredient	Litling, complex, inventive melodies and harmony	Melody is eclipsed by various elements: rhythm, arrangement	Little melody or chord structure
POP MUSIC (Mood)	Upbeat, major keys	Upbeat, major and minor keys	Minor keys, downbeat, arty	Distorted sounds, atonality, dissonance
POP PHILOSOPHY	Achievement is possible and desirable	Love will save the world	Achievement is a waste of time	Hate and destruction will give the world what it deserves
RELIGION	Conservative religion but increasingly subdominant	Religious tolerance and inclusiveness	Religion is openly questioned and passionately reintroduced	Powerful fundamentalist religions and cults
SEXUAL IMAGES	"Masculine" men and "feminine" women	Heterosexual images peak	"Feminine" caring men; "masculine", liberated women	Focus on alternative sexual styles
SPORTS	Clean "good guy" sports		Rough "bad guy" sports	
STOCK MARKET (popular valuation of productive enterprise)	Rising	Topping	Falling or correcting	Bottoming
WAR	Old wars fought and concluded	Little conflict	More conflict; new wars begin	New wars begin or intensify

Table 14-1b