

Some Cultural Expressions of Social Mood Trends

AREA OF CULTURE	RIISING TRANSITION	PEAK POSITIVE MOOD	FALLING TRANSITION	PEAK NEGATIVE MOOD
CAMPUS TRENDS	Work hard, have fun	Positive-minded save-the-world social concern	Rebellious, angry social concern	From riots to sudden quiet
CREATIVITY	Positive mood creativity	Positive mood creative trend fully realized	Negative mood creativity; lack of creativity	Negative mood creative trend fully realized; destruction
DANCE	Partners together, tempo speeds up, partners separate	Partners apart, fast tempo	Partners come back together; tempos slow down	Partners together
FAMILY LIFE	Babies popular, family orientation, marriage	Trend reaches extreme	Children a negative value, divorce, "single" life preferred	Trend reaches extreme
FASHION (color)	Colors emerge	Bright colors dominate	Drabness emerges	Drab colors dominate
FASHION (covering)	Men's ties narrow	Bodies exposed, short skirts, bikinis for women, tight pants for men	Men's ties widen	Bodies covered; floor-length dresses, baggy pants
FASHION (style)	"Correctness" stressed	Flamboyant individuality for men and women	Anti-fashion fashions	Conservative dress returns
FITNESS/HEALTH	Healthy lifestyle, physical fitness practiced, encouraged	Body admired. Body-building peaks. Smoking, "junk" foods taboo	Fitness fanaticism wanes rapidly. Social concern replaces concern with self	"Working out" is out of fashion.
GOOD vs. EVIL	Bad guys vs. good guys (movies, pro wrestling). Heroes celebrated	Everybody's a good guy	There are no bad guys and no good guys. Heroes trashed	Everybody's a bad guy
JUDGMENTS	Answers are black and white	There is good in all	Who's to judge?	There is evil in all
MOVIES/TV/LITERATURE	"G" rated themes, adventure	Celebrate life; upbeat, entertaining themes	Social concern, symbolism, heaviness, anti-heroes	Horror, dead-end themes
NOSTALGIA	Nostalgia for black-and-white values	Focus on now	Nostalgia for mythical simpler times (back to the earth)	Focus on now
POETRY	Structured	Lyrical	Anarchic	Ugly

Table 14-1a

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

AREA OF CULTURE	RIISING 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

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