

Character Edit under Evangelical Mammonism

Virtuous America		Virtual America
HONESTY (actuality plain speaking)	→	SALESMANSHIP plausibility jargon / hype / spin)
HUMILITY (fallibility accepted parable of the Fall minding one's place)	→	VANITY / NARCISSISM sovereignty proclaimed) Fable of Innocence) "mind is its own place")
GENEROSITY (circulation of gifts)	→	PRODUCTIVITY / EFFICIENCY multiplication of commodities)
GRATITUDE (thank-you note)	→	RESENTMENT / ENTITLEMENT gossip column / law suit)
SELF-DISCIPLINE (thrift / abstinence cultivation of reticence)	→	SELF-INDULGENCE consumption / addiction) culture of complaint)
SELF-AWARENESS (know thyself discover one's destiny self-correction)	→	SELF-ESTEEM / SELF-GENESIS feel good about yourself) fashion one's image) self-promotion)
SELF-RELIANCE (stoic initiative)	→	SELF-HELP commodified dependence)
PRAGMATISM ("there's no free lunch")	→	MAGICAL THINKING "dreams come true out of the blue")
PIETY (ethical reform spiritual harmony)	→	PROGRESS technical fix) material accumulation)
MATURITY (internalizing reality's truths providing for one's children)	→	ARRESTED ADOLESCENCE chasing Fountain of Youth) pampering one's "inner child")
FRIENDSHIP (getting along)	→	NETWORKING getting ahead)
MENTORSHIP (passing on one's wisdom)	→	COMMERCIAL SPONSORSHIP renting out one's reputation)
HEROISM (admiration earned quality of actions)	→	CELEBRITY publicity gained) quantity of attention)

Coercive versus Seductive Forms of Social Control

	Coercive	Seductive
Center of Power:	one-party or -person polity	corporate-run consumer economy
Expansive Ambition:	global empire	global market / monopoly
Order of Leadership:	autocratic highly visible / fixed (dictator / general)	plutocratic invisible / mobile (corporate board)
Philosophy:	RATIONAL materialism (commerce serving state) (science serving party line) religion as enemy	rational MATERIALISM (state serving commerce) (science serving bottom line) religion as commodity
Ultimate Value:	power (most whips)	money (most toys)
Social Status:	proximity to power (Soviet May Day picture)	conspicuous consumption (Life-styles of the Rich and Famous)
Cultural Character:	repressive masculine patriotic puritanical earnest	expressive feminine self-centered sensual ironic / hip
Propaganda Tool:	ideology (party line) state hero	fantasy (pop culture) media star
Modes of Control:	command / conquer conscription physical threat party loyalty fiat censorship the Big Lie	tempt / co-opt addiction financial debt brand loyalty fashion saturation the Big Top (omnidirectional quackery)
Representative: art form: story line: polemic: architecture: profession: psychosis: model world:	collage ministry's agitprop 3 hour speech Berlin Wall apparatchik paranoia Skinner box	montage Hollywood's as-you-like-it 30 second ad Mall of America salesman / adman narcissism Circe's Isle

What the Nose Knows: America's Remembrance of Things Past

Birth decade		Most Nostalgic Non-Food Odors
1920's	→	flowers, grass, roses, pine, soap, manure
1930's	→	flowers, hay, sea air, pine, baby powder, burning leaves
1940's	→	baby powder, Mom's perfume, cut grass, flowers, sea air, roses, tweed
1950's	→	baby powder, Mom's perfume, Dad's cologne, crayon, pine, Play Doh
1960's	→	baby powder, Mom's perfume, chlorine, window cleaner, Dad's cologne, detergent, paste, Play Doh. ⁶