

# CONTENTS

PREFACE	5
---------	---

## PART I: CHARACTER

CHAPTER I. SOME TYPES OF CHARACTER AND SOCIETY	17
--	----

I. CHARACTER AND SOCIETY	19
--------------------------	----

High Growth Potential: Tradition-directed Types	24
---	----

A Definition of Tradition-direction	26
-------------------------------------	----

Transitional Growth: Inner-directed Types	28
---	----

A Definition of Inner-direction	29
---------------------------------	----

Incipient Decline of Population: Other-directed Types	32
---	----

A Definition of Other-direction	34
---------------------------------	----

The Three Types Compared	40
--------------------------	----

The Case of Athens	42
--------------------	----

Some Necessary Qualifications	45
-------------------------------	----

II. THE CHARACTEROLOGICAL STRUGGLE	49
------------------------------------	----

CHAPTER II. FROM MORALITY TO MORALE: CHANGES IN THE AGENTS OF CHARACTER FORMATION	54
--	----

I. CHANGES IN THE ROLE OF THE PARENTS	55
---------------------------------------	----

Parental Role in the Stage of Tradition-direction	56
---	----

Parental Role in the Stage of Inner-direction	57
---	----

Character and Social Mobility	57
-------------------------------	----

## 8 CONTENTS

Character Training as a Conscious Parental Task	59
Passage from Home	62
Parental Role in the Stage of Other-direction	63
Character and Social Mobility	63
From Bringing up Children to "Bringing up Father"	66
The Rule of "Reason"	70
II. CHANGES IN THE ROLE OF THE TEACHER	74
The Teacher's Role in the Stage of Inner-direction	76
The Teacher's Role in the Stage of Other-direction	79
CHAPTER III. A JURY OF THEIR PEERS: CHANGES IN THE AGENTS OF CHARACTER FORMATION ( <i>Continued</i> )	86
I. THE PEER-GROUP IN THE STAGE OF INNER-DIRECTION	86
II. THE PEER-GROUP IN THE STAGE OF OTHER-DIRECTION	90
The Trial	91
"The Talk of the Town": the Socialization of Preferences	94
The Antagonistic Cooperators of the Peer-group	102
CHAPTER IV. STORYTELLERS AS TUTORS IN TECHNIQUE: CHANGES IN THE AGENTS OF CHARACTER FORMATION ( <i>Continued</i> )	105
I. SONG AND STORY IN THE STAGE OF TRADITION-DIRECTION	107

Chimney-corner Media	107
Tales of Norm and "Abnorm"	108
II. THE SOCIALIZING FUNCTIONS OF PRINT IN THE STAGE OF INNER-DIRECTION	110
The Whip of the Word	111
Models in Print	114
The Oversteered Child	118
III. THE MASS MEDIA IN THE STAGE OF OTHER- DIRECTION	120
The Child Market	120
Winner Take All?	122
Tootle: a Modern Cautionary Tale	128
Areas of Freedom	131
CHAPTER V. THE INNER-DIRECTED ROUND OF LIFE	133
I. MEN AT WORK	135
The Economic Problem: the Hardness of the Material	135
<i>Ad Astra per Aspera</i>	139
II. THE SIDE SHOW OF PLEASURE	141
The Acquisitive Consumer	142
Away from It All	144
Onward and Upward with the Arts	145
Feet on the Rail	146
III. THE STRUGGLE FOR SELF-APPROVAL	149
CHAPTER VI. THE OTHER-DIRECTED ROUND OF LIFE: FROM INVISIBLE HAND TO GLAD HAND	151
I. THE ECONOMIC PROBLEM: THE HUMAN ELE- MENT	151

10	CONTENTS	
	From Craft Skill to Manipulative Skill	154
	From Free Trade to Fair Trade	157
	From the Bank Account to the Expense Account	161
	II. THE MILKY WAY	163
	CHAPTER VII. THE OTHER-DIRECTED ROUND OF LIFE ( <i>Continued</i> ): THE NIGHT SHIFT	167
	I. CHANGES IN THE SYMBOLIC MEANING OF FOOD AND SEX	168
	From the Wheat Bowl to the Salad Bowl	168
	Sex: the Last Frontier	172
	II. CHANGES IN THE MODE OF CONSUMPTION OF POPULAR CULTURE	175
	Entertainment as Adjustment to the Group	175
	Handling the Office	178
	Handling the Home	179
	Heavy Harmony	181
	Lonely Successes	183
	Good-bye to Escape?	184
	III. THE TWO TYPES COMPARED	186

## PART II: POLITICS

	CHAPTER VIII. TRADITION-DIRECTED, INNER-DI- RECTED, AND OTHER-DIRECTED POLITICAL STYLES: INDIFFER- ENTS, MORALIZERS, INSIDE-DOPE- STERS	191
	I. THE INDIFFERENTS	193
	Old Style	193
	New Style	196

II. THE MORALIZERS	200
The Style of the Moralizer-in-power	202
The Style of the Moralizer-in-retreat	206
III. THE INSIDE-DOPESTERS	210
The Balance Sheet of Inside Dope	212
CHAPTER IX. POLITICAL PERSUASIONS: INDIGNATION AND TOLERANCE	218
I. POLITICS AS AN OBJECT OF CONSUMPTION	220
II. THE MEDIA AS TUTORS IN TOLERANCE	222
Tolerance and the Cult of Sincerity	224
Sincerity and Cynicism	226
III. DO THE MEDIA ESCAPE FROM POLITICS?	228
IV. THE RESERVOIR OF INDIGNATION	231
V. "IN DREAMS BEGIN RESPONSIBILITIES"	236
CHAPTER X. IMAGES OF POWER	239
I. THE LEADERS AND THE LED	239
Captains of Industry and Captains of Consumption	240
II. WHO HAS THE POWER?	246
The Veto Groups	246
Is There a Ruling Class Left?	251
CHAPTER XI. AMERICANS AND KWAKIUTLS	260

## PART III: AUTONOMY

CHAPTER XII. ADJUSTMENT OR AUTONOMY?	275
I. THE ADJUSTED, THE ANOMIC, THE AUTONOMOUS	276

12	CONTENTS	
II.	THE AUTONOMOUS AMONG THE INNER-DIRECTED	286
III.	THE AUTONOMOUS AMONG THE OTHER-DIRECTED	293
	Bohemia	295
	Sex	296
	Tolerance	297
CHAPTER XIII. FALSE PERSONALIZATION: OBSTACLES TO AUTONOMY IN WORK		299
I.	CULTURAL DEFINITIONS OF WORK	299
II.	GLAMORIZERS, FEATHERBEDDERS, INDISPENSABLES	302
	White-collar Personalization: toward Glamor	303
	The Conversation of the Classes: Factory Model	305
	The Club of Indispensables	307
III.	THE OVERPERSONALIZED SOCIETY	308
	The Automat versus the Glad Hand	310
CHAPTER XIV. ENFORCED PRIVATIZATION: OBSTACLES TO AUTONOMY IN PLAY		315
I.	THE DENIAL OF SOCIABILITY	316
II.	SOCIABILITY AND THE PRIVATIZATION OF WOMEN	319
III.	PACKAGED SOCIABILITIES	322
CHAPTER XV. THE PROBLEM OF COMPETENCE: OBSTACLES TO AUTONOMY IN PLAY (Continued)		326
I.	THE PLAY'S THE THING	326

II. THE FORMS OF COMPETENCE	330
Consumership: Postgraduate Course	330
The Possibilities of Craftsmanship	332
The Newer Criticism in the Realm of Taste	338
III. THE AVOCATIONAL COUNSELORS	341
IV. FREEING THE CHILD MARKET	343
CHAPTER XVI. AUTONOMY AND UTOPIA	346
INDEX	351