

BOTTOM/UP IDENTITY - THE CULTURAL HERO (IN THE WEST)

GROUND		FIGURES					
		POPULAR ARTFORM	HIGHBROW ARTFORM	TECHNOLOGICAL ARTFORM	POPULAR ARCHETYPE (User as Monarch of)	GHETTO (Drop-Out)	SYMPTOMS
GLOBAL VILLAGE	Phonetic Alphabet & Papyrus	Christ	Plato & Aristotle	Spoken Word	Tribe	Family	Caesar
	Print (Movable Type)	Shakespeare	Francis Bacon	Manuscript	Village	Tribe	Luther
	Industrial Revolution	Dickens	Darwin, Marx	Printed Book	Town	Village	Luddites
	Electronic Revolution	Joyce	Einstein, Freud	Newspaper	City	Town	Al Capone
GLOBAL THEATRE	Television	a) Elvis b) Fellini	Existentialism	a) Radio b) Movies	Nation	City	McCarthyism
	Computer	a) Beatles b) Psychedelia	a) Norman Mailer b) Marshall McLuhan	a) Black & White TV b) Color TV	Planet	Nation	J.F.K. Assassination
	Satellite	a) Punk Rock/New Wave b) Sat. Night Live c) Cults	a) Club of Rome b) Club of Life c) Genetic Engineering	a) Computer b) & c) Mixed Corporate-Media	Solar System	Planet	Watergate
	Second Coming	Ronald Reagan & Pope John Paul II	Furry Lint	Mass Man	Universe	Outer Space	Battle of The Harvest Moon