



# Coercive versus Seductive Forms of Social Control

|  | Coercive   | Seductive  |
|--|--|--|
| Center of Power  | 9: =0, . 734+97+0, =709: +, 9-134  | D97, 97. 3=07/: +D9: 0/E=7+D9: 9E4   |
| Expansive Ambition   | 8-92. +=E, 17=   | 8-92. +=E. 7\=3+; +E9: 9, 9-4  |
| Order of Leadership  | . /39D7. ND+<br><18<-4+C1012=+; +RV=F+<br>JF1D3. 397+; +8=: =7. -5   | , -/39D7. ND+<br>1: C1012=+; +E921=+<br>JD97, 97. 3=+29. 7F5   |
| Philosophy   | A#?)K' #E. 3=71. -10E+<br>JD9EE=7D=0=7C1: 8+03. 3=5+<br>JOD1=: D=0=7C1: 8+, . 734+1: =5+<br>7=-1819: +. 0+=: =E4                       | 7. N9: . +&#?%A)#\$)" &+<br>J03. 3=+0=7C1: 8+D9EE=7D=5+<br>JOD1=: D=0=7C1: 8+29[ 9E+1: =5+<br>7=-1819: +. 0+D9EE9F134                                  |
| Ultimate Value   | , 9J=7+JE903+J <1, 05  | E9: =4+JE903+39405   |
| Social Status  | , 79VIE134+39+, 9J=7+<br>J"9C1=3+&. 4+L. 4+, 1D3/7=5   | D9: 0, 1D/9/0+D9: 0/E, N9: +<br>J\$1H=0034=0+9H+3<=+A1D<+. : F+G. E9/05  |
| Cultural Character   | 7=, 7=001C=+<br>E. 0D/-1: =+<br>, . 3719ND+<br>, /713. : 1D. +<br>=. 7: =03  | =V, 7=001C=+<br>H=E1: 1: =+<br>0=-H0D=: 3=7=F+<br>0=: 0/. +<br>179: 1D+; +<1,  |
| Propaganda Tool  | 1F=9-984+], . 734+1: =5+<br>03. 3=+<=79  | H. : 3. 04+], 9, +D/-3/7=5+<br>E=F1. +03. 7  |
| Modes of Control   | D9EE. : F+; +D9: Z/=7+<br>D9: 0D71, N9: +<br>, <401D. +3<7=. 3+<br>, . 734+94. -34+<br>R. 3+<br>D=: 0970<1, +<br>3<=+Y18+\$1=          | 3=E, 3+; +D909, 3+<br>. FF1DN9: +<br>R: . : D1. +F=23+<br>27. : F+94. -34+<br>H. 0<19: +<br>0. 3/7. N9: +<br>3<=+Y18+?9, +]9E: 1F17=DN9: . +Z/. D\=745 |
| Representative art form<br>stor line<br>polemic<br>architecture<br>profession<br>ps chosis<br>model orld | ++<br>D9--. 8=+<br>E1: 1037400+. 813, 79, +<br>^+<9/7+0, ==D<+<br>Y=7-1: +VV. +<br>, , , . 7. 3D<1\+<br>, . 7. : 91. +<br>"1: : =7+29V | ++<br>E9: 3. 8=+<br>(9--4J99F00+. 0049/0-1\=013+<br>^_0=D9: F+, F+<br>&. +9H+#E=71D. +<br>0. --0E. : +; +. FE. : +<br>. : 7D10010E+<br>B17D=00+0=      |

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

| Birth decade |   | Most Nostalgic Non Food Odors   |
|--------------|---|---|
| s            | → | ` 9J=70a+87. 00a+790=0a+, 1: =a+09. , a+E. : /7=  |
| s            | → | ` 9J=70a+<. 4a+0=. +. 17a+, 1: =a+2. 24+, 9JF=7a+2/7: 1: 8+=. C=0   |
| s            | → | 2. 24+, 9JF=7a+&9E00+, =7H/E=a+D/3+87. 00a+` 9J=70a+0=. +. 17a+790=0a+3J ==F  |
| s            | → | 2. 24+, 9JF=7a+&9E00+, =7H/E=a+L. Fb0+D9-98: =a+D7. 49: a+, 1: =a+*- . 4+L9<  |
| s            | → | 2. 24+, 9JF=7a+&9E00+, =7H/E=a+D<-971: =a+J1: F9J+D=-. : =7a+L. F00+D9-98: =a+F=3=78=: 3a+, . 03=a+*- . 4+L9<c <sup>d</sup> |