

Contents

List of tables	ix
List of figures	x
Acknowledgements	xi
1 Introduction: the new middle class, mundane speech and sociology	1
Mundane speech	6
Notes	9
2 The demise of difference	10
Obsession for boundaries	10
The metaproblematic of sociological class theory	11
The metaphysics of class definitions	12
Identity and difference	16
The new deal of politics	16
The strategy of closure: style	17
The implosion of symbolic structures	20
The new middle class in Europe	21
In the middle	21
The strategy of closure: profession	23
Novel and recent	25
Notes	29

3 Mass society or the metropolis of individuals?	31
The two faces of individualism	31
Working class individualism as a civilizing project	33
Romantic and puritanical ethics of capitalism	34
The mass society thesis	36
Individualism and the political agenda of Western capitalist states	40
Tribal community of individuals	43
Notes	45
4 The politics of speaking	46
Microcultures	46
Interaction, mundane speech and sociological intervention	47
Text	49
Speech	51
Speech text	53
Opaque substance and transparent forms of mundane speech	53
Towards an inventory of speech text forms	54
Nuclear structures of the surface	58
Modalities and shifters	59
Values and speaker images	63
Notes	64
5 The sky bars and their people	67
The city and the pubs	67
The patrons	70
The regulars	71
The logic of classification	73
Contradictions	73
Modal values and object values	74
Qualitative Contingency Analysis	76
Everything across the Long Bridge is somehow wrong	77
Centre and periphery	77
Social class	79
The hygienic drive	81
The prestige of being known	83
Workmates and colleagues	83
In safe company	83
Like-minded and free	85
Notes	86

6 Public persons and private lives	89
Objects, people and the self	90
The milieu and the personnel	90
Something special for you	94
A public scene	95
Detachment	98
Indifference and instrumentality	98
Picking up	100
Objects and subjects	101
Culture, nature and pollution	102
Neutrality and respect	103
Talking business	103
Proselytism and confession	105
Notes	109
7 The conservative mind	112
Defying the moral barrier	114
The alcohol control debate	117
Causes of things	119
The distribution reform	122
Opening hours	124
Clientism	125
Notes	127
8 The time of orgies	129
The logic of orgiastic ritual	129
The value of alcohol	131
The functions of drinking	133
Functional equivalents	135
Drinking at home	136
Drinking stories	137
Non-stories and narratives of transgression	138
The summer night comedy	140
Surreptitious drinking	141
Inside the moral barrier	143
Pathologies	144
Paradise	145
Notes	148

9 Sovereignty in transition	151
Liberation from the past	152
‘My Fair Maiden’	153
Anti-Oedipeans	155
Normality and pathology: from hysteria to paranoia	159
The predicament of future	160
The welfare state	160
The Negative Other	161
Notes	162
Appendix 1: Interviewing the regulars	163
Appendix 2: The qualitative data analysis	166
Appendix 3: Drinking	170
Bibliography	172

List of tables

Table 2.1	Percentage of 'professional, technical and related workers' in selected countries 1960-1990	26
Table 2.2	Inflow distributions of upper white collar married men in the Scandinavian countries	28
Table 5.1	Educational and professional background and age of the Sky Bar regulars	72
Table 5.2	Family relationships of the Sky Bar regulars	73
Table 5.3	Qualitative Contingency Analysis (QCA) on central versus peripheric location of pubs	78
Table 5.4	Qualitative Contingency Analysis on meeting either strangers or acquaintances and friends	84
Table 6.1	Qualitative Contingency Analysis (QCA) on 'cosy atmosphere' versus 'discotheques, mazelike dancing-hall style'	91
Table 6.2	Qualitative Contingency Analysis meeting other regulars versus lack of regulars	97
Table 7.1	Opinions on the question 'Where, in your opinion, should the public be permitted to buy wine?' Per cent of all responses	118
Table 7.2	Typology of causal speech forms	121
Table A3.1	Drinking behaviour of the Sky Bar regulars, according to the questionnaire and the qualitative interview	183

List of figures

Figure 2.1	Structure of the economically active population by major industries in selected OECD countries 1957-1989	27
Figure 4.1	Basic dimensions of speech texts	56
Figure 4.2	Inventory of speech text forms	57
Figure 5.1	The Voluntary-Sociability-Square	75
Figure 6.1	The modalities of obligation and possibility in talks about pub milieu	92
Figure 6.2	Spatial representations of culture, nature and pollution	103
Figure 6.3	Detachment and information in conversations	105
Figure 6.4	Informed conversation, proselytism and confession	106
Figure 7.1	Causal structure of argumentation on alcohol policy	125