- Red Scare
- RCMP Purge
- U.S. Senator Eugene McCarthy and assistant Roy Cohn
- After WWII America experiences massive economic expansion and opportunity...at the same time they intensely fear communist take over
- As US increasingly economically expands and increases its military strength Mills fears society will become dominated-governed- by a bureaucratic and corporate elite a ‘Power Elite’
- As the ties between corporations, defense industries and Gov’t became closer he feared a Military - Industrial - Complex, would emerge
- Mills believed sociologists and sociology had a responsibility to help create a ‘good society’
- His concept of the Sociological Imagination was a way of seeing the world and a tool for good, rigorous sociological research

Mills: 3 Big Concerns
1) **Mass Society:** Post WWII economy driven by needs of corporations. A ‘mass media’ served corporate needs. Distinct communities were replaced by a mass society

2) **Alienation:** Mass production distanced (alienation) worker from product; sense of craftsmanship, meaning, is gone. Alienation led to desperation, leisure, distraction, entertainment, etc.

3) **Lack of Consciousness:** Now that everyone—white and middle class are happy everyones forgetting that the economy isn’t doing that well and no one is asking the critical questions. Believed economy was in their interests when it really isn’t.

Sociological Imagination lets us see a difference between personal troubles and public issues of social structure

**Personal Trouble** impacts you and your social circle. Considered a micro problem because its apart of a micro level of society

**Public Issues** bigger structural problems in society. impact beyond local environment; reflects larger social institutions.