

embrace
vs
suppress

Context of Brave New World.

Historical Context

- Written in late 20's / early 30's in Britain
- World has just experienced 1st World War
 - idea of utopia shattered.
 - rise of totalitarian regimes e.g. Soviet Union, Nazi party
- Developments in technology + science e.g. weaponry and chemical from WW1
- War caused for development of mass produced weapons out of USA
- increasing focus on consumerism & mass production.
- developments in transport making world a smaller place.
- Shift in world power from Britain to USA/Russia
- post war economic boom + great depression
 - work projects, increased spending
- changing attitudes towards life due to war
 - life is short
 - rise in promiscuity & focus on leisure, drug & alcohol use.
- development of the cinema as a prime form of entertainment
 - + propaganda
- great fears & unrest due to failing economy, post-war hardship & Wall Street crash.

Author

- well educated
- upper-class / privileged bg (prominent lineage)
- pacifist.
- wanted to be a doctor but nearly went blind so became a teacher of literature instead.
- great appreciation of language & literature.
- saw intellectuals as necessary to get UK back on track after war / depression. (believed they should run the country.)
- disliked consumer society & ideologies developing in US when visiting.
 - film, jazz, flappers, consumer society, mass production,
- Concerned with increased power & influence of USA after war didn't want them to spread.
- Believed in model of world state (centralised control)
- & ~~big~~ propaganda to an extent
- 'reason, order, stability' needed to have an effective government and society
- in favour of eugenics to prevent deterioration of the most superior humans (intellectuals)