

Art History Notebooks

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British Pop - Awe and Sarcasm

“The Who create alter-egos for their *Quadrophenia* characters, placing themselves on the grounds of Mod subculture - this very subculture is a meta-statement about the way British social classes leveled through consumer culture. Mods (short for *modern*) are aggressively confident young men (announcing Punk roots and amphetamine use) seeking exalted life similar to the Beat generation.”