

Key words: *Marxism, communism, totalitarianism, capitalism, consumerism*

Abstract: The main focus of our paper falls on outlining the manner in which starting with the 5th decade of the last century all the sectors of society experienced a transformation of vision, a change of perspective that led people to a more plurivalent view of the world, a discarding of almost all modern values, tenets and beliefs, and a movement towards a new life style and manner of thinking which meant the promoting of hybrid forms, the appearance of a double addressability to both the “high” and the “low” strata of society, the leap into a new type of (simulated) reality developed by the media (which popularised again double functions such as infotainment and increased man’s need to build himself as a mediagenic creature), the exhibiting of a new view of history that moved between rejection and re-evaluation, the development of consumerist society and of capitalist mentality. We have also tried to present a portrait of the way in which all these phenomena were circumscribed to the larger frame of the fragmented postmodernism at the turn of the millennium and observe whether or not the temporal border represents also a border towards a new trend. The paper also follows all these trends as they are applied in Malcolm Bradbury’s fictional work or as they are theorised upon in his critical work. We have tried to observe the manner in which his novels can be viewed as a portrait of the historical and cultural directions that the postmodern society crossed, the new mentality constituting simultaneously a cause and an effect of the new life style, the new *Zeitgeist*.