

(Continued from Page 1)

Marketing directors and ad men will tell you that "Gen Xers" (or twenty somethings) are the most difficult group to sell to. They have a neo-romantic rugged individualism that would have Thoreau turn over in his grave. They tend to live alternative lifestyles, and shun the usual trappings of Western civilized society. They don't buy houses, they don't marry, they reject organized (or disorganized) religion, and generally live cheaply. They are cynical about the future, question anything they are told and believe with an unshaking faith that the world is going to end in a nuclear holocaust soon. With faith like this, you can't be convinced that a Crispy Crunch is a great chocolate bar.

This generation believes that it is living through a depression brought on by the sins of their mothers and fathers. The plight of the Gen Xers have been championed by the survivors of the '60, who believed that the hippie-protest-ERA-Civil rights movement generation has run out of steam. As a result, we now find the pullulation of programs like "Brand X", a self-consciously hip radio program from Winnipeg that undercuts the moral fabric of society; most would say that it criticizes what everyone else already criticizes. Its constant whinnying refrains of "cliche", "post-modernism", and "commercialism" can be heard preaching to the converted every Saturday at 3 pm on CBC. Not

surprisingly, the producers are sixties types.

Similarly, *X-Rated* tries to grapple with the earth-shaking question: which life-style is better? The crystal-gazing fanatical new-age drug-bunny parents or the down-to-earth, no-nonsense Generation Xer. The creator of this social commentary went out on a limb and named it *X-rated* giving it that sexy image that Generation Xers need.

*X-Rated* is sort of an extension of the Degrassi saga, except that the kids have moved from Degrassi St. to Queen St. W. into one of those politically correct communes that people remember (erroneously) from Rochdale in the sixties.

While the story was predictable and the acting safe to patronising, the subject matter was of interest simply because it is a hot topic. The Gen Xer doesn't marry, accepts visible minorities and gays as normal, feels no great need to save for the future and generally lives life more happily than the older generation. In many ways the new breed of tolerance epitomised in the "Epitome" is what this tired recession battered, consumerism society needs. For those of us who live in the east end, there is no hiding the swath that the recession has cut through many of our lives. It seems that the hope for the future may lie in the acceptance of this new lifestyle that forgives in a way that would have made Jesus, Mohamet, and Buddha all join hands and sing a chorus of "Love, Love, Love."