



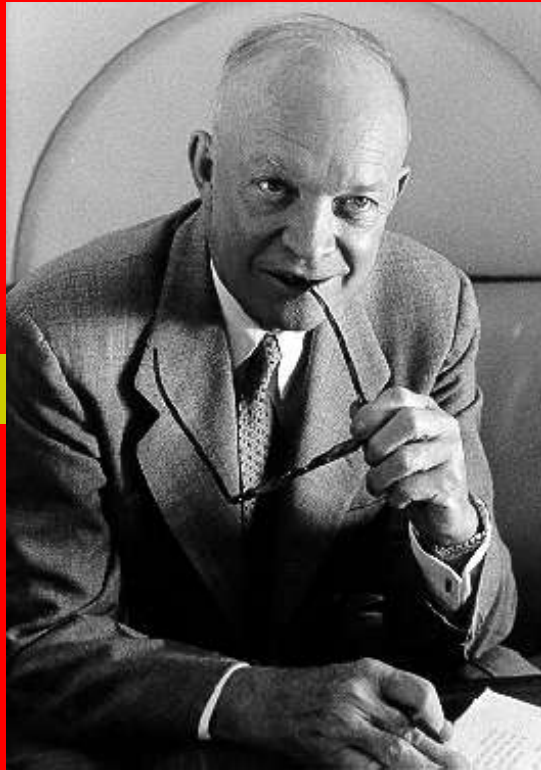
1946 to 1961:

Four Main Themes

- ✓ **COLD WAR**
- ✓ **A CONFIDENT NATION**
- ✓ **CONSUMERISM**
- ✓ **CIVIL RIGHTS MOVEMENT**

Was it a time of “happy days or anxiety, alienation and social unrest”?

The Eisenhower Years



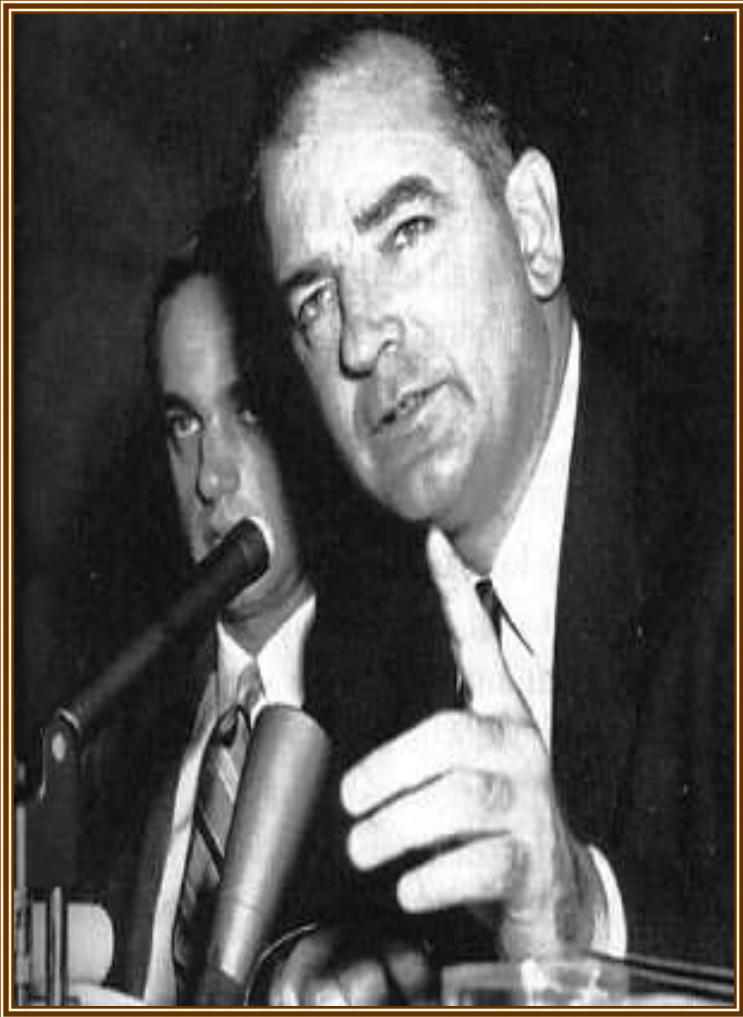
1953-1961

McCarthyism

- Claimed 205 communists working for State Department
- Attacked wealthy & privileged—popular appeal
- Even Eisenhower wouldn't challenge him
- Army hearings in 1954 televised
 - McCarthy exposed as a bully (“reckless cruelty”)



RED SCARE



- Red Scare was Americans response to the fear of Communism
- Senator Joseph McCarthy accused 205 US Govt. officials of being Communist.
- McCarthyism to destroy or assassinate one's character without proof and it ruined the careers of many Americans.

Became a witch hunt that led to Americans pledging a "loyalty oath" to the United States.....

RED SCARE

WB055 DL PD

RENO NEV FEB 11 1139A

The White House
Washington



THE PRESIDENT

THE WHITE HOUSE

1950 FEB 11 PM 7 31

IN A LINCOLN DAY SPEECH AT WHEELING THURSDAY NIGHT

I STATED THAT THE STATE DEPARTMENT HARBORS A NEST OF
COMMUNISTS AND COMMUNIST SYMPATHIZERS WHO ARE HELPING TO
SHAPE OUR FOREIGN POLICY. I FURTHER STATED THAT I HAVE IN
MY POSSESSION THE NAMES OF 57 COMMUNISTS WHO ARE IN THE
STATE DEPARTMENT AT PRESENT. A STATE DEPARTMENT SPOKESMAN

Nationalism in the Third World

Asia

- Fall of Indochina, Division of Vietnam
 - Domino Theory
- SEATO

Middle East

- Suez Crisis, Soviet Influence
- Eisenhower Doctrine
- OPEC

Latin America

- CIA overthrows leftist government in Guatemala
- VP Nixon attacked in Venezuela



Popular Culture

- Consumer-driven mass economy

Television

- By 1961, 55 million TV sets
- 3 national networks, bland sit-coms, westerns, quiz shows, sports,
- “vast wasteland” for children, culture



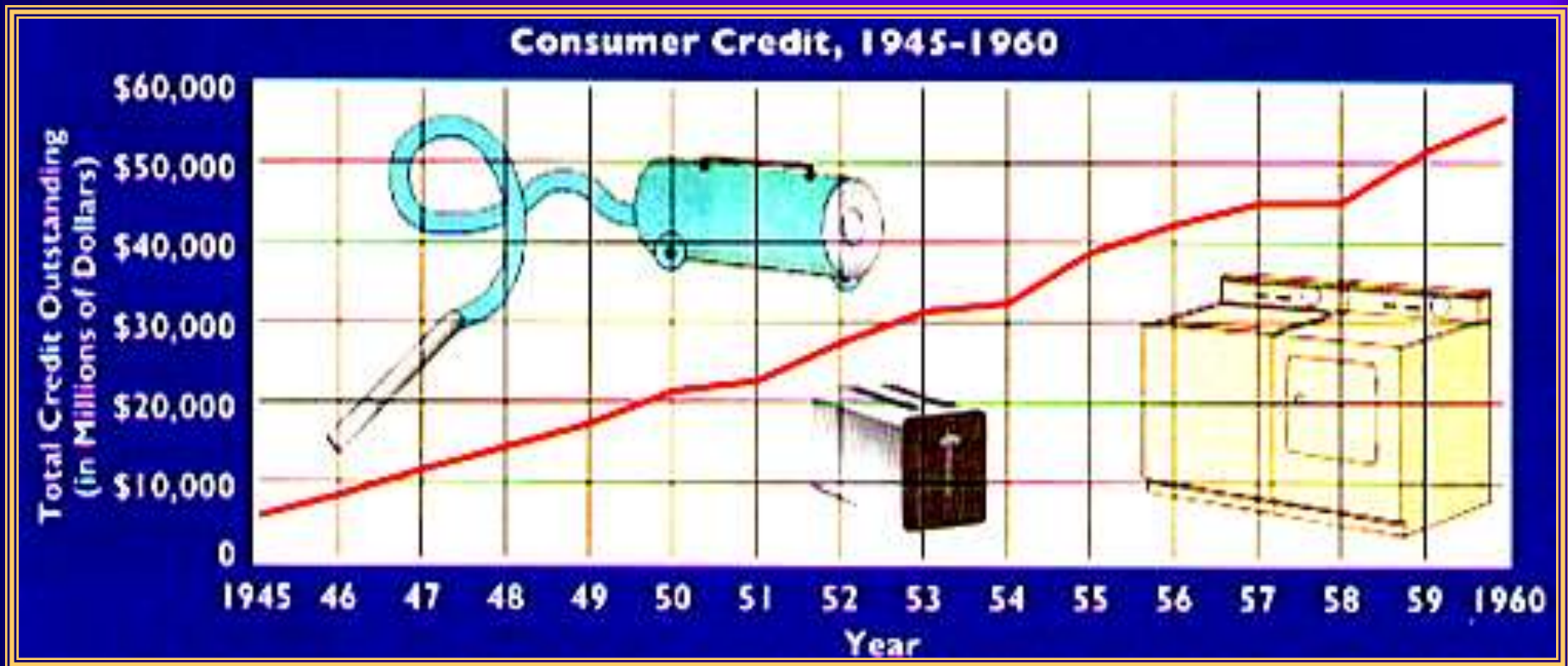
Advertising

- All media, aggressive
- Shopping centers, credit cards
- Change from “mom & pop” to franchises



Consumerism

Americans were caught up in the “economic boom” that took place after WWII



1950 --> Introduction of the Diner's Card

Consumerism

Americans were becoming a consumer society....Buying whatever new product that came out that would make their lives comfortable.

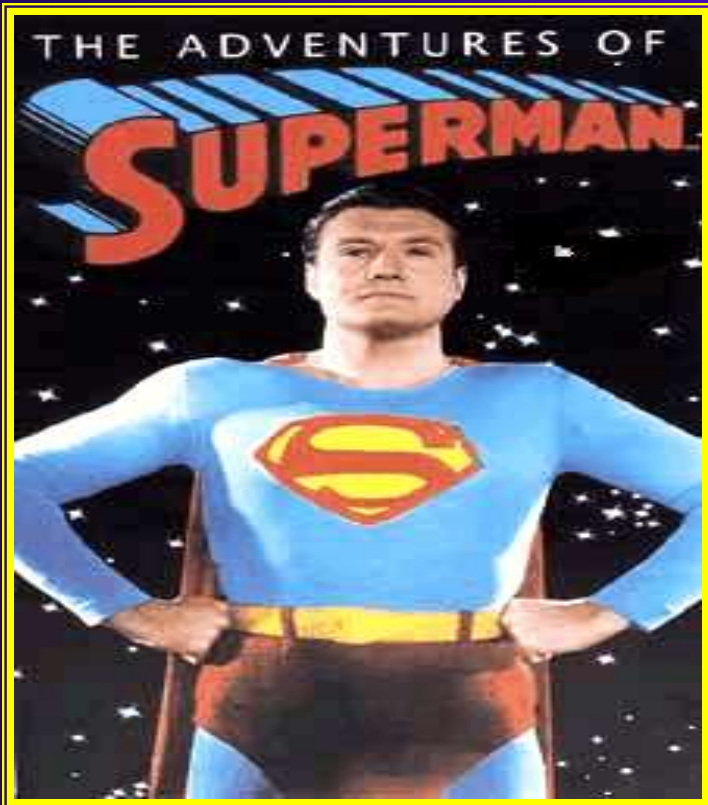


Television

1946 --> 7,000 TV sets in the U. S.

1950 --> 50,000,000 TV sets in the U. S.

Television is a vast wasteland --> Newton
Minnow, Chairman of Federal
Communications Commission, 1961



Mass Audience

- TV celebrated traditional American values:
- Superman-----***Truth, Justice, and the American way!***

Television



Davy Crockett--*King of the Wild Frontier*



The Lone Ranger
(and his faithful
sidekick, Tonto):
*Who is that masked
man??*

Sheriff Matt Dillon,
Gunsmoke



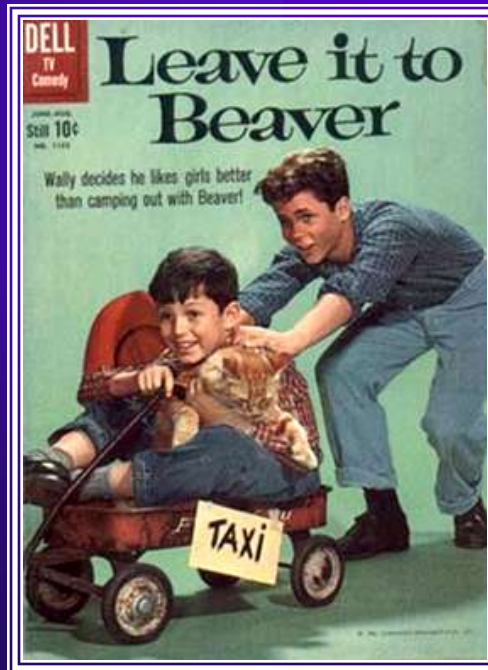
Television

Family Shows --> glossy view of mostly middle-class suburban life.



I Love Lucy

**Wally and the
Beav**



**Alice Kramden,
*The Honeymooners***

Popular Culture

Paperback books

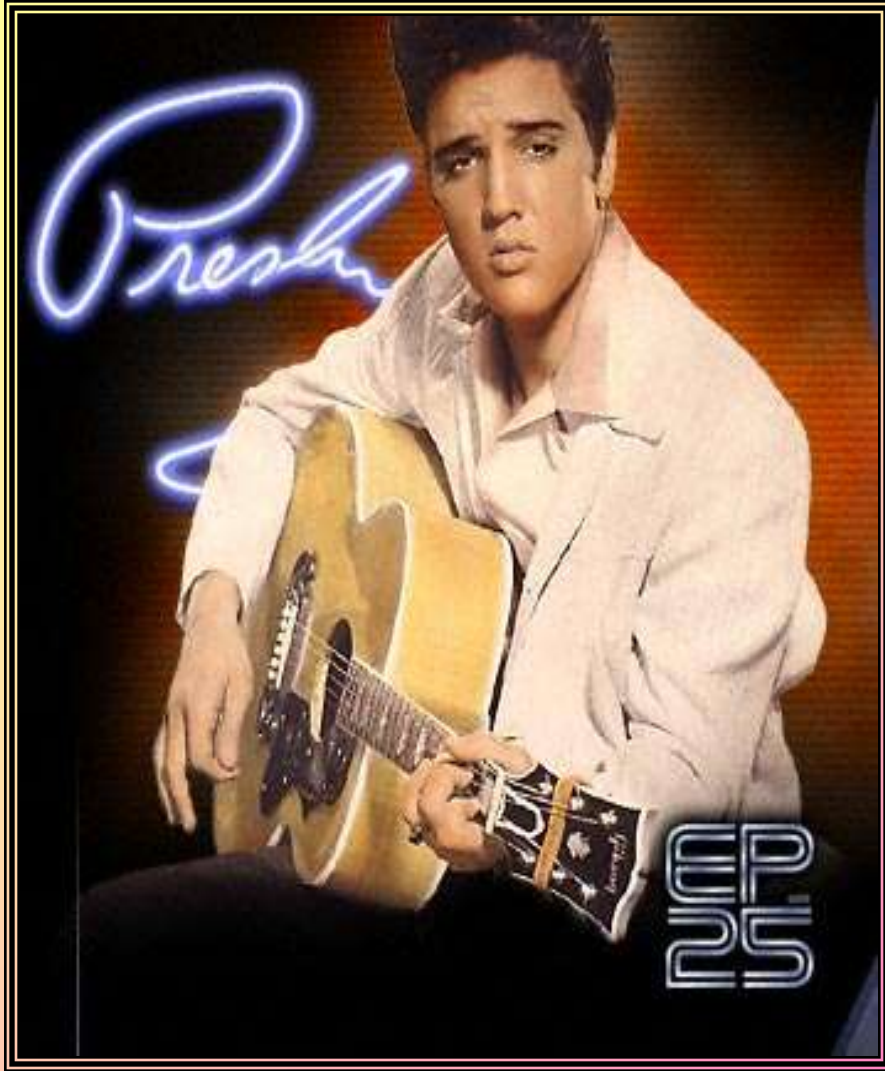
- Reading Increase despite television—1 million copies a day

Records

- Mass-marketed, inexpensive LP's or 45's
- Rock and Roll music becomes popular with teenagers



RISE OF THE TEENAGE CULTURE



Elvis Presley

elvis



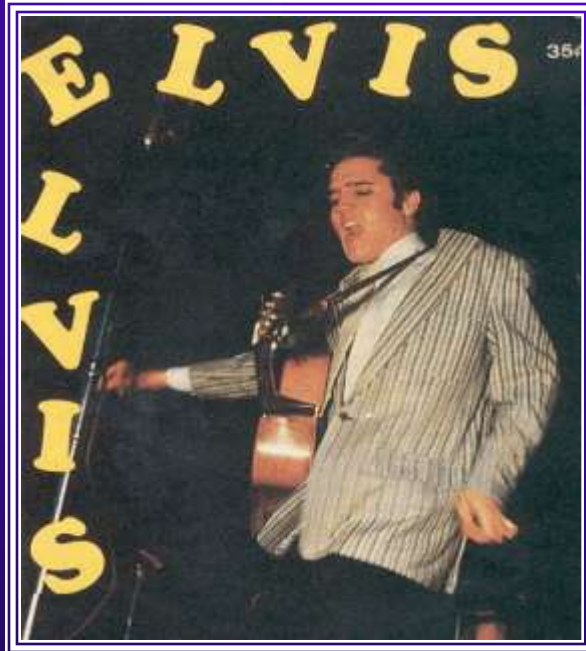
Chuck Berry

Teen Culture

In the 1950s --> the word “teenager” entered the American language.

1956 --> 13 mil. teens with \$7 billion to spend a year.

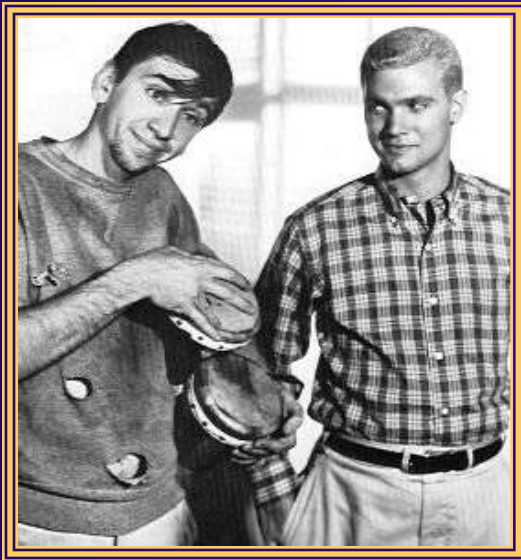
1951 --> “race music” --> “ROCK ‘N ROLL”



Elvis Presley --> “The King”

Teen Culture

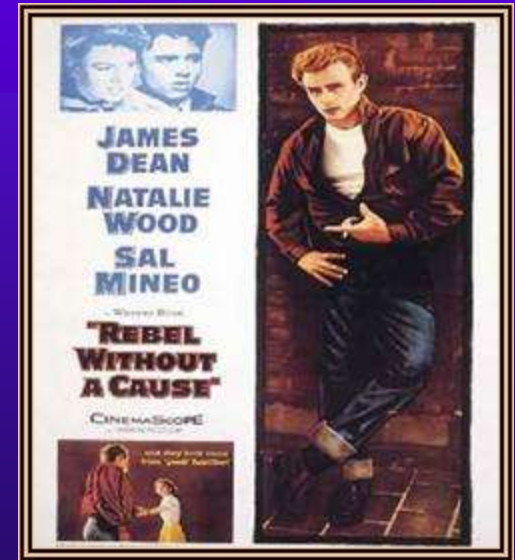
“Happy Days”
OR
“Juvenile Delinquency”?



Dobie Gillis



**Marlon Brando in
The Wild One
(1953)**



**James Dean in
Rebel Without a Cause (1955)**

Teen Culture

Behavioral Rules of the 1950s

- **Obey Authority.**
- **Control Your Emotions.**
 - **Don't Make Waves**
 - **Fit in with the Group.**
- **Don't Even Think About Sex!**

Popular Culture

Role of Women

- Mass media reinforced traditional roles
- Lower wages in the workplace

Social Critics

- Struggle against conformity
- Wanted increased social spending
- Beatniks
 - Jack Kerouac, Allen Ginsberg

Well-Defined Gender Roles

Changing Sexual Behavior:

Alfred Kinsey --> 1948 --> *Sexual Behavior in the Human Male*

1953 --> *Sexual Behavior in the Human Female*

- * premarital sex was common.
- * extramarital affairs were frequent among married couples.

Kinsey's results are an assault on the family as a basic unit of society, a negation of moral law, and a celebration of licentiousness.

-- *Life magazine*, early 1950s

Teen Culture

The “Beatnik” Generation:

- * Jack Kerouac --> *On The Road*
- * Allen Ginsberg --> poem, “Howl”
- * Neal Cassady
- * William S. Burroughs



A man is beat whenever he goes for broke and wagers the sum of his resources on a single number; and the young generation has done that continually from early youth-----John Clellan Holms

- Jack Kerouac is said to have responded:
We're a beat generation!
- *Against traditional values of the Great Depressions and WWII generation (their parents)*
- *Would influence the “counter-culture” of the 1960's*

Conformity

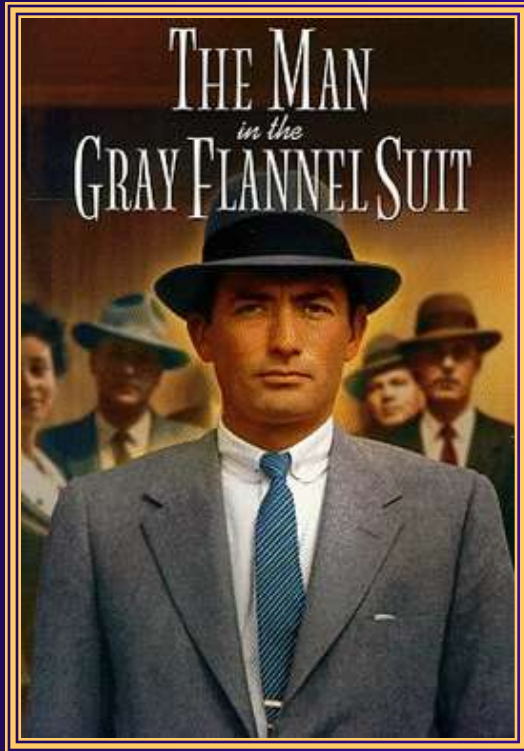
Corporate America

- More white-collar jobs than blue-collar
 - Teamwork, conformity, strict dress codes
- Big unions merge (AFL & CIO)
 - more conservative—industrial jobs making middle-class income
- Suburbs, new cars, new schools, family vacations

Religion

- After WWII, organized religion expands, becomes more tolerant
 - 1000s of new churches, synagogues
 - Less interest in doctrine, more in socialization, identity

A Changing Workplace



New Corporate Culture

“The Company Man”

1947-1957 --> factory workers decreased by 4.3%, eliminating 1.5 million blue-collar jobs.

By 1956 --> more white-collar than blue-collar jobs in the U. S

1956 --> Sloan Wilson's ***The Man in the Gray Flannel Suit***

Well-Defined Gender Roles

*The **ideal 1950's man** was the provider, protector, and the boss of the house. -- **Life magazine, 1955***

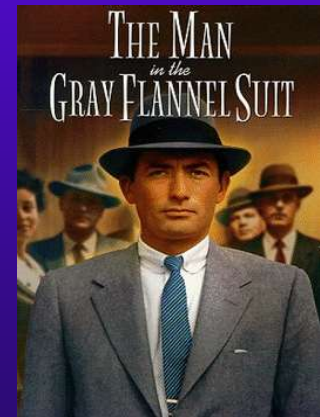
1956 --> William H. Whyte, Jr. --> ***The Organization Man*** * a middle-class, white suburban male is the ideal.



Young Gentleman



Family Man



The Provider

Religious Revival

Today in the U. S., the Christian faith is back in the center of things. -- Time magazine, 1954

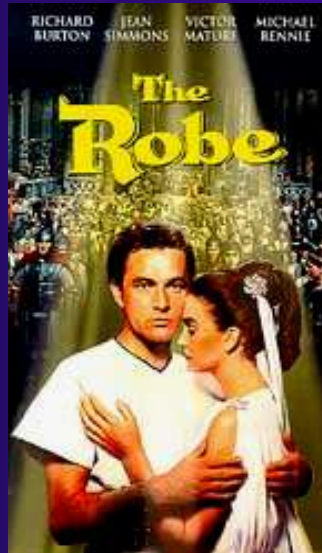
Church membership: 1940 --> 64,000,000
 1960 --> 114,000,000

Television Preachers

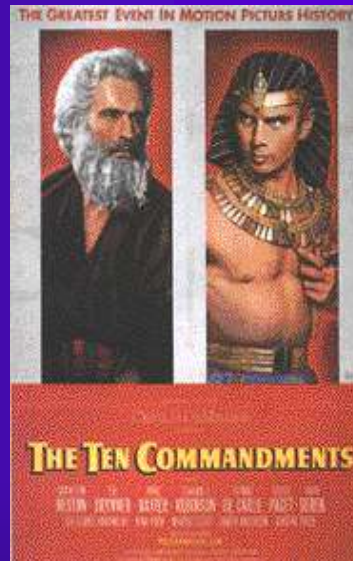
- 1. Catholic Bishop Fulton J. Sheen --> “Life is Worth Living”**
- 2. Methodist Minister Norman Vincent Peale --> *The Power of Positive Thinking***
- 3. Reverend Billy Graham --> ecumenical message; warned against the evils of Communism.**

Religious Revival

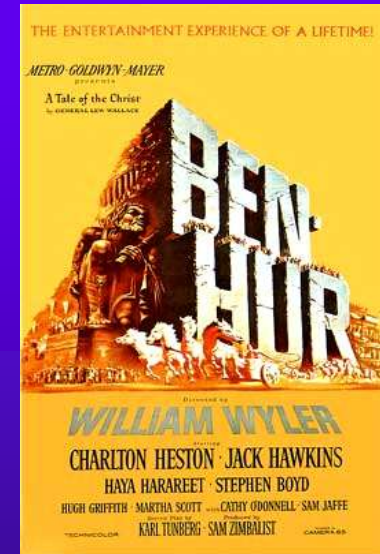
Hollywood: apex of the biblical epics.



The Robe
1953



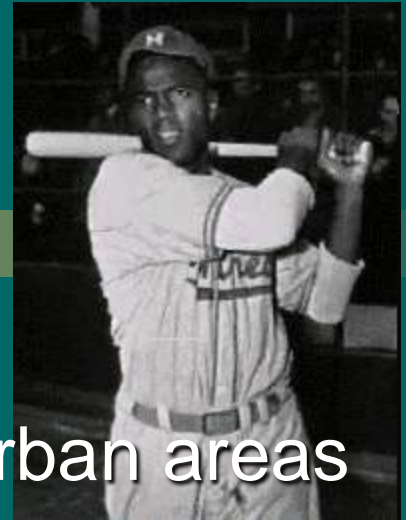
The Ten Commandments
1956



Ben Hur
1959

It's un-American to be unreligious! -- The Christian Century, 1954

Civil Rights



Background

- Post WWI & WWII movement to urban areas
- African Americans influencing party politics by the 1950s
- Conflicting feelings about Cold War message of freedom and democracy



Civil Rights



- **Landmark in Desegregation**
 - *Brown v. Board of Education of Topeka (1954)*
- Federal troops uphold in Little Rock, Ark.
 - Little Rock 9
- Montgomery Bus Boycott (1955)
 - Rosa Parks, MLK, Jr.
- Civil Rights Acts of 1957 & 1960
 - First since Reconstruction
- SCLC
- Greensboro sit-in
 - SNCC

CIVIL RIGHTS



December 1955, Rosa Parks, a 42 yr. old Black woman was ordered by a Montgomery bus driver to give up her seat to white passengers.

- **Refused, arrested and fined \$10 for sitting in the white section.**
 - Blacks refused to ride buses until the law was changed.
- **Begins the Civil Rights Era as a national movement to bring about equality for Black Americans.**



Rosa Parks

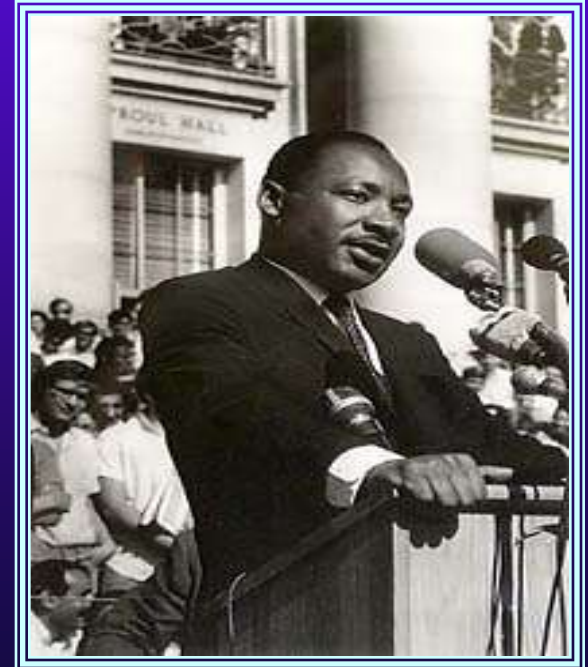
CIVIL RIGHTS



- Rosa Parks case led to the Montgomery Bus Boycott against segregation on public buses.
- Led by Martin Luther King, Jr.
- Montgomery City Government ended segregation.

Martin Luther King, Jr.

- Leader for Black Civil Rights
 - End Jim Crow
 - Promote integration
 - Increase voting rights
- Bring about a true democracy
- Rights deprived since Civil War



CIVIL RIGHTS



Brown vs. Board of Education, Topeka, Kansas

- ✓ May 1954, the Supreme Court overturned Plessy v. Ferguson and the "separate but equal" doctrine.
- ✓ Segregation of children in public schools on the basis of race was unconstitutional and discrimination.
- ✓ States ordered to integrate their schools.

LITTLE ROCK NINE



**PRESIDENT SENDS TROOPS
TO LITTLE ROCK,
FEDERALIZES ARKANSAS
NATIONAL GUARD**

- **Central High School** in Little Rock, Arkansas was the first high school in the South to integrate.
- 1958, **President Eisenhower** sent Federal troops to accompany the nine black students attending an all white high school...

Progress Through Science

- 1951 -- First IBM Mainframe Computer
- 1952 -- Hydrogen Bomb Test
- 1953 -- DNA Structure Discovered
- 1954 -- Salk Vaccine Tested for polio
- 1957 -- First Commercial U. S. Nuclear Power Plant
- 1958 -- NASA Created (**National Aeronautical Space Administration**)
- 1959 -- Press Conference of the First 7 American Astronauts

Progress Through Science

UFO Sightings skyrocketed in the 1950s.

Hollywood used aliens as an allegory for whom ??



War of the Worlds

The 50's Come to a Close

1959 --> **"Kitchen Debate"**

Vice President Richard Nixon and Soviet
Premier Nikita Khrushchev
U.S. Embassy, Moscow, Soviet Union at the
American National Exhibition



Cold War Tensions --->



<--- Technology & Affluence