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# American Life 1950+

## STUDY GUIDE

**2012 Essential American Life Post WWII Review**

**Words To Know**

Term	Meaning	Example	Key Point
McCarthyism			
Red Scare			
McCarthy			

**The "Second" Red Scare**

1950s: A second wave of anti-communism. Many people were accused of being communists or having ties to communists. This led to the "Red Scare" of the 1950s.

**McCarthyism**

McCarthyism is the practice of making accusations of disloyalty, subversion, or treason without proper regard for evidence. It is named after Senator Joseph McCarthy, who became famous for his accusations of communism in the 1950s.

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**Economics**

1. **Postwar Boom**: A period of rapid economic growth in the United States following World War II. This was due to a combination of factors, including a large increase in government spending, a boom in the housing market, and a surge in consumer spending.

2. **Suburbanization**: The movement of people from cities to newly developed suburban areas. This was driven by the desire for more space, better schools, and a safer environment. The construction of the interstate highway system also made it easier to commute from the suburbs to the city.

3. **Consumerism**: The practice of buying and using goods in large quantities. This was a result of the postwar boom and the availability of new products and services.

4. **Automation**: The use of machines and technology to perform tasks that were previously done by humans. This led to increased productivity and efficiency in many industries.

**Effects of 1950s Prosperity**

1. **Increased consumption**: As incomes rose, people began to spend more on goods and services, leading to a boom in consumer spending.

2. **Homeownership**: Many people were able to buy homes for the first time, leading to a boom in the housing market.

3. **Increased savings**: As incomes rose, people began to save more money, leading to a boom in the savings industry.

4. **Increased investment**: As incomes rose, people began to invest more money in the stock market, leading to a boom in the investment industry.

**SPACE**

1. **Sputnik**: The first artificial satellite launched by the Soviet Union in 1957. It was a small, spherical satellite that orbited the Earth.

2. **Space Race**: A competition between the United States and the Soviet Union to achieve milestones in space exploration. This included launching satellites, sending humans into space, and landing on the Moon.

3. **Space Shuttle**: A reusable spacecraft that can be launched and recovered multiple times. The first space shuttle launched by the United States was the Columbia in 1981.

4. **Space Station**: A large, permanent structure in space that can serve as a laboratory, observatory, or habitat. The first space station launched by the Soviet Union was the Salyut 1 in 1971.

5. **Space Exploration**: The study of outer space beyond Earth's atmosphere and the use of spacecraft to explore it. This includes the study of planets, moons, and other celestial bodies.

**Culture/Society**

1. **Television**: A medium for visual communication that became increasingly popular in the 1950s. It allowed people to watch news, entertainment, and educational programs from the comfort of their homes.

2. **Rock and Roll**: A genre of music that became popular in the 1950s. It was characterized by a strong, steady beat and a mix of African American and white influences.

3. **Beat Generation**: A group of writers and poets who rejected the values of mainstream society. They were known for their experimental writing and their use of drugs.

4. **Civil Rights Movement**: A social movement that sought to end racial discrimination and achieve equality for African Americans. It was led by figures such as Martin Luther King Jr. and Rosa Parks.

5. **Women's Movement**: A social movement that sought to achieve equal rights for women. It was led by figures such as Betty Friedan and Simone de Beauvoir.

# Review Outline

Everything you MUST Know!!!



# THE Essential


## American Life Post WWII

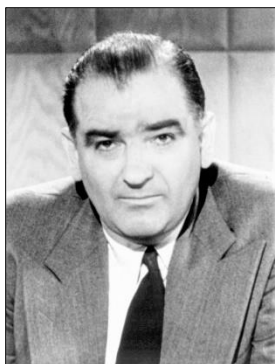
### Review

#### Words To Know

Polio Vaccine	Rural	Suburban	Baby Boom
Prosperity	White Flight	Subversion	

## The “Second” Red Scare

- 1938 *House Un-American Activities Committee*- HUAC will investigate communist threats & search for communists in the US.  

  - Most famous for investigating the accused spy Alger Hiss
  - “Hollywood Ten” - a group of TEN Hollywood movie directors, producers, and writers who were questioned by HUAC but refused to answer questions about possible Communist affiliations. Were jailed and led to the production of less controversial films because people were scared
- 1953 - Julius & Ethel Rosenberg- accused of selling atom bomb secrets to the Soviets; executed for treason



## MCCARTHYISM!

Senator Joseph McCarthy: 1950 claimed that he had list of government officials who were Communists.

\*Downfall of McCarthy- Hearings aired on television

\*“*McCarthyism*”- extreme opposition to communism gained the name

“*McCarthyism*” -accusations ruined some people’s lives.

## Communism

**AMERICANS.....  
DON'T PATRONIZE REDS!!!!**

**YOU CAN DRIVE THE REDS OUT OF  
TELEVISION, RADIO AND HOLLY-  
WOOD.....**

**THIS TRACT WILL TELL YOU HOW.**

#### **WHY WE MUST DRIVE THEM OUT:**

1) The REDS have made our Screen, Radio and TV  
Moscow's most effective Fifth Column in America . . .  
2) The REDS of Hollywood and Broadway have al-  
ways been the chief financial support of Communist  
propaganda in America . . . 3) OUR OWN FILMS,  
made by RED Producers, Directors, Writers and  
STARS, are being used by Moscow in ASIA, Africa,  
the Balkans and throughout Europe to create hatred  
of America . . . 4) RIGHT NOW films are being  
made to craftily glorify MARXISM, UNESCO and  
ONE-WORLDISM . . . and via your TV Set they are  
being piped into your Living Room—and are poison-  
ing the minds of your children under your very  
eyes !!!

So REMEMBER — If you patronize a Film made by  
RED Producers, Writers, Stars and STUDIOS you are  
aiding and abetting COMMUNISM . . . every time  
you permit REDS to come into your Living Room  
VIA YOUR TV SET you are helping MOSCOW and  
the INTERNATIONALISTS to destroy America !!!

# Economics

- Baby boom! Soldiers returning from WWII start a tremendous increase in the birth rate = growth in suburbs (WHITE FLIGHT)



- Levittown, NY – subdivision style community. Built cheap homes for lower-middle class families to relieve post war housing shortage; became symbol of movement to suburbs

Suburbs

- **GI Bill** (Servicemen's Readjustment Act of 1944) - benefits for returning WWII veterans : low-cost mortgages, low-interest loans to start a business , *tuition for higher education*
  - Also Allowed them to buy houses = growth of suburbs
- GATT– General Agreement on Tariffs and Trade (encouraged free trade between member nations by regulating and reducing tariffs)
- Federal Highway Act – added 40,000 miles of interstate highways in the US; increased mobility adds to growth of suburbs



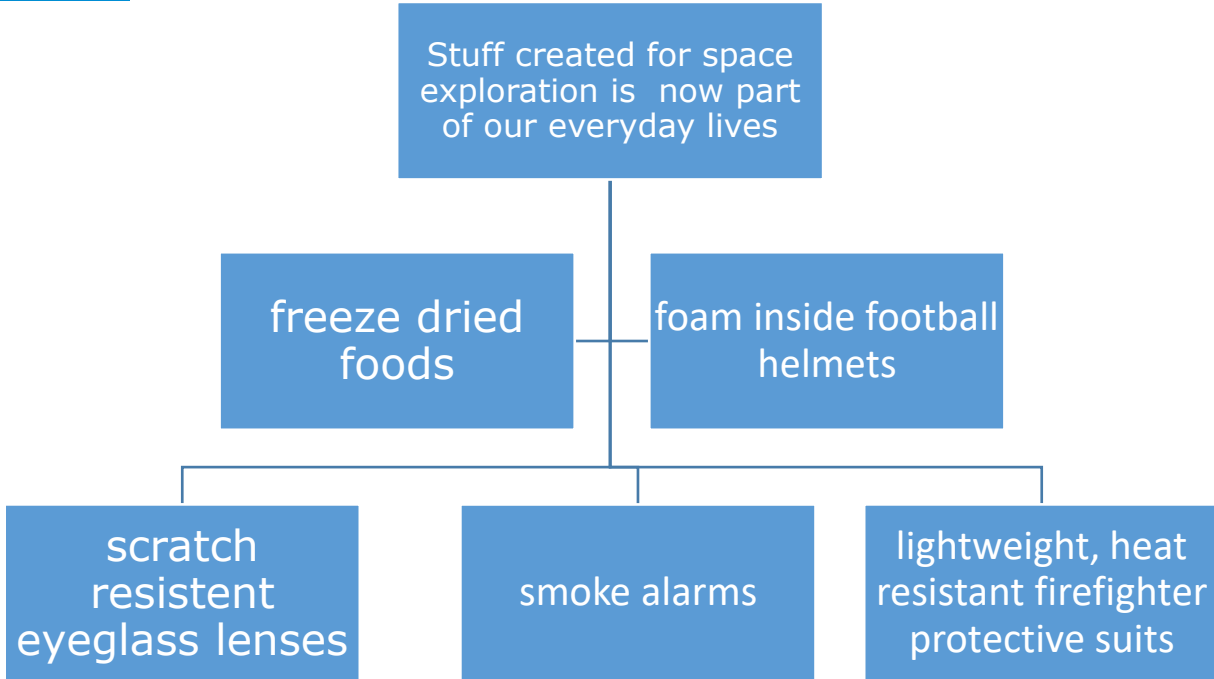
## Effects of 1950s Prosperity

- Increased consumption & Growth of agriculture and business – in part due to increase in population, but also as a result of increased extra income & technology
- **American Dream:** More Americans than ever had the \$ to buy a home, car, & take vacations = growth of the middle class.
  - The phrase “Keeping up with the Joneses” came to represent Americans desire for conformity by owning the same goods as their neighbors.



# SPACE

- **Early SPACE technology - Telecommunications developed for the military have led to cell phones. The Internet was developed for military use and has now spread worldwide.**
  - Space Race between US & Soviet Union started when Soviet Union launched the satellite **SPUTNIK** in 1957



## Culture/Society

- TV becomes most popular form of entertainment! By 1960, almost every American home had a television
  - TV programming reflected the mainstream values of “white” America—a secure job, a suburban home, material success, & well-behaved children
- **Rock N Roll** = cultural divide between young and old
  - radio: Elvis Presley
  - *Woodstock (New York)* – music concert 1969 blended rock n roll with folk music in order to protest the Vietnam War
- **In God We Trust** – became the official motto of the U.S. in 1956
- **Jonas Salk (polio vaccine)**
  - Polio is a highly infectious disease, which mainly affects young children. It’s like a cold but, can cause permanent paralysis.
    - Jonas Salk created a vaccine to prevent the disease – you most likely had this vaccine as a baby

## Protest Movements 1960+

- **Counter culture**, - subculture .with values that are different or opposite of mainstream society,
  - Such as: Anti-Establishment - Anti- Vietnam War, Pro Civil Rights, Anti War Movement
- Causes for growth of protest movement: young population, rapid increase in college enrollment
  - Students of a Democratic Society (SDS):
    - Protested Vietnam, poverty, campus rules, nuclear power dangers, racism.

## Environment

- Rachel Carson wrote Silent Spring to warn the public about consequences of pesticide use
  - Think about how writers historically had brought awareness to social ills (The Jungle, muckrakers)
- **Earth Day** created April 22, 1970 was intended to raise awareness about environmental issues



Environmental Acts Passed Under President Richard Nixon			
Environmental Protection Agency (EPA)	Clean Air Act (1970)	Clean Water Act (1973)	Endangered Species Act (1973)
Cleans up and protects the environment and eliminates pollutions that affect public health	Combats air pollution by limiting emissions from factories and automobiles	Limits pollution of water by industry and agriculture	Promotes protection of endangered plants and animals

# Federal Government



**John F. Kennedy**  
**1961-1963**

- **New Frontier** -to improve education, healthcare, conditions for migrant workers, insurance for the elderly, and improvements in cities
  - 1960 election first televised presidential debates (Kennedy V. Nixon)
  - Peace Corps (US citizens travel the world to improve conditions in developing countries).
  - *Alliance for Progress* provided money to many Latin American countries.
  - **Civil Rights Legislation: Warren Supreme Court Rulings**: Chief Justice Warren oversaw **many** rulings about civil rights while he was at the head of the Supreme Court

## **Warren Court**

Brown v. Board of Education =no school segregation

Mapp v. Ohio = evidence/ 4<sup>th</sup> amendment

Gideon v. Wainwright = lawyer/6<sup>th</sup> amendment

Escobedo v. Illinois = accused criminal's rights

Miranda v. Arizona = accused criminal's rights

Engle v. Vitale – school prayer/1<sup>st</sup> amendment

Tinker v. Des Moines = student rights/1<sup>st</sup> amendment



**Lyndon Johnson**  
**1963-1969**

- **War on Poverty**- President Lyndon Johnson declared war on poverty.
- **Great Society** was the name given to a set of domestic programs designed to eliminate poverty and racial injustice (Medicare (healthcare for elderly), MEDICAID, HEAD START education, FAIR PACKAGING AND LABELING ACT, **Food Stamp Act**, **Housing & Urban Development Act [HUD]**)
- Affirmative Action – fair hiring practices for all races/genders

**TEKS:**

8b - describe how Cold War tensions were intensified by the arms race, the space race, McCarthyism, and the House Un-American Activities Committee (HUAC), the findings of which were confirmed by the Venona Papers;

14a - identify the effects of population growth and distribution on the physical environment;

17b - identify the causes of prosperity in the 1950s, including the Baby Boom and the impact of the GI Bill (Servicemen's Readjustment Act of 1944), and the effects of prosperity in the 1950s such as increased consumption and the growth of agriculture and business;

17c - describe the economic impact of defense spending on the business cycle and education priorities from 1945 to the 1990s;

25b - describe both the positive and negative impacts of significant examples of cultural movements in art, music, and literature such as Tin Pan Alley, the Harlem Renaissance, the Beat Generation, rock and roll, the Chicano Mural Movement, and country and western music on American society;

25c - explain how the contributions of people of various racial, ethnic, gender, and religious groups shape American culture;

26e - discuss the meaning and historical significance of the mottos "E Pluribus Unum" and "In God We Trust"; and

27a - explain the effects of scientific discoveries and technological innovations such as electric power, telephone and satellite communications, petroleum-based products, steel production, and computers on the economic development of the United States;

27b - explain how specific needs result in scientific discoveries and technological innovations in agriculture, the military, and medicine, including vaccines; and

**Released Test Questions:**

2013: 7, 56, 21, 32, 63, 3, 49

2014: 20, 47

2015: 15, 31, 41, 1, 8

2016: 62

2017: 46, 61, 4

2018: 48, 8, 23, 45



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