

The American Dream in the 1950s

Chapter 37 Section 2 pages 847-855

Terms and Names

Franklin D. Roosevelt - convincing that others should produce more and work more hours

Wage freeze - prohibition against raising other people's

the Justice Haller - men who distributed a warning the wage freeze was unconstitutional

Consumerism - buying material goods seems to be equated with success

Internal Subdivisions: marketing strategy

(1) The Organization and the Organization Man

- a. What was a conglomerate?
Major Corporation that includes ownership of another companies in unrelated industries
- b. What kind of people were conglomerate-building firms?
People who would sit in board and see other business after would decide that they
- c. What was their position then?
- d. What was the source job?

(2) The Suburban Lifestyle

- a. What were some marketing techniques that helped them?
all the retailers coming from the west
- b. What was the "company" man phenomenon describing the middle?
Consumer and market
- c. What kind of shopping did consumers do in the suburban stores which?
Retail and great big variety

(3) The Suburban Life Culture

- a. What were marketing techniques that helped them?
Retail and great
- b. What was the marketing of the suburban life?
Advertising the building of a suburban life through people
- c. What were some negative aspects of the growth of the suburban life?
Money and culture pushed this in and suburban life was more material

(4) Consumerism Unleashed

- a. What happened in private life in the 1950s?
Gave from 8.8 billion to 8.75 billion
- b. What was the economy like after the war?
1950s
- c. What did the suburban life mean for the people who lived there?
Psychology and appeared to parallel ideas

The American Dream In The Fifties Chapter 27 Section

Timothy Melley



The American Dream In The Fifties Chapter 27 Section :

The Americans McDougal-Littell Publishing Staff,2002-03-13 **American Studies** ,1993 The Third Coast Thomas L. Dyja,2013-04-18 Winner of the Chicago Tribune s 2013 Heartland Prize A critically acclaimed history of Chicago at mid century featuring many of the incredible personalities that shaped American culture Before air travel overtook trains nearly every coast to coast journey included a stop in Chicago and this flow of people and commodities made it the crucible for American culture and innovation In luminous prose Chicago native Thomas Dyja re creates the story of the city in its postwar prime and explains its profound impact on modern America from Chess Records to Playboy McDonald s to the University of Chicago Populated with an incredible cast of characters including Mahalia Jackson Muddy Waters Howlin Wolf Chuck Berry Sun Ra Simone de Beauvoir Nelson Algren Gwendolyn Brooks Studs Turkel and Mayor Richard J Daley The Third Coast recalls the prominence of the Windy City in all its grandeur *Great American Sitcoms of the 1950s* Jackson

Upperco,2025-02-07 With a unique definition of the classic situation comedy television genre as developed out of its history on radio this critical study highlights the best American sitcoms from the 1950s TV s first decade as a household medium Everything from I Love Lucy to Dobie Gillis is covered with a rigorous evaluation that seeks to find this formative era s finest episodic samples that most prove the sitcom s inherent artistry **Kitchen Table Politics** Stacie Taranto,2017-03-30 *Kitchen Table Politics* investigates the role that the grassroots activism of middle class mostly Catholic homemakers played in the development of conservatism in New York State and in the national shift toward a conservative politics of family values

Inventing the "American Way" Wendy L. Wall,2009-09-03 In the wake of World War II Americans developed an unusually deep and all encompassing national unity as postwar affluence and the Cold War combined to naturally produce a remarkable level of agreement about the nation s core values Or so the story has long been told *Inventing the American Way* challenges this vision of inevitable consensus Americans as Wendy Wall argues in this innovative book were united not so much by identical beliefs as by a shared conviction that a distinctive American Way existed and that the affirmation of such common ground was essential to the future of the nation Moreover the roots of consensus politics lie not in the Cold War era but in the turbulent decade that preceded U S entry into World War II The social and economic chaos of the Depression years alarmed a diverse array of groups as did the rise of two alien ideologies fascism and communism In this context Americans of divergent backgrounds and beliefs seized on the notion of a unifying American Way and sought to convince their fellow citizens of its merits Wall traces the competing efforts of business groups politicians leftist intellectuals interfaith proponents civil rights activists and many others over nearly three decades to shape public understandings of the American Way Along the way she explores the politics behind cultural productions ranging from *The Adventures of Superman* to the Freedom Train that circled the nation in the late 1940s She highlights the intense debate that erupted over the term democracy after World War II and identifies the origins of phrases such as free enterprise and the Judeo Christian tradition that remain

central to American political life By uncovering the culture wars of the mid twentieth century this book sheds new light on a period that proved pivotal for American national identity and that remains the unspoken backdrop for debates over multiculturalism national unity and public values today **Atomic Tunes** Tim Smolko,Joanna Smolko,2021-05-11 What is the soundtrack for a nuclear war During the Cold War over 500 songs were written about nuclear weapons fear of the Soviet Union civil defense bomb shelters McCarthyism uranium mining the space race espionage the Berlin Wall and glasnost This music uncovers aspects of these world changing events that documentaries and history books cannot In Atomic Tunes Tim and Joanna Smolko explore everything from the serious to the comical the morbid to the crude showing the widespread concern among musicians coping with the effect of communism on American society and the threat of a nuclear conflict of global proportions Atomic Tunes presents a musical history of the Cold War analyzing the songs that capture the fear of those who lived under the shadow of Stalin Sputnik mushroom clouds and missiles *American Radio Networks* Jim Cox,2009-09-12 This history of commercial radio networks in the United States provides a wealth of information on broadcasting from the 1920s to the present It covers the four transcontinental webs that operated during the pre television Golden Age plus local and regional hookups and the developments that have occurred in the decades since including the impact of television the rise of the disc jockey the rise of talk radio and other specialized formats implications of satellite technology and consolidation of networks and local stations **American Culture in the 1940s** Jacqueline Foertsch,2008-03-27 This book explores the major cultural forms of 1940s America fiction and non fiction music and radio film and theatre serious and popular visual arts and key texts trends and figures from Native Son to Citizen Kane from Hiroshima to HUAC and from Dr Seuss to Bob Hope After discussing the dominant ideas that inform the 1940s the book culminates with a chapter on the culture of war Rather than splitting the decade at 1945 Jacqueline Foertsch argues persuasively that the 1940s should be taken as a whole seeking out links between wartime and postwar American culture

Reelpolitik II Beverly Merrill Kelley,2004 With reference to eight classic American movies this text explores the political ideologies thrumming through the American psyche during the Cold War period Domestic Revolutions Steven Mintz,Susan Kellogg,1989-04-03 An examination of how the concept of family has been transformed over the last three centuries in the U S from its function as primary social unit to today s still evolving model Based on a wide reading of letters diaries and other contemporary documents Mintz an historian and Kellogg an anthropologist examine the changing definition of family in the United States over the course of the last three centuries beginning with the modified European model of the earliest settlers From there they survey the changes in the families of whites working class immigrants and middle class and blacks slave and free since the Colonial years and identify four deep changes in family structure and ideology the democratic family the companionate family the family of the 1950s and lastly the family of the 80s vulnerable to societal changes but still holding together **Your History Makes a Difference** Edith Lamb,2017-03-31 This book explains that our history is a

collective embodiment of our endeavors through the life span It illustrates that our reason for living was planned before we came into existence We are not in the world per chance The book further incorporates what or who can influence our pathway whether for the better or for the worst As you read through it you will learn the importance of being in awareness Family family curses friends and colleagues can negate your success **The Swamp Peddlers** Jason Vuic,2021-05-11 Florida has long been a beacon for retirees but for many the American dream of owning a home there was a fantasy That changed in the 1950s when the so called installment land sales industry hawked billions of dollars of Florida residential property sight unseen to retiring northerners For only 10 down and 10 a month working class pensioners could buy a piece of the Florida dream a graded home site that would be waiting for them in a planned community when they were ready to build The result was Cape Coral Port St Lucie Deltona Port Charlotte Palm Coast and Spring Hill among many others sprawling communities with no downtowns little industry and millions of residential lots In *The Swamp Peddlers* Jason Vuic tells the raucous tale of the sale of residential lots in postwar Florida Initially selling cheap homes to retirees with disposable income by the mid 1950s developers realized that they could make more money selling parcels of land on installment to their customers These swamp peddlers completely transformed the landscape and demographics of Florida devastating the state environmentally by felling forests draining wetlands digging canals and chopping up at least one million acres into grid like subdivisions crisscrossed by thousands of miles of roads Generations of northerners moved to Florida cheaply but at a huge price high pressure sales tactics begat fraud poor urban planning begat sprawl poorly regulated development begat environmental destruction culminating in the perfect storm of the 21st century subprime mortgage crisis **Dream by the River** William Barnaby Faherty,1981 *Robots in American Popular Culture* Steve Carper,2019-06-27 They are invincible warriors of steel silky skinned enticers stealers of jobs and lovable goofball sidekicks Legions of robots and androids star in the dream factories of Hollywood and leer on pulp magazine covers instantly recognizable icons of American popular culture For two centuries we have been told tales of encounters with creatures stronger faster and smarter than ourselves making us wonder who would win in a battle between machine and human This book examines society s introduction to robots and androids such as Robby and Rosie Elektro and Sparko Data WALL E C 3PO and the Terminator particularly before and after World War II when the power of technology exploded Learn how robots evolved with the times and then eventually caught up with and surpassed them **The All-Consuming Nation** Mark H. Lytle,2021-10-05 In his 1958 kitchen debate with Nikita Khrushchev Richard Nixon argued that the freedom to consume defined the American way of life High wages full employment new technologies and a rapid growth in population known as the Baby Boom ushered in a golden age of economic growth By the end of the twentieth century consumerism triumphed over communism socialism and all other isms seeking to win hearts and minds around the world Advertising popular culture and mass media persuaded Americans that shopping was both spiritually fulfilling and a patriotic virtue Mark Lytle argues that Nixon s view of consumer democracy

contained fatal flaws if unregulated it would wholly ignore the creative destruction that in destroying jobs erodes the capacity to consume The All Consuming Nation also examines how planners failed to take into account the environmental costs as early warning signs whether smog over Los Angeles the overuse of toxic chemicals such as DDT or the Cuyahoga River in flames provided evidence that all was not well Environmentalists from Aldo Leopold Rachel Carson and Paul Ehrlich to Ralph Nader and Al Gore cautioned that modern consumerism imposed unsustainable costs on the natural world Not for lack of warning climate change became the defining issue of the twenty first century The All Consuming Nation investigates the environmental and sociocultural costs of the consumer capitalism framework set in place in the 20th century shedding light on the consequences of a national identity forged through mass consumption **Destruction Rites** Mona

Hadler,2017-01-30 In the early sixties crowds gathered to watch rites of destruction from the demolition derby where makeshift cars crashed into each other for sport to concerts where musicians destroyed their instruments to performances of self destructing machines staged by contemporary artists Destruction in both its playful and fearsome aspects was ubiquitous in the new Atomic Age This complicated subjectivity was not just a way for people to find catharsis amid the fears of annihilation and postwar trauma but also a complex instantiation of ideological crisis in a time with some seriously conflicted political myths Destruction Rites explores the ephemeral visual culture of destruction in the postwar era and its links to contemporary art It examines the demolition derby games and toys based on warfare playgrounds situated in bomb sites and the rise of garage sales where goods designed for obsolescence and destined for the garbage heap are reclaimed and repurposed by local communities Mona Hadler looks at artists such as Jean Tinguely Niki de Saint Phalle Martha Rosler and Vito Acconci to expose how the 1960s saw destruction construction and the everyday collide as never before During the Atomic age whether in the public sphere or art museums destruction could be transformed into a constructive force and art objects and performances often oscillated between the two *American Philosophy* Erin McKenna,Scott L. Pratt,2015-02-26

American Philosophy offers the first historically framed introduction to the tradition of American philosophy and its contemporary engagement with the world Born out of the social and political turmoil of the Civil War American philosophy was a means of dealing with conflict and change In the turbulence of the 21st century this remains as relevant as ever Placing the work of present day American philosophers in the context of a history of resistance through a philosophical tradition marked by a commitment to pluralism fallibilism and liberation this book tells the story of a philosophy shaped by major events that call for reflection and illustrates the ways in which philosophy is relevant to lived experience This book presents a survey of the historical development of American philosophy as well as coverage of key contemporary issues in America including race theory feminism indigenous peoples and environmentalism and is the ideal introduction to the work of the major American thinkers past and present and the sheer breadth of their ideas and influence *Winning the White House*, 2008 K. McMahon,2009-08-31 What does it take to win the White House This book helps students understand both

the issues and how and why people vote for one candidate After discussing the dynamics of the primary campaigns the authors examine three broad sets of issues that play a key role in voting foreign policy domestic policies and the culture wars This sets the foundations for an examination of regional similarities and differences in voting patterns as the varying salience and valence of issues whether general or specific is explored across and within regions Special attention is paid to battleground states Drawing on concepts from political science this book advances students understanding both of the field and the phenomenon

The Covert Sphere Timothy Melley, 2012-10-23 In December 2010 the U S Embassy in Kabul acknowledged that it was providing major funding for thirteen episodes of Eagle Four a new Afghani television melodrama based loosely on the blockbuster U S series 24 According to an embassy spokesperson Eagle Four was part of a strategy aimed at transforming public suspicion of security forces into something like awed respect Why would a wartime government spend valuable resources on a melodrama of covert operations The answer according to Timothy Melley is not simply that fiction has real political effects but that since the Cold War fiction has become integral to the growth of national security as a concept and a transformation of democracy In *The Covert Sphere* Melley links this cultural shift to the birth of the national security state in 1947 As the United States developed a vast infrastructure of clandestine organizations it shielded policy from the public sphere and gave rise to a new cultural imaginary the covert sphere One of the surprising consequences of state secrecy is that citizens must rely substantially on fiction to know or imagine their nation s foreign policy The potent combination of institutional secrecy and public fascination with the secret work of the state was instrumental in fostering the culture of suspicion and uncertainty that has plagued American society ever since and Melley argues that would eventually find its fullest expression in postmodernism *The Covert Sphere* traces these consequences from the Korean War through the War on Terror examining how a regime of psychological operations and covert action has made the conflation of reality and fiction a central feature of both U S foreign policy and American culture Melley interweaves Cold War history with political theory and original readings of films television dramas and popular entertainments from *The Manchurian Candidate* through 24 as well as influential writing by Margaret Atwood Robert Coover Don DeLillo Joan Didion E L Doctorow Michael Herr Denis Johnson Norman Mailer Tim O Brien and many others

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