Chapter 14 lesson 2 Notes: The Affluent Society

1. The Affluent Society
2. American Abundance
3. The average income of U.S. families almost tripled between 1940 and 1955.
4. Technology had increased the production of many goods and services. This increased production raised the U.S. standard of living.
5. With more disposable income, Americans bought new consumer goods.
6. Manufacturers used new marketing techniques to create consumer demand for their products.
7. The Growth of Suburbia
8. Bill Levitt produced hundreds of simple, similar-looking homes 10 miles east of New York City.
9. The suburban population doubled, while the population of cities rose only 10 percent.
10. Some people wanted to escape the crime and overcrowding of the city.
11. Others thought suburbs offered a better life and were less expensive.
12. Homeowners could also reduce their income taxes because they are able to take deductions for paying mortgages and property taxes.
13. The Baby Boom
14. More than 65 million children were born in the United States from 1945 to 1961.A child was born every seven seconds at the height of this **baby boom**.
15. First, young couples that had put off getting married during the wars could start families now. The government encouraged the growth of families by offering GI benefits for home purchases. Finally, society favored pregnancy, parenthood, and large families.
16. The Changing Workplace
17. Mechanization of farms and factories continued as the economy grew and fewer people were needed for these jobs.
18. More Americans began working in offices for large corporations. These office jobs were called **white-collar jobs.**
19. Some corporations expanded overseas to be more competitive known as multinational **corporations**.
20. **Franchises** also became popular during this time. A franchise is a business that a person owns and runs that is part of a larger chain.
21. Many other corporate leaders also expected their workers to be the same in their thinking and actions.
22. Conformity in the workplace meant that no one individual could dominate the others.
23. Scientific Advances
24. Scientists made advancements in electronics, aviation, and medicine during the 1950s.
25. Advances in Electronics and Aviation
26. In 1947 three U.S. physicists developed the transistor. A transistor is a tiny electric part that made it possible to make radios very small.
27. In 1946 scientists developed one of the earliest computers, called the ENIAC (electronic Numerical Integrator and Computer), to make military calculations.
28. Swept-back wing designs and new jet engine technology created planes that flew farther on the same amount of fuel than earlier airplanes.
29. Medical Breakthroughs
30. Cardiopulmonary resuscitation (CPR), a way of trying to save the life of someone who has stopped breathing and whose heart has stopped beating, was developed in the 1950s.
31. Doctors also learned to replace damaged heart valves. Surgeons implanted the first pacemakers in patients in 1952.
32. Tuberculosis is a highly contagious lung disease. A blood test to detect the disease and new medicines helped keep the disease in check.
33. Victims of polio often became paralyzed or died. In 1952 there were 58,000 new cases reported.
34. Finally, research scientist Jonas Salk discovered a polio vaccine. Polio shots became available to the public in 1955.
35. The New Mass Media
36. In 1946 about 8,000 televisions were used across the nation. By 1957 almost 40 million sets had been sold.
37. The Rise of Television
38. Early television programs included comedies, variety shows, and action programs.
39. One episode of *I Love Lucy* was watched by 44 million viewers—more viewers than the presidential inauguration that took place the next day.
40. Many early comedy shows were based on radio programs. Bob Hope and Jack Benny came to television from radio.
41. Ed Sullivan’s *Toast of the Town* was a variety show. Variety shows featured comedy, music, dance, and acrobatics.
42. Hollywood Adapts
43. As television became more popular, movies lost viewers. Movie attendance fell from 82 million in 1946 to 36 million by 1950.
44. By 1960 one-fifth of the nation’s movie theaters had closed.
45. Cinemascope finally gave Hollywood something television could not match. Cinemascope was a process that showed movies on large, wide screens.
46. Radio Draws Them In
47. Radio stations started to broadcast recorded music, news, weather, sports, and talk shows.
48. People driving cars from the suburbs, running errands, or traveling on long road trips used radio for news and entertainment.
49. The number of radio stations more than doubled between 1948 and 1957.
50. New Music and Poetry
51. Teens in every generation want to be different from their parents. Teens of the 1950s were different for two reasons.
52. First, teens had money to spend on their entertainment. Second, the new mass media meant that teens around the country heard the same music and saw the same television shows.
53. As a result, the entertainment and advertising industries began to target youth culture.
54. Rock ‘n’ Roll
55. In 1951 Alan Freed, a radio disc jockey in Cleveland, Ohio, noticed that white teenagers were buying African American rhythm-and-blues records.
56. Freed talked his station manager into putting the music on the air. Listeners liked it.
57. White artists soon began making music that was influenced by African American sounds. The new style of music was called **rock ’n’ roll**.
58. Rock ’n’ roll became very popular because its beat made it perfect for dancing. The lyrics had ideas that young people liked.
59. Elvis Presley became the first rock ’n’ roll idol and movie star in 1956.
60. Presley was popular because of his singing and dancing. He swung his hips and danced during his performances in ways that shocked many adults.
61. This new music helped create the **generation gap** in the 1950s. A generation gap is a cultural divide between children and their parents.
62. The Beat Movement
63. Beat poets, writers, and artists criticized American culture for its conformity and emptiness.
64. In 1956 Allen Ginsberg, a 29-year-old poet, published a poem called “Howl” that criticized the American way of life.
65. The beat movement was small, but it started the youth cultural revolution of the 1960s.
66. African American Entertainers
67. Television usually shut out African Americans, but popular African American singer Nat King Cole was an exception.
68. In 1956 NBC gave the singer a 15-minute musical variety show, but NBC cancelled the show after two years due to lack of sponsorship.
69. African American rock ’n’ roll singers did not face as many problems. Chuck Berry, Little Richard, and Ray Charles all recorded hit songs.
70. Early rock ’n’ roll music influenced popular music around the world. Little Richard and Chuck Berry influenced the Beatles. Beatles’ music inspired by early rock ’n’ roll swept Britain and the world in the 1960s.
71. The American Dream was still out of reach for many minorities and the rural poor.