

The background of the entire image is a stylized American flag. The top-left corner features a blue field with a grid of white stars. The rest of the image is filled with horizontal stripes of red and white, with a slightly textured, aged appearance. The text is overlaid on this background.

UNITED STATES

HISTORY

with Mr. Willis

UNIT 7 - DAY 8

A large, dark vinyl record is centered on the slide. The text '1950s POP CULTURE' is overlaid on the record. '1950s' is in a large, bold, pink font, and 'POP CULTURE' is in a large, bold, yellow font with a black outline. The record's label is visible in the center, showing some text and a logo.

1950s
POP CULTURE





The **1950S** ushered IN changes to **POP CULTURE** that would leave a lasting IMPRESSION ON **AMERICAN SOCIETY!**



TELEVISION



ROCK 'N ROLL



AUTOMOBILE MANIA



TEEN CULTURE



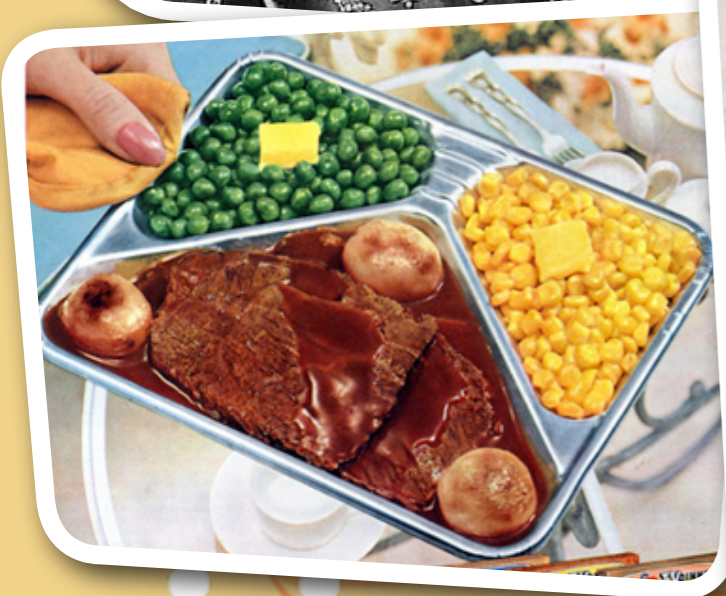
ADVENT OF TELEVISION



Television is by far the biggest technological marvel of the 1950s
In 1950, only 9% of US households owned a TV, by 1960 90% owned a TV

1956 - The Federal Communications Commission (FCC) expanded TV shows
The "Golden Age" saw TV programming expanded beyond 500 shows by mid 50s

The advent of TV introduced American mainstays, like TV Guide and TV dinners
The TV Guide introduced viewers to new channels, shows, TV personalities
TV dinners fed on era of convenience, let people eat & watch TV together





TELEVISION SHOWS



TV PROGRAMMING WAS DOMINATED BY COMEDY SHOWS AND GUNSLINGER WESTERNS MILTON BERLE, "I LOVE LUCY", "GUNSMOKE", "HAVE GUN WILL TRAVEL", "HONEYMOONERS"

SOON, NIGHTLY NEWS REPORTING, VARIETY SHOWS, AND CHILDREN'S SHOWS AIRED "MICKEY MOUSE CLUB", "HOWDY DOODY", "ED SULLIVAN", MURROW'S "SEE IT NOW"

CRITICS ARGUED TV GLORIFIED VIOLENCE & STEREOTYPED WOMEN. LACKED DIVERSITY THE ROLE OF OBEDIENT HOUSEWIFE WAS GLORIFIED ON TV ("FATHER KNOWS BEST") SHOWS FOCUSED ON PERFECT WHITE AMERICA, NEVER SHOWED POVERTY OR MINORITIES



ROCKIN' 'N ROLLIN'



Rock 'N Roll was a musical genre that originated from Rhythm and Blues. It combined many musical stylings but paved the way for every musical genre.

Rock 'N Roll was a way for teens to express their rebellious attitudes. Songs had catchy beats, suggestive lyrics, and spoke of teenage issues and problems.

Early artists like Chuck Berry, Little Richard, Elvis Presley became huge! Affluent teens bought up rock albums, requested songs on radio over and over. Constant TV and radio exposure helped bring rock 'n roll into the mainstream.





THE BEAT MOVEMENT



Another avenue for 50s teen non-conformity was the Beat Movement centered in SF, LA, NY, it was made up of young poets, musicians, writers

"Beatniks" expressed an open form of protest against mainstream values they read poetry aloud in coffee shops, resisted materialism and authority

Adults condemned Rock music and the Beats as destructive to society they believed both movements would lead to teen delinquency and immorality they frowned on the movements' use of drugs, sexual suggestion, and liberalism





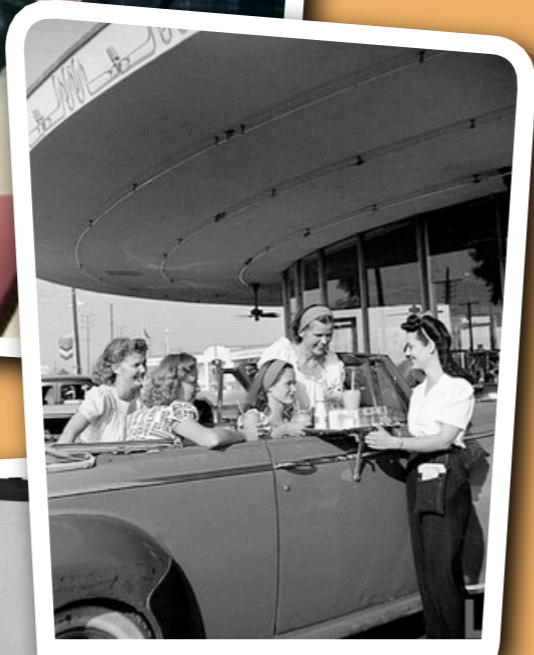
CAR CULTURE



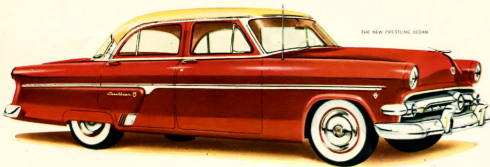
50s **CONSUMERISM**, **Leisure time**, and **suburban life** led to a **love affair w/ cars**
EVERY FAMILY HAD TO HAVE A CAR FOR STATUS, TRANSPORTATION, AND TRAVEL

Big, flashy, and powerful cars were desired and led to a **huge car culture**
DRIVE THRU'S, DRIVE IN THEATERS, TEENS CRUISING ON FRIDAY NIGHTS BECAME POPULAR

Cars also changed **American lifestyle**
FAMILIES TOOK CROSS COUNTRY TRIPS IN THEIR CARS, WENT ANYWHERE THEY WANTED ANYTIME
NEW SUBURBAN HOMES WERE BUILT WITH GARAGES AND DRIVEWAYS FOR THE FAMILY CAR



WORTH STILL MORE...



More V8 power!
More style-leader beauty!

'54 **FORD** V8

with more and more fine-car features to swing more buyers to FORD in '54

More than ever Ford sets the pace with new fine-car features, new fine-car styling in '54. The new 120-hp. V-8 engine in all Customline and Crestline models is the finest, most advanced V-8 ever to power a Ford. The famous 110-hp. Strato-Sear in Mainline models combines smooth, dependable V-8 power with amazing economy. Both engines are the products of 20 years' experience gained in building V-8 engines... more than all other manufacturers combined!

Again Ford sets the pace with new beauty of styling, inside and out... with new high-fashion models to interpret today's new ideas of motoring!

Ford for '54 offers new power features to take all effort out of driving... as well as sleep-down riding-comfort that rivals far more costly cars.

Test-drive Ford for '54... check all the features that make this new fine-car world still more in '54.

POWER STEERING*
Ford's "Master-Guide" Power Steering... the most efficient on the road... puts hydraulic power at your service... in exactly the degree you need it... takes all effort out of turning and parking... "Feel" that means perfect road control.

POWER BRAKES*
Ford's new Power Brakes... do over half the work... slice strain on leg muscles... add a big sense of safety to your driving.

YOUR FORD DEALER INVITES YOU





THE AMERICAN TEEN



GOES GREAT WITH ANY DATE... THIS

real thirst-quencher!



...ing does it like Seven-t

Even when you're just "sitting around"—doing nothing in particular—you can get thirsty. That's why drinking 7-Up is such a popular indoor sport! This is the sparkling drink that quenches fast... and quenches for sure. When you finish a bottle, there's no sticky taste in your mouth... no come-back thirst to bother you. Whatever you do for fun, don't do it thirsty. Have 7-Up. YOU WILL LIKE IT. LIKE YOU.

Jon Williams

The 1950s saw the emergence of the **American teenage culture**

BOOMING ECONOMY ALLOWED TEENS TO STAY IN SCHOOL AND GET GENEROUS ALLOWANCES

Teens lived the **high school life**, **fell in love**, had fun and **created an identity**

TEENS "WENT STEADY", DATED, LIVED THE **DRAMA OF HIGH SCHOOL**, AND HAD FUN (**HOPS**)

The teenager became a **new consumer base** for the **business industry**

ADS TARGETED TEEN ATTITUDES & IMAGES TO SELL SOFT DRINKS, MUSIC, MAKE-UP, CLOTHES

MOVIES GLAMORIZED THE TEEN REBEL, HIGH

SCHOOL RELATIONSHIPS, ROCK (JAMES DEAN)

