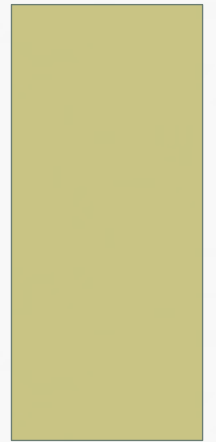


# THE CULTURE OF THE 1950'S



## WARM UP

- We will be reading the Good Wife's Guide as a class.

## THE BIG IDEA

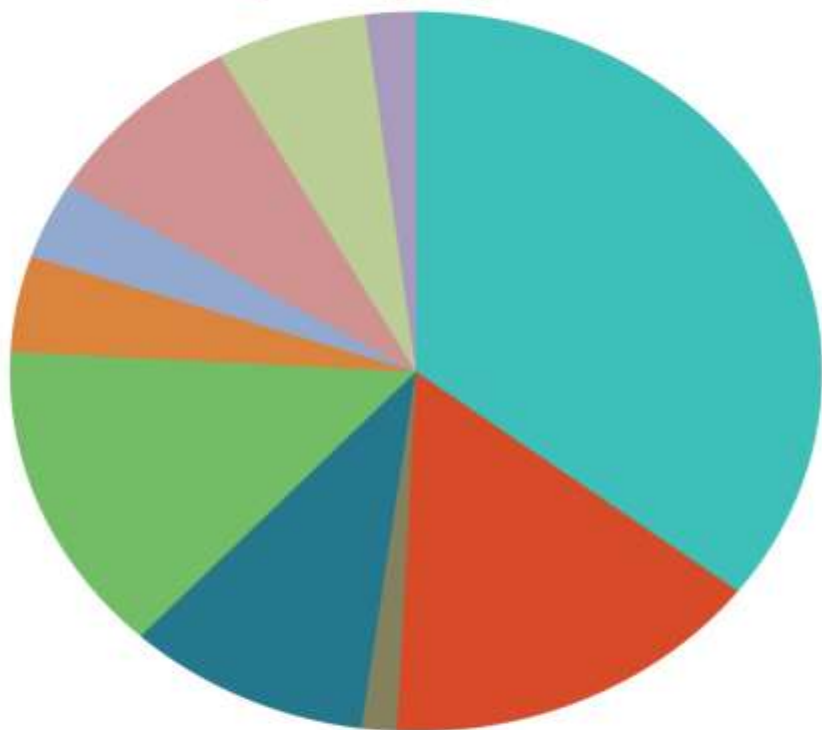
- With growth brought consumers spending more money and the emergence of the teenager.

# CONSUMERISM

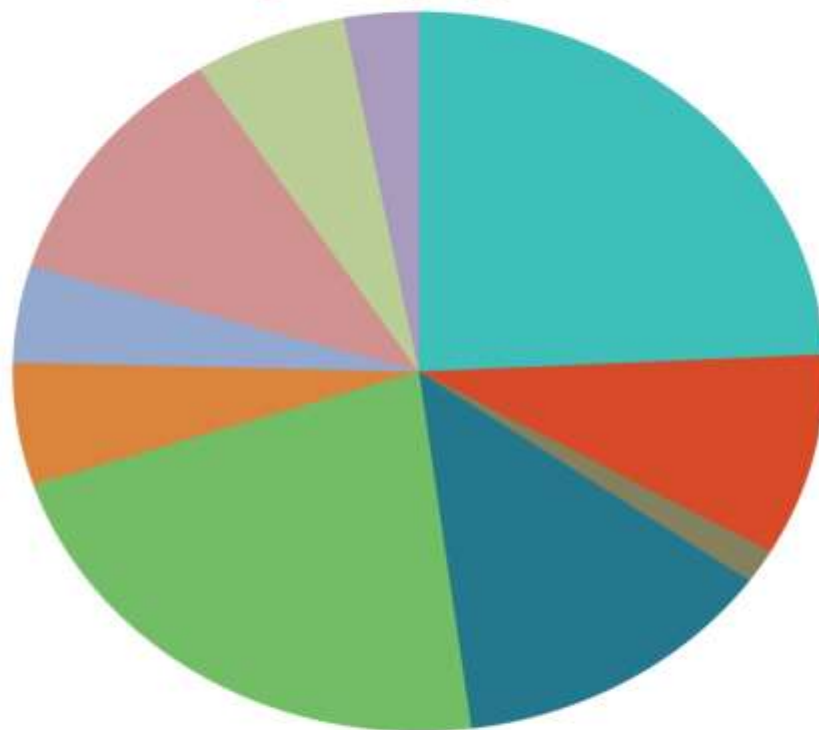
- People began spending their money on consumer goods.
- People had new homes and needed appliances and things for the home.
- This greatly expanded the market for radios, refrigerators, clothes washers, and other electric appliances.

# Household Spending

## Household Spending by Category, 1946



## Household Spending by Category, 1961



- Food, beverages, and tobacco
- Clothing, accessories, and jewelry
- Personal care
- Housing

- Household operations
- Medical care
- Personal business
- Transportation
- Recreation
- Other

Source: U.S. Census Bureau. *Historical Statistics of the United States: Colonial Times to 1970 (1975). Series G.*

# ADVERTISING

- Advertisers aggressively promoted consumer goods, encouraging Americans to buy the newest and best products on the market.
- The first credit card emerged in the 1950s.

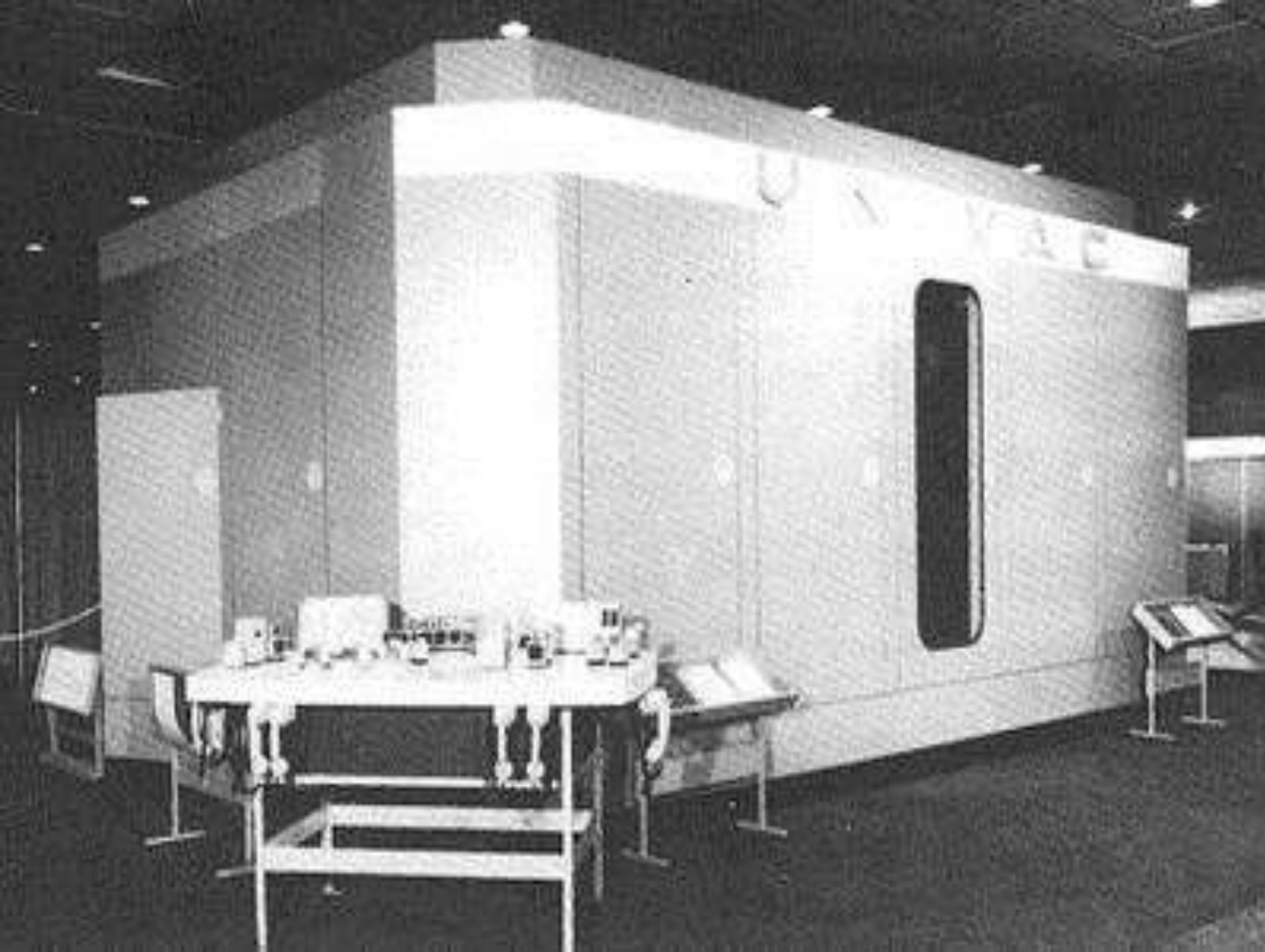
# DO YOU LIKE COFFEE?

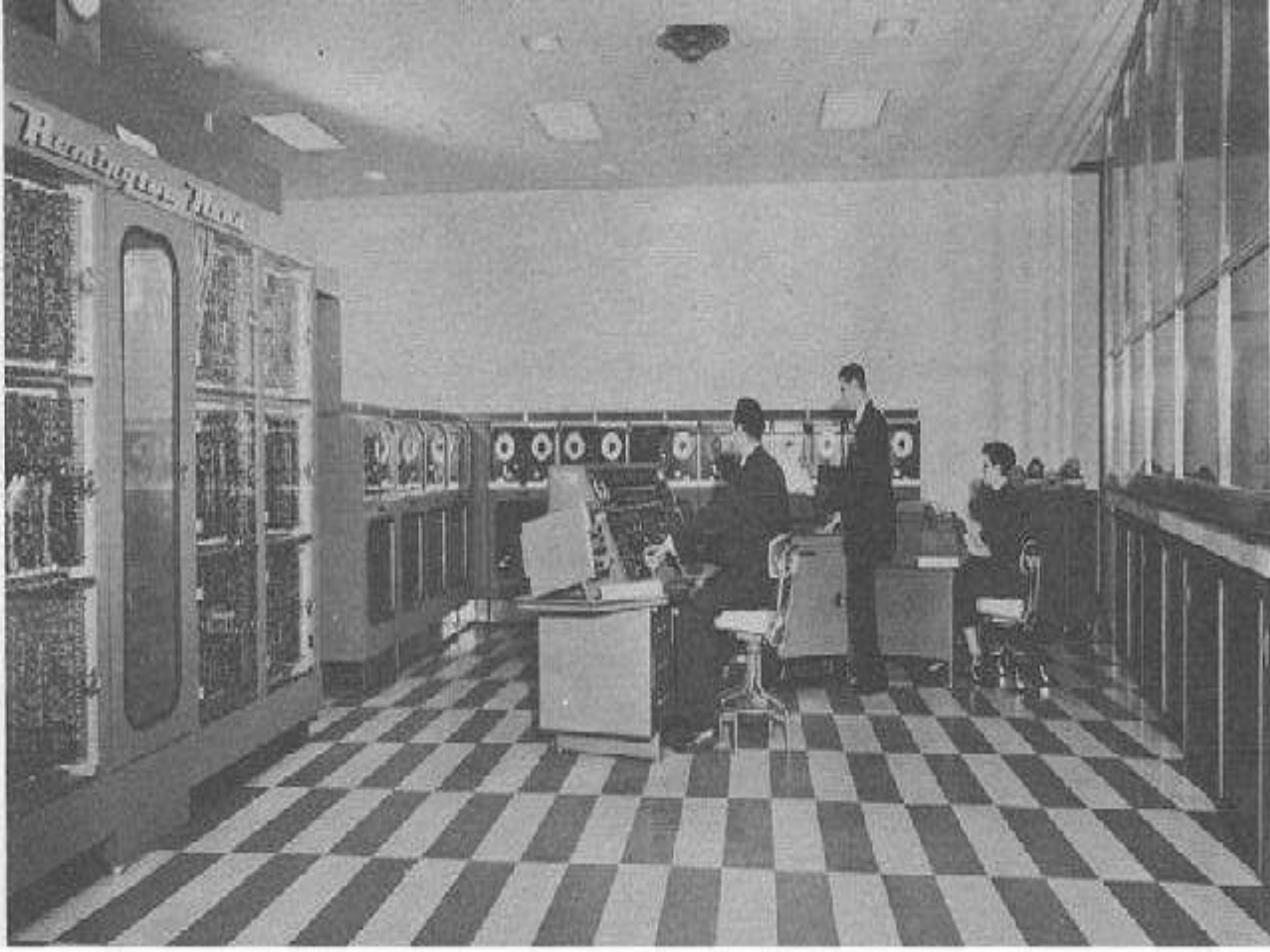
- Video #2

# COMPUTERS

- 1st Commercial one built in 1951
- Huge computer— weighed 30,000 pounds and took up a room
- Large companies and government agencies bought these computers.
- The integrated circuit or computer chip was developed in 1958







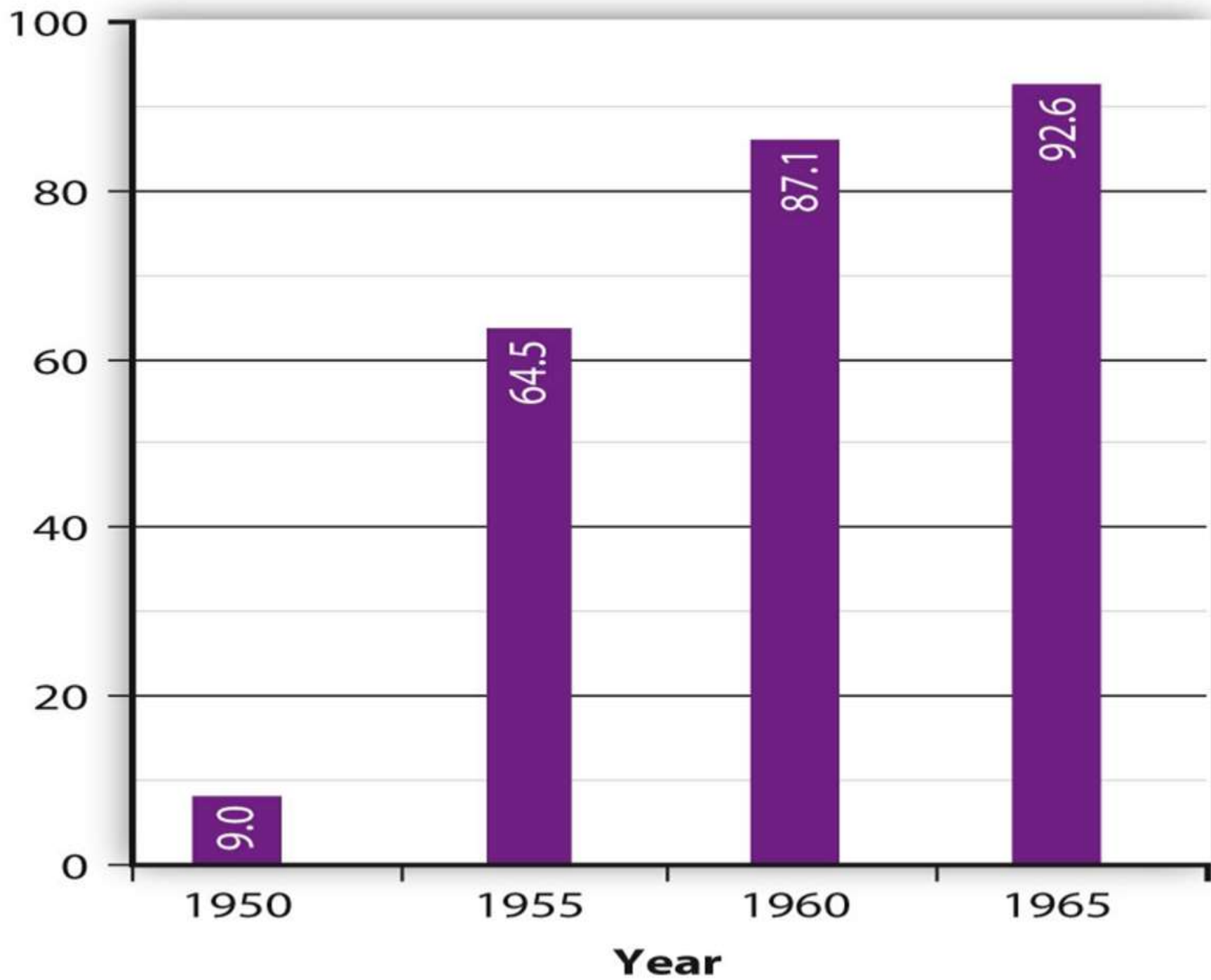
# THE RISE OF TELEVISION

## THE BIG IDEA

- Television was a major influence on American culture in the 1950s, mirroring larger changes in technology and culture.



**% Households with TV**



# TELEVISION CHANGED AMERICA

- Television had an immediate impact on American culture.
  - On politics
  - In advertising
- Some Americans questioned the effects of television—especially on children.





# POLITICS

- Politicians quickly realized that TV had great power to change their relationship with voters.
- Joseph McCarthy and the 1954 Army-McCarthy hearings

# ADVERTISING

- Advertisers realized that TV's combination of pictures and sound gave it more persuasive power than radio.
- At first, a single advertiser sponsored the broadcast of an entire program—for example, the Colgate Comedy Hour.
- As the cost of producing TV shows rose, advertisers shifted to buying just one- or two-minute segments during a show.

**TV**

**COMMERCIAL**

# PROGRAMMING

- Lucille Ball was the star of a hugely popular comedy called the I Love Lucy show.
- American Bandstand appealed to the rock-and-roll crowd.
  - Milton Berle Show
  - Howdy Doody
- Soap operas, crime dramas, and game shows all got their start during the 1950s.



**CHOCOLATE!!!**

# VIDEO 3

- One of the most famous bits in television history.

# Milestones in Television History

Television has made history, and it has recorded history. Along the way, many changes have taken place in television. In the 1950s three major networks—ABC, CBS, and NBC—dominated TV broadcasting with shows aimed at the same general audience. Today the major networks share the television market with hundreds of cable networks airing programs tailored to specific age groups and interests.

**1950** 9 percent of U.S. households have televisions.

**1951** Coast-to-coast live television broadcasts begin.

**1954** CBS and NBC begin regular color broadcasting, even though just 1 percent of U.S. households own a color TV set. The NBC "peacock" logo is shown above. ▲



*TV Guide* magazine is published for the first time.

**1960** The first televised presidential debate takes place.

87 percent of U.S. households have televisions. Programming is aimed at a family audience. ▼



A 1950 TV set ▲

**1963** ABC, CBS, and NBC broadcast four days of continuous live coverage of the assassination and funeral of President John F. Kennedy. Millions of people around the world watch the state funeral on TV.

**1969** *Sesame Street* airs for the first time, breaking new ground in children's educational programming.

An estimated 720 million people watch the first moon landing on live television. ▼



**1970** The sitcom *Julia* is the first to feature an African American actor in the title role, played by Diahann Carroll. ►



**1971** Under federal law, cigarette advertising is banned on television and radio.

**1972** The first cable network, Home Box Office (HBO), begins broadcasting.

**1980** Cable News Network (CNN) offers the first 24-hour news service. ▼



**1986** The *Challenger* space shuttle explodes just over a minute after takeoff. Millions of Americans witness the disaster on live TV.

**1999** V-chip technology is introduced, allowing parents to block violent or unsuitable television programming from their children.

**Today** 98 percent of U.S. households have televisions. 76 percent of TV households have more than one set. About 68 percent of TV households have cable TV.



**Skills Focus**

**INTERPRETING INFOGRAPHICS**

**Making Generalizations** In what ways has television changed since the 1950s? See **Skills Handbook**, p. H18

# RESURGENCE OF RELIGION

- 1954- “under God” added to the Pledge of Allegiance
- “In God We Trust” printed on U.S. money
  - Slogans- family that prays together, stays together
- 95% of Americans associated themselves with some kind of religious group
- Billy Graham became a popular TV evangelist



# ART OF REBELLION

- Art in the 1950s stressed rebellion against sameness and conformity.
- The 1950s witnessed the emergence of the Beat generation, who took the position of outsiders and rejected social norms.- called beatniks
  - Would be the great influence in the 1960's.
- Rock and roll represented the rebellion of young people.
  - Elvis Presley first on television

# VIDEOS 4 & 5

# NOTABLE CELEBRITIES (REBELS)

**James Dean**



**Marlon Brando**



# YOUTH CULTURE

- Some called the Youth of 1950's the silent generation
  - More leisure time than other generations



# YOUTH CULTURE

- Companies and advertisers began to create consumer products, movies, and music targeted to teens.
- Teens saw this new culture as their own world, separate from the adult world. They also saw it as an opportunity—an alternative to the conformity that their parents seemed to expect.

# ROCK 'N' ROLL

- Rock 'n' roll music was born in the 1950s,
- A combination of traditionally African American musical styles, such as rhythm and blues, with traditionally white music styles, such as country.

# ROCK 'N' ROLL & ELVIS

- Rhythm and blues and, later, rock 'n' roll first became popular among African American audiences
- For instance, African American singer Big Mama Thornton's 1953 recording of "Hound Dog" was popular with African American audiences but unknown by most whites. In contrast, Elvis Presley's 1956 recording of "Hound Dog" was number one on the record charts and popular with both African American and white record buyers. Presley had a dynamic personality that won the hearts of young people across the world. He became known as the King of Rock 'n' Roll.

# ROCK 'N' ROLL & ELVIS

- Many adult Americans were concerned about Presley's influence on American culture.
- They were unimpressed by his musical abilities and his dancing.
- Some white Americans were concerned that Presley was highly popular with African Americans. Presley also had an expressive way of shaking his hips while he sang that many adults found obscene.
- The more adults complained about Presley, the larger his teenage audience grew.



# ROCK 'N' ROLL & ELVIS

- As Presley's popularity grew, many young, white music lovers in the suburbs began to listen to some of the African American musicians who had helped invent rock 'n' roll. During the 1950s, many African American musicians, such as Little Richard, Fats Domino, and Chuck Berry, became national stars. Their popularity challenged the barriers of racial segregation.

# ORDER OF OPERATIONS

- Dating in the 1950s video.
- Complete the Culture of the 1950's Assignment