Chapter 24 Outline: 1950s

1. Introduction: The Nixon–Khrushchev debates held in the setting of a suburban kitchen illustrated how freedom in America had come to mean economic abundance and consumer choices during the 1950s. How is this new conception of freedom a departure from Roosevelt’s “Four Freedoms”?

2. The Golden Age: Why do scholars call the 1950s “a golden age” of capitalism?

   i. Economic stats-

   ii. New Appliances like...

b. A Changing Economy
   i. Although military industrial spending in the South and the West grew, the United States saw the 1950s as the last decade of an industrial age. What other economic trends/shifts occurred in the 1950s?

c. A Suburban Nation
   i. What were the main engines of economic growth in the 1950s?

   ii. What was a “Levittown” and how did it lead to a new form of shopping – the mall?

d. Growth of the West
   i. How much of the population growth that occurred in the 1950s, happened in California?

   ii. How did the new urban centers in the west differ from traditional urban centers in the east

e. Consumer Culture
   i. What seemed to replace economic independence and democratic participation as central definitions of American freedom?

   ii. How did consumer goods become a weapon in the cold war?
f. The TV World
   i. In what ways did television change American life?

g. A New Ford
   i. What became essential to America’s version of freedom in the 1950s?
   ii. As more Americans used the interstate highway system and found comfort and ease in new establishments like McDonald’s fast food, what began to symbolize a release from workplace pressures and urban crowds?

h. Women at Work and at Home
   i. Explain the role of women in 1950s American society. What were women expected to do? What kind of work did they perform? How was this idealized lifestyle supposed to be a weapon in the Cold War? Be sure to use Richard Nixon’s kitchen debate in your answer, as well as the idea that the home became the center of freedom.

i. A Segregated Landscape
   i. While life in the suburbs created a new center of freedom, what familiar characteristic remained in American life?
   ii. What caused segregation in suburbs?

j. Public Housing and Urban Renewal
   i. How did the demands of private contractors contribute to formation of segregation in public housing?

k. The Divided Society
   i. What groups migrated to cities as whites left?
   ii. Describe the practice of “blockbusting.”

l. End of Ideology
   i. How did the 1950s affluence lead some to claim “the end of ideology?” What ideology had ended according to these scholars?
ii. Although Jews and Catholics had been persecuted throughout America’s history, the idea of a new “Judeo-Christian Heritage” arose. Describe the origins of the idea of “Judeo-Christian Heritage.” What about the 1950s allowed for the perceived union of these two religions?

m. Selling Free Enterprise
   i. Although many business leaders used “free enterprise” as a rallying cry, in what ways did the federal government play a role in the 1950s economy?

n. People’s Capitalism
   i. What did the term “people’s capitalism” mean and what statistics lead some in the USA to conclude that we had achieved that goal?

o. Libertarian Conservatives (Ron/Rand Paul...)
   i. What was freedom to “Libertarian Conservatives?”

p. The New Conservatism (2014’s Social Conservatives)
   i. What did the New Conservatism advocate for as far as the role of government?

3. The Eisenhower Era
   a. Ike and Nixon
      i. What was appealing about Eisenhower to Americans in 1952?

         ii. What qualities made Nixon an attractive VP candidate at that time?

   b. 1952 Campaign
      i. How did Nixon’s “Checkers speech” show how TV would influence the nature of politics?

         ii. Overall, why did voters choose Eisenhower for president in 1952?

   c. Modern Republicanism
      i. Why, as the first Republican since Hoover, didn’t Eisenhower dismantle the New Deal? How did Eisenhower expand the reach and role of the federal government?

   d. The Social Contract
      i. What was the “Social Contract” between unions and business?

         1. How did unionized industry benefit from the social contract?
2. What spillover effects helped labor in nonunionized industries?

e. Massive Retaliation
   i. Describe the Eisenhower's updated version of containment titled "Massive Retaliation"

   1. What happened to spending on conventional military forces?
   2. What happened to spending on nuclear warheads?

   ii. How did Massive Retaliation or "MAD" lead to the doctrine of brinksmanship?

f. Ike and the Russians (sweet band name FYI...)
   i. After Stalin died in 1953, who took over as Soviet Premier?

   ii. What did the new Soviet Premier do to the legacy of Stalin?

   iii. How did many Republicans including John Foster Dulles react to this announcement? Did Eisenhower go along with this new goal?

   iv. What happened in Hungary that contributed to that reaction?

   v. What happened in 1958 that seemed to ease tensions between the two superpowers?


g. The Emergence of the Third World
   i. Who was included in the "Third World" in the Cold War?

   ii. Why was decolonization a threat to American interests?

h. The Cold War and the Third World
   i. What happened to the policy of containment as focus shifted to the Third World?
ii. Describe the catalyst to US actions, and the actions themselves in the following nations in the 1950s
   1. Guatemala
      a. Catalyst-
      b. US actions-
   2. Iran
      a. Catalyst-
      b. US actions-
   3. Egypt/Suez Canal
      a. Catalyst-
      b. US actions-
   iii. What was the “Eisenhower Doctrine?”

i. Origins of the Vietnam War
   i. Describe how the roots of the Vietnam War were planted.

j. Mass Society and its Critics
   i. 1950s society could easily be characterized by its conformity and so naturally it produced many dissenting voices. Describe the criticisms of 1950s society of each of the following authors:
      1. C. Wright Mills-
      2. David Riesman-
      3. John Kenneth Galbraith-
      4. William Whyte-

k. Rebels Without A Cause
   i. How were teenagers described in the 1950s? What steps were taken to chaperone them into adult respectability?
   ii. How were Rock N’ Roll and Playboy examples of cultural rebellion in the 1950s?

l. The Beats
   i. Who were the “Beats” and how did they view life in the 1950s? Be sure to address Allen Ginsberg’s Howl in your answer.
4. The Freedom Movement
   a. Origins of the Movement
      i. Describe the following conditions of African-Americans in the 1950s:
         1. Economic:
         2. Housing
         3. Education
   b. The Legal Assault on Education
      i. Before Brown vs. Board of Education, what case desegregated California schools in 1946?
      ii. Although *Plessy v. Ferguson* required “separate but equal” facilities, what happened to Heman Sweatt in 1950 that seemed to violate this ruling?
   c. The Brown Case
      i. What was the “per pupil funding” for white children in Clarendon county SC?
      ii. What was the “per pupil funding” for African-American children in Clarendon county SC?
      iii. What Marshall’s main argument during the preceding?
      iv. Why was the ruling called a “second emancipation proclamation?”
   d. The Montgomery Bus Boycott
      i. Although Parks was remembered as “a seamstress with tired feet,” what evidence makes it clear that the civil rights movement was built on earlier struggles?
   e. Daybreak of Freedom
      i. How did MLK’s language of freedom impact the civil rights movement?
      ii. What victories did the black movement win?
   f. The Leadership of King
      i. How did the Civil Rights movement gain momentum under MLK?
   g. Massive Resistance
      i. What was the “Southern Manifesto?”
ii. In what ways did southern whites oppose desegregation? Provide specific examples.

h. Eisenhower and Civil Rights
   i. What problems did the first civil rights bill since reconstruction have?

   ii. Although a mob prevented Autherine Lucy to be admitted to the University of Alabama in 1956, what happened to James Meredith and the “Little Rock 9” in 1957?

i. The World Views the United States
   i. Why could it be said that race relations were an important part of cold war policy in the 1950s?

5. The Election of 1960
   a. Kennedy and Nixon
      i. Why was Kennedy a risky choice for most Protestants? What were they afraid of?

      ii. What was “Sputnik” and how did it impact Cold War policy and the election?

      iii. How might have TV impacted the presidential election of 1960?

   b. The End of the 1950s
      i. What was Eisenhower’s perspective on the “Military Industrial Complex?”

      ii. How did the 1950s foreshadow many problems that might arise in the 1960s?