

2011 AP[®] EUROPEAN HISTORY FREE-RESPONSE QUESTIONS

EUROPEAN HISTORY

SECTION II

Part C

(Suggested planning and writing time—35 minutes)

Percent of Section II score—27 1/2

Directions: You are to answer ONE question from the three questions below. Make your selection carefully, choosing the question that you are best prepared to answer thoroughly in the time permitted. You should spend 5 minutes organizing or outlining your answer. Write your answer to the question on the lined pages of the Section II free-response booklet, making sure to indicate the question you are answering by writing the appropriate question number at the top of each page.

Write an essay that:

- Has a relevant thesis.
- Addresses all parts of the question.
- Supports thesis with specific evidence.
- Is well organized.

5. Analyze how industrialization and imperialism contributed to the development of consumer culture in the period 1850–1914.
6. Analyze the ways in which the policies of Joseph Stalin transformed the policies of Vladimir Lenin.
7. Analyze the ways in which Western European nations have pursued European economic and political integration from 1945 to the present, referring to at least two nations.

STOP

END OF EXAM

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Question 5

Analyze how industrialization and imperialism contributed to the development of consumer culture in the period 1850–1914.

9–8 points

- Thesis explicitly explains how industrialization and imperialism led to the development of consumer culture. Thesis may appear in conclusion.
- Organization is clear, consistently followed, and effective in providing support for causal linkages with development of consumer culture.
- Essay is balanced: both industrialization and imperialism are linked to development of consumer culture, though essay may offer less discussion of one or the other.
- Essay provides three or more pieces of evidence overall, with at least one for industrialization and one for imperialism, to support assertions.
- Essay may contain errors of fact, interpretation or chronology that do not detract from argument.

7–6 points

- Thesis explains how industrialization and imperialism led to the development of consumer culture; may be less explicit.
- Organization is clear and effective in support of the argument but may be less consistent in providing support for causal linkages with development of consumer culture.
- Essay is balanced: both industrialization and imperialism are linked to development of consumer culture, though discussion of one or the other may be clearly less developed.
- Essay provides at least two pieces of evidence, with at least one for industrialization and one for imperialism, to support assertions.
- Essay may contain an error of fact, interpretation or chronology that detracts from argument.

5–4 points

- Thesis attempts to address how industrialization or imperialism, or both, led to the development of consumer culture; may paraphrase prompt or suggest confusion or vagueness about linkages.
- Organization is clear but may not fully or consistently support linkages with development of consumer culture.
- Essay shows some imbalance; may focus on one area and make only general references to the other two.
- Essay provides at least two pieces of evidence to support assertions about relationship between industrialization or imperialism and development of consumer culture.
- Essay may contain multiple errors of fact, interpretation or chronology that detract from argument.

3–2 points

- Thesis may simply restate prompt and offer little to no explanation of how industrialization or imperialism led to the development of consumer culture.
- Organization may be apparent but may not support linkage between industrialization and imperialism and development of consumer culture.
- Essay shows serious imbalance; discussion of one factor may predominate, with only general references to the other two, especially consumer culture.
- Essay may offer few, if any, specific pieces of evidence in support of linkage between industrialization or imperialism and development of consumer culture.
- Essay may contain consistent errors of fact, interpretation or chronology that detract from argument.

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Question 5 (continued)

1–0 points

- Thesis may simply restate or misconstrue prompt and offer little, if any, explanation of how industrialization or imperialism led to the development of consumer culture.
- Organization may be apparent but may not support linkage between industrialization or imperialism and development of consumer culture.
- Essay includes few relevant references to industrialization, imperialism or consumer culture in 1850–1914; may offer an ahistorical discussion.
- Essay may offer little or no evidence, and what is provided may not be in support of linkage between industrialization or imperialism and development of consumer culture.
- Essay may contain numerous errors of fact, interpretation or chronology that detract from argument.

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Question 5 (continued)

Historical Background

Industrialization (Second Industrial Revolution)

High-level overview

- Widespread adoption of factory and mass production
- Link between theoretical science and technology
- Rapid development of new technologies, especially in transportation and communications
- Development of the modern corporation and large capital ventures
- Era of globalization
- Overproduction of goods, which caused drop in prices for consumer goods
- Declining death rate and higher life expectancy; rapid increase and urbanization of population
- Increase in size and influence of middle class

Specific examples

Organization of Business and Industry

- Limited liability laws passed in midcentury allowed for the easier creation of large firms, and stock exchanges provided capital.
- French society under was integrated under Napoleon III — railroads, development of banking and capital, common dialect, newspapers, national mass culture and geographic access to cities and their goods.
- Crystal Palace Exhibition showcased British technology and products — artificial flowers, cooking utensils, thermostats, etc. (13,000 exhibits).
- German production boomed after unification and surpassed Britain by 1914 in chemicals, steel and coal.

New Goods and Technologies

- Synthetic fibers, radio, motion pictures, telephone, telegraph, internal combustion engine (auto and airplane) were developed.
- Electricity was developed.
- Chemical industry was developed.
- Growth of railroads allowed for easier and cheaper transportation, lowering costs.
- Refrigeration allowed for longer shelf life for fruits, vegetables and meats.
- Invention of photography and camera reinforced materialist focus and created new form of home decoration and display.

Urban Environment

- Improvements in understanding of disease (Pasteur, Koch, Lister, etc.) and medicine transformed urban environment (public health movement).
- Number of millionaires in business who displayed wealth increased.
- Cities became primary sites for business and conspicuous consumption (e.g., Paris during *la belle Époque*).

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Question 5 (continued)

Historical Background (continued)

Imperialism

High-level overview

- Transportation and communication developments (steamships, airplanes, canals, railroads, telegraph, telephone, radio) facilitated exchange of goods and ideas and control of colonies.
- Access to cheap raw materials from overseas (jute, cotton, rubber, coconut oil, sugar, cocoa, peanuts, coffee) increased.
- Contact with Europe stimulated colonies' attraction to European goods.
- European economic and cultural dominance established worldwide.

Specific examples

Colonial Goods and Cultural Exchange

- Cocoa, sugar, tea, tobacco, coffee, cola, palm oil (soap and margarine), tin (canned foods), oil, rice, teak and rubber were exchanged.
- India provided Great Britain with jute, oilseeds, cotton, indigo and tea.
- Countries pursued precious gems and other key minerals and metals in South Africa.
- Rubber plantations were established in Belgian Congo.
- Exotic animal and plant specimens became collectors' items.
- European cultural imprint was seen worldwide — clothing, art, architecture, customs.
- Artists were influenced by travel to other areas of the world (depiction of plants, cultures, goods, etc.).

Consumer Culture

High-level overview

- Cheaper food costs and increase in real wages allowed for more spending on consumer items.
- Massive population increase and growth of cities (in size and as percentage of population) occurred.
- Haussmanization and urban renewal were undertaken.
- Leisure time increased.
- Improvements in literacy and education stimulated desire for cultural products.

Specific examples

Urban Setting

- New transportation was invented — streetcars and subways (by 1910, 6.7 billion riders were carried in Great Britain, France, Germany and Austria-Hungary).
- Parks and green spaces were developed.
- Broad boulevards, shopping areas and lighted streets were featured.
- Museums, theaters (Gilbert and Sullivan), cafes, opera houses, amusement parks and elegant hotels became popular.

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Question 5 (continued)

Historical Background (continued)

- Impressionists and other painters portrayed urban culture and imitated imperial aesthetics — e.g., influence of Japanese woodblocks (Van Gogh, Cassatt), Oceania (Picasso, Gauguin), and Asia (art nouveau — mass produced).

Income, Class, Gender

- Real wages of British workers doubled between 1850 and 1906 (more disposable income).
- Women gained full property rights in 1882 in Great Britain (Married Women's Property Act).
- Thorstein Veblen, in *The Theory of the Leisure Class* (1899), coined the term “conspicuous consumption” for the bourgeoisie asserting its new social status.

Family Appearances — Clothing and Housing

- Housing reform and domesticity provided basis for home as refuge from outside world and encouraged increased spending on household items.
- There was a greater focus on appearances — clothes, beach houses and seaside vacations, private coaches, music, opera, theater, travel, books, meals and entertaining, furniture, interior design.
- *Mrs. Beeton's Book of Household Management* (1861) focused on domestic life that involved consumer spending and displays; “home economics.”
- Interior design reflected influence of African, Asian and Oceanic subject matter and artistic styles.
- Women's fashion featured crinoline dresses, corsets and bustles.

Leisure and Sports

- Dance and music halls expanded, as well as vaudeville (50 theaters by 1900 in London).
- Michelin guides appeared in 1900 (travel, bicycle racing).
- World fairs and art museums grew as leisure activities and showcased new products and world travel.
- Organized sports expanded, including racing (gambling), soccer (1863 — British football association), rugby, auto racing, cricket and modern Olympiad.
- Physical activities, such as bicycling (1903 — Tour de France), hiking and touring, were popularized.

Products and Shopping

- New goods appeared — bicycles, typewriters, clocks, sewing machines, household appliances, toothbrushes, umbrellas.
- Bon Marché and other department stores featured lavish displays, finer clothes, toilet paper, marketing, professional staff, grand staircases.
- Advertising expanded (Pears soap, White Man's Burden), including mail-order catalogs.
- Persian textiles, Oriental carpets, wicker furniture, Chinese porcelains and ivory (pianos) were popular.
- Children's games, toys, clothes and books were increasingly available.