

AP United States History

Consumerism and Signs of Economic Trouble

- Consumerism
 - Rise of the middle class
 - Rise of radio and advertising
 - New products made household chores easier and led to more leisure time
 - Products previously too expensive became affordable
 - Credit
 - Purchase of big ticket items like autos or fridges were made possible by credit
- Urban Culture
 - The rise of an urban, industrial society encouraged the development of a variety of cultural expressions for migrant, regional
 - African American artists (expressed most notable in the Harlem Renaissance movement)
 - Also contributed to national culture by making shared experiences
 - This was made possible by art, cinema, and the mass media
- Jazz Music
 - Singers such as Bessie Smith and Billie Holiday popularized blues and jazz vocals, Jelly Roll Morton and Louis Armstrong
 - Drew in huge audience as white Americans as well as African Americans caught jazz fever
 - Rise of the Flapper- emancipated women who dressed up and went to clubs
- Flappers
 - Northern, urban, single, young, middle-class women who held steady jobs
 - By nights, flappers engaged in active city nightlife. They frequented jazz clubs and vaudeville shows