I. Social Movements

A. Def: Movement for social change

1. ideology or cause around which they are organized

2. directed at social injustice

a. institutions

b. policies

c. social order or status quo

3. popular or "grassroots"

a. large number

b. purposeful

c. organized

d. not just collective action

4. driven from the bottom up, by "the people"

Resistance to the 50s: Protest of the 60s

II. 60s as a reaction to the contradictions, hypocrisy, and conformity of the 50s

A. Summarizing the 50s

1. Why we look at it

a. frequently put forth as mode, the way we should be

b. nostalgia trap / the way we never were

c. 50s reshaped our society, institutions, values norms which we

have inherited

2. Institutions

a. new power arrangements

i. large corporations - military - government

ii. power of mass media to

- shape dreams and desires through

advertising

- shape political discourse through

advertising

b. roles and statuses

i. foundation class society on racial and

gender grounds

ii. new and narrow social roles for men

and women

3. new values and norms and ideas

a. American dream is norm - prescription for normal behavior

b. materialism and consumption became way of life

c. unthinking acceptance of American ideology- freedom, equality

d. efficiency, speed, standardization

B. Contradictions in several ways - not just that we didn't live up to our values, system is contradictory

1. inequality -- segregation

2. we are the good guys -- Vietnam

3. conformity women -- feminism

4. conformity to material values vs life

C. 1960s

1. Wide range of social movements

a. civil rights e. AIM

b. anti-war f. Feminism

c. New Left g. Gay Rights

d. UFW h. Environment

e. AIM i. Welfare Rights

f. Feminism j. Consumer Rights

g. Gay Rights k. Occupational Health

h. Environment and Safety

2. Reaction to hypocrisy and contradictions of 50s

a. segregation

b. poverty

c. June Cleaver role

d. treatment of NA and Farm Workers

e. abuse of environment

f. Ford and GM

3. Powerful and the 60s

a. drugs and sex

b. amnesia about success of popular movements