1970s

As it was in the film industry, so the 70s were society wide a time of transition. The popular movements of the 60s, the civil rights and the anti-war movement, had encouraged other groups to demand their inclusion in American society. As a result, the early seventies saw the continuation or beginning of new popular movements, including movements in popular culture, especially film. However, the late seventies saw the powerful institutions in American society, including the film industry, begin to reassert their hegemony to an extent never seen before. This growing concentration of power in the hands of fewer and fewer institutions proceeded through the last quarter of a century.

I. Early 70s

A. Popular discontent

1. Polls of early 70s

a. government

i. elections won't make a difference

ii. only 25% thought govt would do right

ii. 60% leaders don't care about us

iii. 83% leaders don't tell the truth

b. foreign policy

i. no more interventions even in NATO,

Mexico

c. economy

i. corporations too powerful

d. military

i. no more weapons

2. Louis Harris poll 1966-75

a. confidence in military dropped: 62% to 29%

b. business: 55% to 18%

c. president and Congress: 42% to 13%

d. 65% of Americans oppose military aid abroad

allows dictators to maintain control 🡨?

e. 55% alienated 🡨 of the population felt alienated?

B. Sources of discontent

1. continuing war in Vietnam

a. Nixon's bombing of Cambodia

b. questioning the rationale for intervention

c. popular resistance to war spreading to all segments of the population

d. loss in Vietnam April 29,1975

2. Breakdown of Bretton Woods (Aug 1971)

a. dollar devalued and allowed to float according

to changing economic conditions

b. wage and price freeze

c. stagflation and unemployment

3. Oil Embargo Act 1973 and energy crisis

4. Watergate

a. June 1992 5 burglars

b. Aug 8, 1974 Nixon resigns

5. Saturation of US markets by imports '70: 14% by '79: 40%

6. US manufacturing

a. Singer

7. Mayaguez

8. decreasing real wages, increasing poverty "permanent

step backward"

B. Social Movements

1. workers - Occupational Safety and Health Act set up OSHA

a. universal right to safe and healthy workplace

b. plus funding and enforcement

2. environment

a. first Earth Day 1970

b. Clean Air and Water Acts

c. Love Canal, toxic dumps, dirty air and water, and

burning river

3. Women's movement

a. federal law that bans discrimination in federal

hiring and education programs

b. include women under Equal Opportunity Employment

c. Roe v Wade

d. Affirmative Action

4. Anti- nuclear movement

5. AIM and United Farm Workers

6. Protests against continuing war in Vietnam especially

bombing of Cambodia and North Vietnam

II. Political and Economic Power

A. The Crisis of Democracy - Samuel Huntington

1. social discontent popular movements of 60s and 70s had involved people too much

2. began to believe that they had a say in the way that

their world was shaped

3. need to curb democracy because it was beginning to

challenge the real power structures in American society

4. Undermining democracy

B. Re-establish economic hegemony in face of Europe and Japan

challenge for Pax Americana to G7

1. Lower production costs kills three birds with one

stone

a. lowers production costs

b. undermines entrenched power of unions

wages and benefits

c. undermines economic security of middle class

who

d. then blame the poor, minorities, environmentalists

e. and ignore their declining real wages and increasing

corporate profit

2. Lower production costs

a. complain about competing with foreign imports

b. move to "sunbelt" and

i take advantage of influx of Latino and Asian cheap labor

ii. land is cheap and taxes are low or abated

c. "outsourcing" to Asia and Mexico

3. consequences

a. real wages begin to fall

b. women in workforce to maintain middle class

c. beginning of deindustrialization

i. two tiered domestic economy

d. TNCs or MNSs

i. 300 corps and largest 7 banks got 40% of

income from outside U.S.

e. unions undermined

i. giveaways

ii. lose strikes, corps move

f. popular backlash at women, minorities, and

social services for the poor Prop 13

g. "environmentalists"

III. Carter and political and economic power

A. Not a liberal

1. millionaire peanut farmer who benefited for wealthfare subsidies to wealthy farmers

2. supported Vietnam until end

3. Presidential appointees - NY Times: his appointments were "reassuring" to the Establishment

4. Trilateral Commission and the new world order

a. David Rockefeller and Brezinski

b. cooperation from Europe and Japan

c. G-7

B. Carter's policies

1. $18 billion tax cut for the wealthy, but saved $25

million in second helping to children of milk during lunch

2. Bailout of Chrysler

a. wage concessions by workers

b. shut down factories

c. profits 2x

3. fed cut money supply

a. interest up, sales down

4. military + $10 billion even though he ran on cutting

budget

5. continued foreign policy of protecting US interests at

by supporting dictators who violated human rights

a. Philippines

b. Iran - Shah and his Savaki

c. Indonesia and E. Timor

d. El Salvador

e. Nicaragua

f. letter to every congressman asking them to vote

against bill on World Bank tying loans to hrts 🡨?

g. denied aid to Vietnam "the destruction was

mutual"

h. threatened India's humanitarian aid if they shipped

water buffalo to Vietnam

IV. Film Industry

A. Early 70s - Golden Age

B. Late 70s

1. new owners

2. new marketing strategy

3. new product