I. Post WWII to 1970s: “Great Prosperity”

A. The world after WWII

1. 70 million killed, uncounted wounded, sick, displaced

2. massive destruction of cities, towns

3. end of colonialism, emergence of movements

of national liberation

4. American Empire

B. The US after WWII: American Century

1. Luce: American Century

2. comparatively few war casualties

3. cities and infrastructure not damaged

4. most powerful economy in the world

C. State subsidized capitalism

1. direct transfer of manufacturing infrastructure

a. factories built during war to industry

b. air transportation system

2. subsidize modern post WWII industry

a. computer

b. electronics

c. aerospace

d. communications

e. automobile/trucks/airlines-

i. Interstate Highway and Defense Program $97 billion

ii. National City Lines

f. nuclear: Atoms for Peace

g. weapons industry

h. ARPA

i. chemical

3. cold war as a subsidy

a. permanent war economy

b. military industrial complex

c. arms race

d. MAD

4. cold war at home

a. destruction of labor

i. unions are communist

ii. Taft-Hartley

b. McCarthyism

5. Grand Strategy

a. World Bank, International Monetary Fund

b. Loans to Europe: Marshal Plan and Truman Doctrine

c. reorganize global system:

i. third world resources for us and Europe

ii. destroy movements of national liberation

iii. Iran, Guatemala, Chile, Vietnam, Korea, Algeria

6. subsidize the American Dream (for some)

a. television "the Dream Machine": air waves

<https://www.youtube.com/watch?v=85uQFdq4u-U>

b. advertising

Yale historian David Potter in People of Plenty: "Advertising now compares with such long-standing institutions as the school and the church in the magnitude of its social influence. It dominates the media, it has vast power in the shaping of popular standards and it is really one of the very limited groups of **institutions which exercise social control."**

c. “Suburbia”

i. building the suburbs

ii. 1944 114,00 housing starts, 1950 1.7 million

iii. Levittown

iv. funding the infrastructure

d. FHA, GI Bill of Rights, VA home loans

i. home loans, low interest, low down payment

ii. education, vocational training

iii. business loans

e. Employment Act 1946: committed the federal government to promote "maximum employment, production and purchasing power.

d. government funding of infrastructure

e. government funding of schools: 80% of school bonds passed

f. middle class jobs/middle class lives

7. American Exceptionalism, American Dream is a dream for everyone

a. not a class society

b. labor/ capital partnership "What is good for GM is good for America.”

c. welfare capitalism

d. middle class society

e. meritocracy

f. "end of history"

8. American Dream for the Other

a. redlining

b. segregation

c. construction the urban ghetto

d. environment

i. unregulated pollution

ii. above ground nuclear testing

e. war on drugs

f. poverty

D. Resistance to the Dream and its Consequences

1. mass resistance

2. social movements

3. culture as resistance

4. legitimation crisis

<https://www.cdc.gov/publichealthgateway/publichealthservices/essentialhealthservices.html>