I.1950s: Emergence of Contemporary Society and Culture

* 1. Society
     1. Institutions
        1. economy

i. large corporations

ii. emergence of service sector

iii. decline of organized labor

iv. permanent war economy

v. consumerism

* + - 1. political

i. two party system

ii. political campaigning

iii. expansive foreign policy

* + - 1. family

i. nuclear vs keeping up with Joneses

ii. women in workforce

* + 1. system of stratification
       1. poverty

b. race

* + 1. social roles
       1. women and role conflict
       2. citizen
       3. consumer
  1. Culture
     1. conventional wisdom (American Exceptionalism)
     2. norm: consumption
     3. value: freedom, success, materialism
     4. pop culture (reflects society and culture)
        1. movies

i. declining

ii. westerns, musicals, romantic comedies,

Biblical epics (horror science fictio

* + - 1. music

i. 1957: Elvis “All Shook Up” and Pat Boone Love Letters in the Sand”

ii. 1958: “At the Hop”; “The Chipmunk Song”

* + - 1. television

i. genre

ii. westerns, family sitcoms

iii. Golden Age of Television

iv. news

* 1. Counter culture
     1. Defintion
     2. Beat Generation
        1. anti-materialism
        2. anti-conformity

c. drugs

* + 1. Alan Ginsberg (“Howl”) and Jack Kerouac (On the Road)