

DAILY LIFE

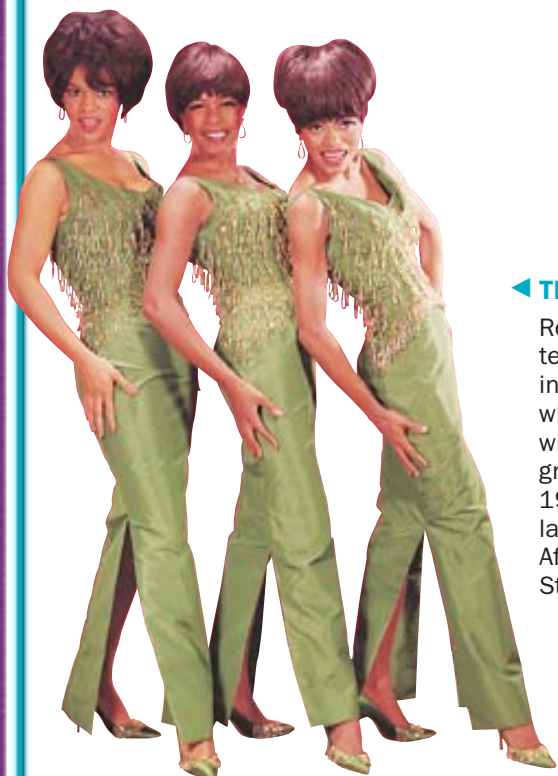
1960-1970

# Signs of the Sixties

The wave of social change that swept across America during the 1960s affected everyone, but especially the nation's teenagers. Abandoning the conservative and "clean-cut" look of the 1950s, many teens experimented with new and different appearances. In a declaration of their individuality and desire for more freedom, they also embraced a variety of new music and films during the 1960s.

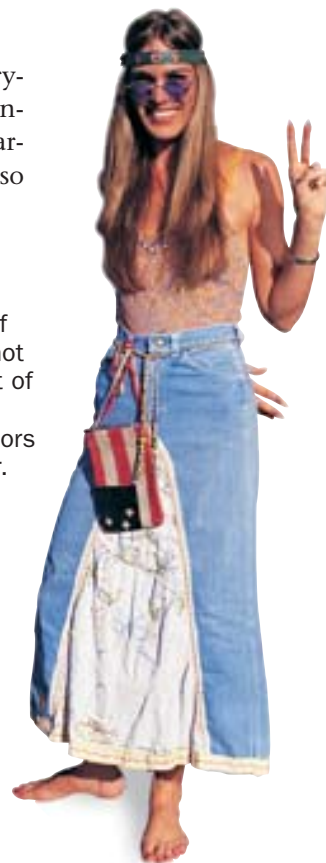
## FASHION: A NEW LOOK ►

During the 1960s, many youths wore a wide range of unconventional clothing. While most Americans did not adopt the outlandish look of hippies, many came out of the sixties wearing longer hair and blue jeans, which became a staple in nearly every wardrobe. Bright colors and psychedelic patterns also became wildly popular.



## ◀ THE RISE OF SOUL MUSIC

Rock 'n' roll's popularity continued to soar as teenagers listened to a wider variety of sounds in the 1960s. African-American soul artists, whose music had inspired the more popular white rock 'n' roll performers of the 1950s, grew widely popular themselves during the 1960s. During this decade, Detroit's Motown label produced the most popular and successful African-American artists, including Marvin Gaye, Stevie Wonder, and the Supremes (left).



## A DIVERSE MUSIC SCENE ►

Scores of teenagers also tuned to surf music, a harmonic, light sound made popular by a California band, the Beach Boys. Other teens listened to the poetic and socially conscious lyrics of folk rock. Heavy, or psychedelic, rock, sung by bands such as the Doors (whose 1967 concert advertisement appears to the right), also found its way into many album collections. In the later part of the decade, musicians like Jimi Hendrix (far right) took rock 'n' roll in a new direction.





### GOING TO THE SHOW ▲

As the nation's movie industry grew, more and more teenagers flocked to the cinema. Teens took in such diverse films as the counterculture classic *Easy Rider* and the science fiction classic *2001: A Space Odyssey* (above), which tells the story of HAL, a spaceship computer that develops a mind of its own.



### POP ART ▲

Andy Warhol created this image of movie actress and popular icon Marilyn Monroe. A leader of the pop art movement, Warhol attempted to criticize the conventional lifestyle of the mass culture through commercial-looking images that depicted the loss of individuality.

## DATA FILE

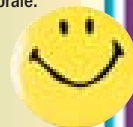
### POPULAR SONGS

- "Blowin' in the Wind" (1962)
- "Surfin' USA" (1963)
- "Where Did Our Love Go?" (1964)
- "California Dreamin'" (1966)
- "Light My Fire" (1967)
- "Mrs. Robinson" (1967)
- "Aquarius/Let the Sunshine In" (1968)
- "Come Together" (1969)
- "Everyday People" (1968)

### POPULAR TV SHOWS

- *The Dick Van Dyke Show* (1962–1966)
- *The Beverly Hillbillies* (1962–1971)
- *Green Acres* (1965–1971)
- *The Addams Family* (1964–1966)
- *The Man from U.N.C.L.E.* (1964–1968)
- *Mission: Impossible* (1966–1973)
- *Laugh-In* (1968–1973)
- *Bonanza* (1959–1973)

<b>1960:</b> Alfred Hitchcock's <i>Psycho</i> terrifies movie audiences across the nation.	<b>1960</b>	
<b>1963:</b> The movie <i>Cleopatra</i> , produced for \$37 million, is the most expensive film to date.	<b>1962</b>	<b>1962:</b> Wilt Chamberlain scores 100 points in a basketball game.
<b>1964:</b> The Beatles arrive in America.	<b>1963</b>	<b>1963:</b> Graphic Artist Harvey Ball invents the smiley face for an ad campaign aimed at boosting workers' morale.
	<b>1964</b>	<b>1965:</b> The miniskirt is introduced.
<b>1966:</b> The National Association of Broadcasters instructs disc jockeys to screen records for obscene or hidden meanings.	<b>1965</b>	
<b>1968:</b> The government mandates that all new cars must be equipped with seat belts.	<b>1966</b>	
	<b>1967</b>	<b>1967:</b> The Green Bay Packers defeat the Kansas City Chiefs in the first Super Bowl.
	<b>1968</b>	
	<b>1969</b>	<b>1969:</b> Pantsuits become acceptable for everyday wear by women.



### THINKING CRITICALLY

#### CONNECT TO HISTORY

- 1. Drawing Conclusions** What conclusions can you draw about teenagers in the 1960s from the images and information in this feature?



SEE SKILLBUILDER HANDBOOK, PAGE R18.

#### CONNECT TO TODAY

- 2. The Role of Culture** Do the arts merely *reflect* social change, or can art, music, fashion, etc. help to *bring about* social change? Think about how music and fashions affect your actions and opinions. Discuss your thoughts with a small group of classmates.



RESEARCH LINKS

CLASSZONE.COM