

Lecture 7: *Industrialization and the Market Revolution Part II*

Internalization the Market

- With economic changes, there developed a changing sense of self
- Autonomy, self-determination
- Individualism, individual as agent
- Competitiveness as Natural
- Social mobility both real and imagined
- Market Revolution
 - Stifling?
 - Dislocation?
 - Emancipating?
 - Renewal or Resignation?
- Market demand
 - Make peace or Make war

Summary

American identity, values, self, changes

Value that shifts to individual from land (wage labor from agricultural labor)

- Individualism is something valued
 - From the “we” to the “me”
 - “We” the people

One can maximize their labor and people can select their job

- Idealistic view of wage labor
 - Land ownership was seen as being locked up or fixed to the land and the natural laws tied to it

“Rags to riches” stories of hardworking and admirable people

Industrial Morality

- Cultural program flourished with Market Revolution and Second Great Awakening
- Socializing out pre-industrial culture
- Socializing in the virtues of the market
- Temperance movement
- Churches and temperance societies
- “Society for the Promotion of Industry, Frugality, and Temperance”

Summary

Changed culture of what it is right and wrong (new moral code of industrial morality)

- Dedicated to shifting out the old values and in the new values

Religious revival of religious enthusiasm in early 1800's (1820's – 1850's)

- Huge influence on American society
- Causal factor in industrial morality
- Two Core tenants
 - God is knowable, accessible (not opaque or invisible). Anyone can know God if they open their hearts up to him and he reveals himself

- Its up two you to respond accordingly (idea of free will)
- Make the righteous choice or sin, but you have free will

Idea of temperance and Sin Attached to Drink

- Moral judgement attached to alcohol because of factory machines (could not be hungover)
 - On time, aware, and ready to work
 - If you are frugal from temptations you are not sinning and this is for your own good
 - To be frugal you must be temperate from alcohol

Evil Alcohol

Summary

Consumption of alcohol is ones moral ruin, evil, and sinful



Civil Laws and “Experts”

- Civil Law and Regulation of Pleasure
- Constables
- The Healthy, Prosperous Worker
- C.W. Post
- John Harvey Kellogg

Summary

Civil laws were passed

- Prohibition of alcohol on Sundays
- Curfews
- Age limit
- Origins of urban police force
- Hire thugs as police force to enforce prohibition laws

Workingmen's Parties

- Social anxieties, economic pressures
- Disparities in Wealth
 - 1840's
 - 5% owned 70% of property, "millionaire" invented
- Bankruptcies and Debtor Prisons
- Poor living conditions, city of filth
- Wage labor as wage slavery, fear of dependency
- 1820's and 1830's
 - Working Men's Parties emerge

Summary

Growing gap between rich and poor between factory owners and their workers

Diseases spread as the sanitation seen today did not exist in early 1800's (trash, piss, shit)

Many Americans thought that the new system made you dependent on the economy instead of dependent on the nature of the Earth

Urban labor unions served as the voice of the grieving workers

- Offered a critique of the new economy

Reform, Not Repeal the Revolution

- Free public schools
- End imprisonment for debt
 - Double punishment (debt and jail)
 - If debtors were not in jail they could not work
- 10-hour workday
- Help workers recover wages from bankrupt employers
- Improve the lives and wages of urban workers
- Strikes common in 1830's

Summary

Wanted to fix the problems of this new industrial age not a total repeal

Accepted change but offered critiques

Offered reforms

Selling time for money required a certain amount of education and skills that were needed for many jobs cropping up in this new age of industrial age

Protection of workers even if your employer goes bankrupt

Market Revolution Reviewed

CHANGE CONFINED TO NORTHPOWE

- Large-Scale factors
 - Transportation
 - Industrialization

- Urbanization
- Market Economy
- Wage Labor
- Market gets personal
 - Internalize individualism
 - Competitiveness
 - Industrial Morality
 - Labor Movements
- Efforts to exclude Blacks and Women, yet the market touches all