

## Chapter 28: The Affluent Society

### Overview

From the late 1940s through the 1950s, the United States experienced continued economic growth and low unemployment. Most of the nation participated in the prosperity and agreed about the beneficence of American capitalism. Only a few intellectuals questioned the rampant consumerism and the values of the growing corporate bureaucracies. Even big labor and big business seemed to be getting along better than ever before. The politics of the period, symbolized by President Eisenhower, the cautious war hero, reflected the popular contentment.

Blacks, inspired by the *Brown* school desegregation decision, began the protests that would bring the civil rights revolution of the 1960s. Locked into a policy of containment and a rigidly dualistic world view, the United States was less successful in its overseas undertakings. Despite a string of alliances, an awesome nuclear arsenal, and vigorous use of covert operations, the nation often found itself unable to shape world events to conform to American desires.

### Vocabulary Terms

Baby boom	Suburbanization	Keynesian Economics
Corporate Consolidation	Labor's "postwar contract"	AFL-CIO
Teamsters Union	United Mine Workers	Antibacterial Drugs
Salk Vaccine	UNIVAC	Federal Highway Act
Hydrogen Bomb	<i>Sputnik</i>	Consumer Culture
Fast-food restaurants	Levittowns	Feminism
Situation Comedies	Environmentalism	Multiversity
Beat Generation	James Dean	Rock'n'roll
<i>The Other America</i>	Ghettos	Urban Renewal
<i>Brown v. Board of Education</i>	Little Rock Nine	Montgomery Bus Boycott
Martin Luther King Junior	Civil Disobedience	Civil Rights Act of 1957
Election of 1956	Army-McCarthy Hearings	Massive retaliation
Dien Bien Phu	Israeli Independence	Suez Crisis
Fidel Castro	U-2 Crisis	Consumer Credit

### Focus Questions

Answer these questions on a separate sheet of paper AFTER you have finished reading the chapter. DO NOT simply Google the questions. This will not aid you in your understanding of the text, reading strategies, or long-term comprehension. Include and **highlight** the vocabulary terms.

1. Describe the advances in technology and its effects on American society.
2. How were the 1950's a time of conformity and non-conformity?
3. How did the United States reveal its position as a world power in 1950s?
4. What was Eisenhower's position regarding the civil rights movement?

## Reading Notes

As you read, write AT LEAST 5 important facts from the section referenced on the left. All vocabulary terms used should be highlighted. If multiple sections are combined, make sure facts and terms are included for both sections.

Sources of Economic Growth  The Rise of the Modern West	
The New Economics	
Capital and Labor	

<p>Medical Breakthroughs</p> <p>Pesticides</p>	
<p>Postwar Electronic Research</p> <p>Postwar Computer Research</p>	
<p>Bombs, Rockets and Missiles</p>	

The Space  
Program

The Consumer  
Culture

The Landscape  
and the  
Automobile

<p>The Suburban Nation</p>	
<p>The Suburban Family</p> <p>The Birth of Television</p>	
<p>Travel, Outdoor Recreation and Environmentalism</p>	

Organized  
Society and Its  
Detractors

The Beats and the  
Restless Culture of  
Youth

Rock'n'Roll

On the Margins  
of the Affluent  
Society

Rural Poverty

<p>The Inner Cities</p>	
<p>The <i>Brown</i> Decision and 'Massive Resistance'</p>	
<p>The Expanding Movement</p>	

Causes of the  
Civil Rights  
Movement

“What was good  
for... General  
Motors”

The Survival of  
the Welfare  
State

The Decline of  
McCarthyism



<p>Dulles and “Massive Retaliation”</p> <p>France, America and Vietnam</p>	
<p>Cold War Crisis</p>	
<p>Europe and the Soviet Union</p> <p>The U-2 Crisis</p>	