

Mass Media and the Rise of an American Popular Culture

1945-1965

Agenda

- Quiz
- Discussion of pop culture
- Project time, if possible.

Learning Targets

- I can describe the changes in mass media (TV, radio, etc.) and their impact on American culture.
- I can discuss the beat movement and the rise of jazz and rock & roll as examples of counter-culture in America.

19.3 Quiz

- For each of the following, explain ONE significant change in the 50s.
 - Television
 - Movies
 - Music

The Emergence of “The Teenager”

- New stage between childhood and adulthood.
- Leisure time.
- Disposable income.



Mass Media

- Television
- Radio
- Movies
- Magazines

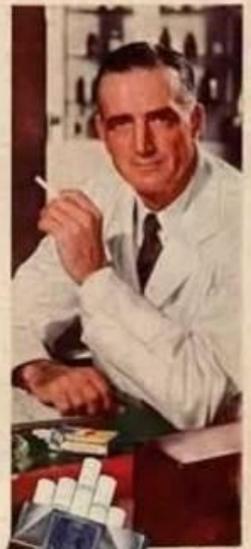
According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reason so many doctors enjoy them. Camels have that cool, soothing, pack after pack, and a flavor unmatched by any other cigarette. Make this available now. Smoker only. Camels for 30 days and you'll see well Camels please your taste. And well they will. Great things do come ready-made. You'll see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



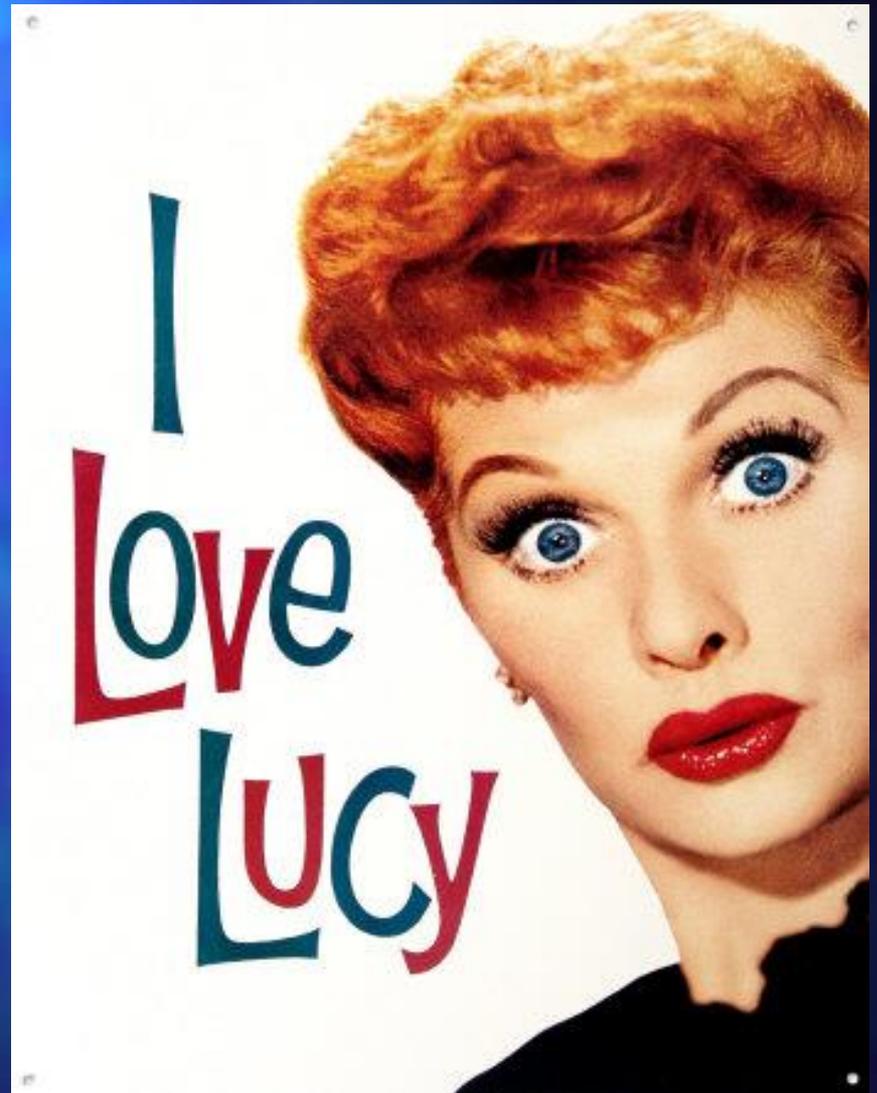
For 30 days, test Camels in your "F-Zone" (F for Throat, T for Taste).

Television

- 9% of households in 1950, 90% in 1960.
- Advertising increased by 1000%
- Average person watched 6 hours/day.
- What was on?
- How did TV influence life?

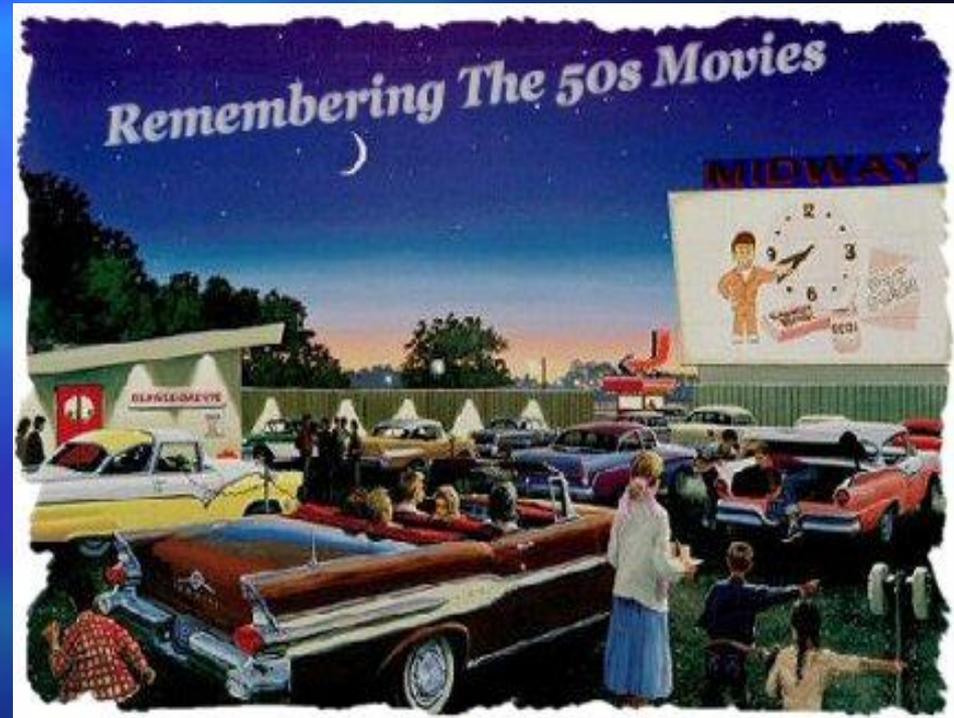






Movies up their game.

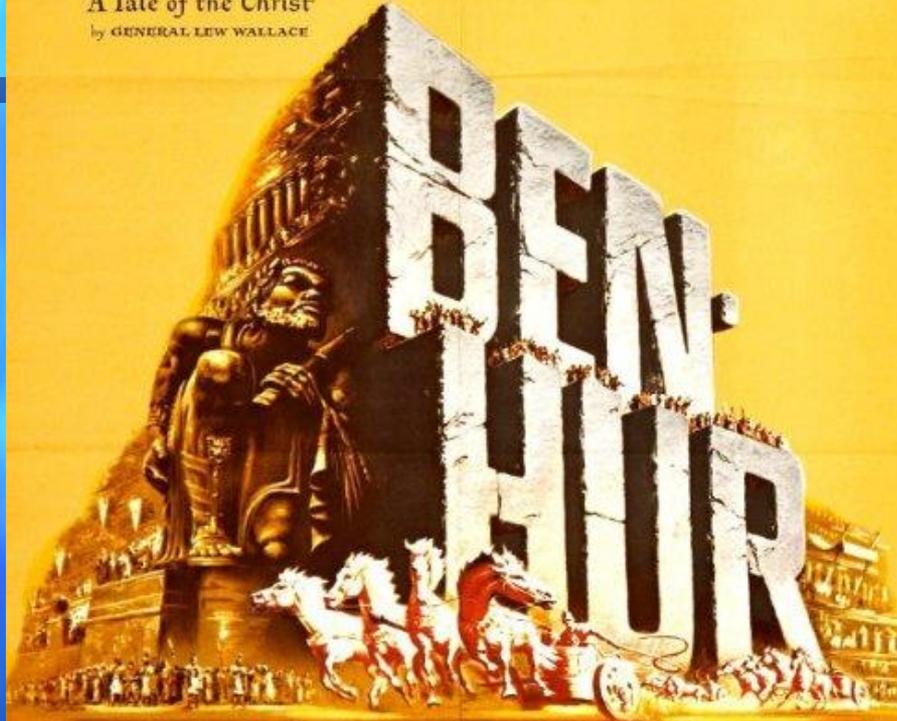
- Gimmicks like 3D, or drive-ins.
- Epic films like *Ben-Hur* or *The Ten Commandments*
- Sex symbols like Marilyn Monroe or James Dean.
- B-Movies



THE ENTERTAINMENT EXPERIENCE OF A LIFETIME!

METRO-GOLDWYN-MAYER
presents

A Tale of the Christ
by GENERAL LEW WALLACE



Directed by

WILLIAM WYLER

Starring

CHARLTON HESTON · JACK HAWKINS

HAYA HARAREET · STEPHEN BOYD

HUGH GRIFFITH · MARTHA SCOTT with **CATHY O'DONNELL · SAM JAFFE**

Screen Play by

Produced by

KARL TUNBERG · SAM ZIMBALIST

TECHNICOLOR®

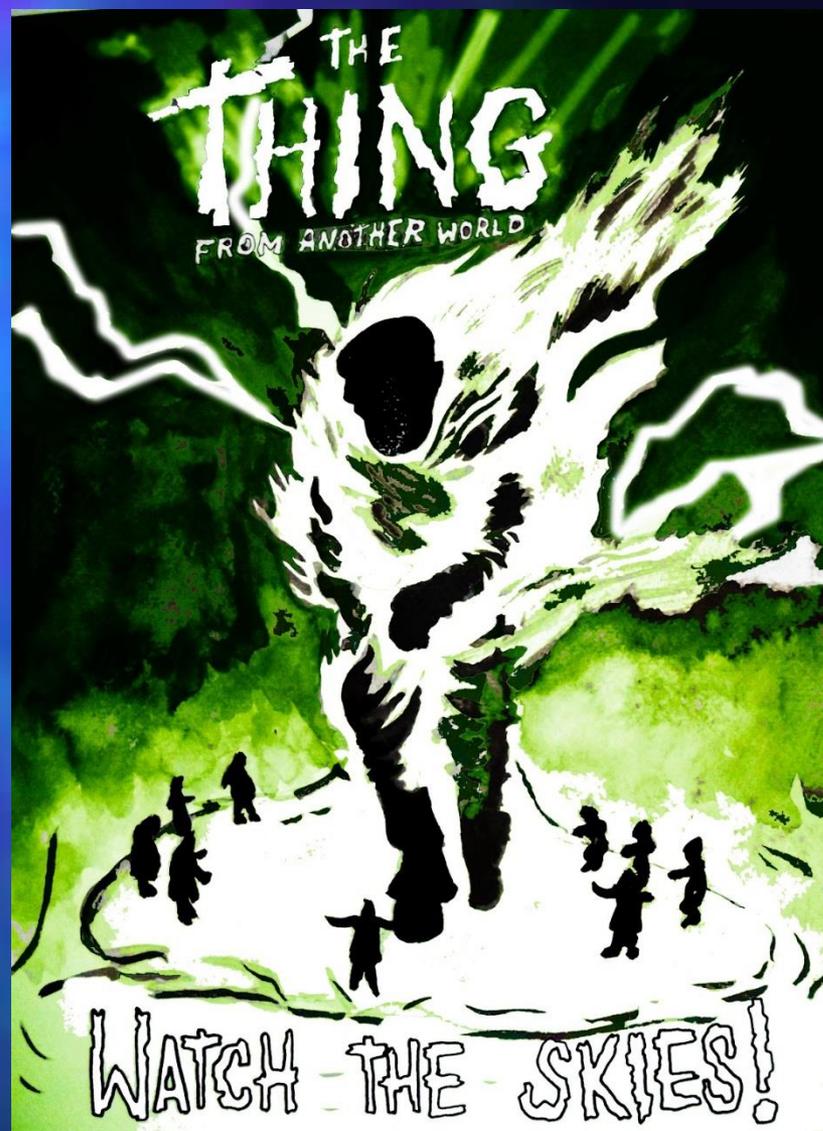
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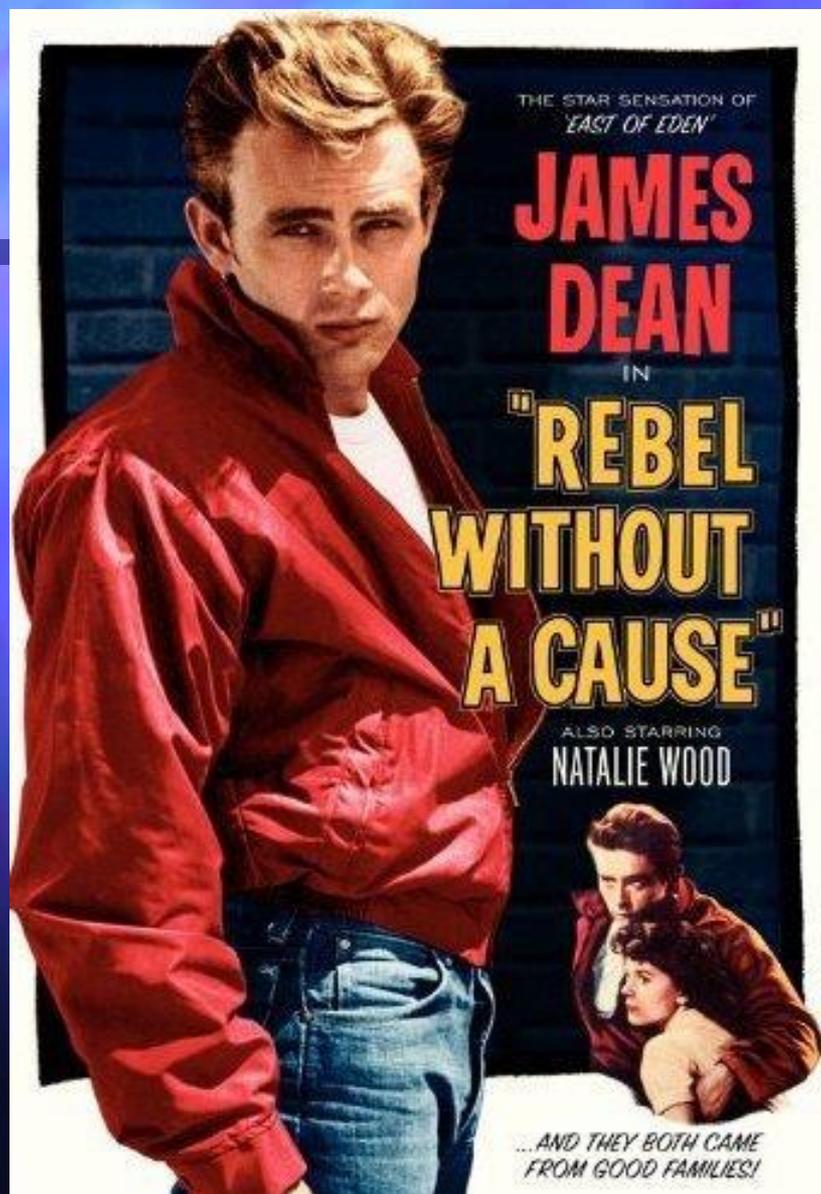
WALTER WANGER · CREATES THE ULTIMATE IN SCIENCE-FICTION!

INVASION OF THE BODY SNATCHERS

Directed by
DON SIEGEL

Starring
KEVIN MCCARTHY
DANA WYNTER





50s culture in the media

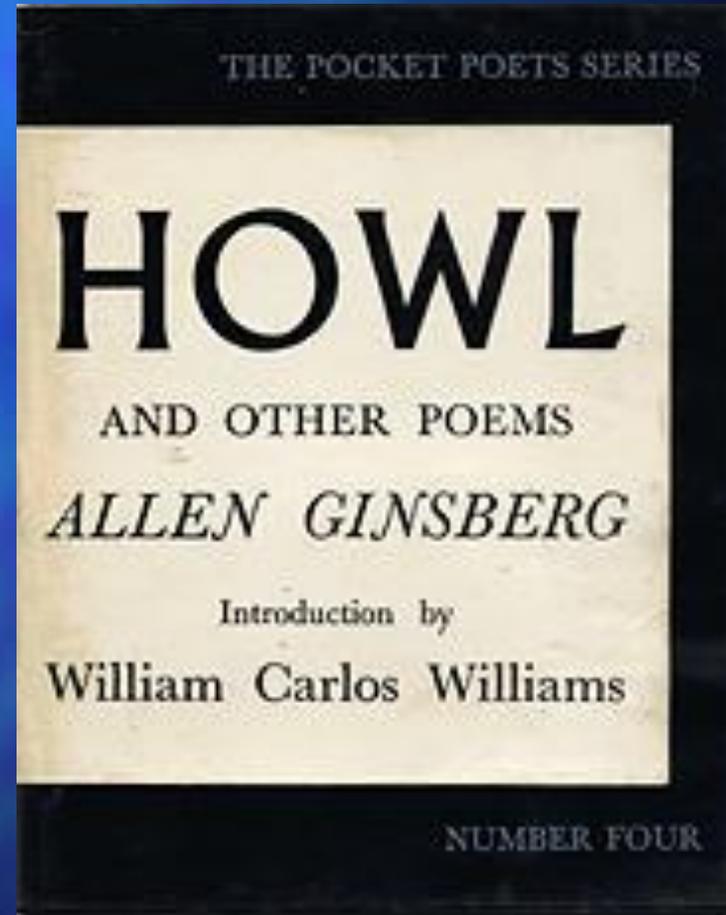
- Conformity
- Consumption
- Family
- Satisfaction at work.

So, was everyone as happy as they seemed on TV?

- While the image of America found in mass media presented a content and happy image, you don't have to look too hard to find a few cracks.
 - A new subculture could be found in the beat movement and rock & roll.
 - The popularity of certain books and magazines suggested something might be different.
 - Not everyone experienced the benefits of the economic boom.

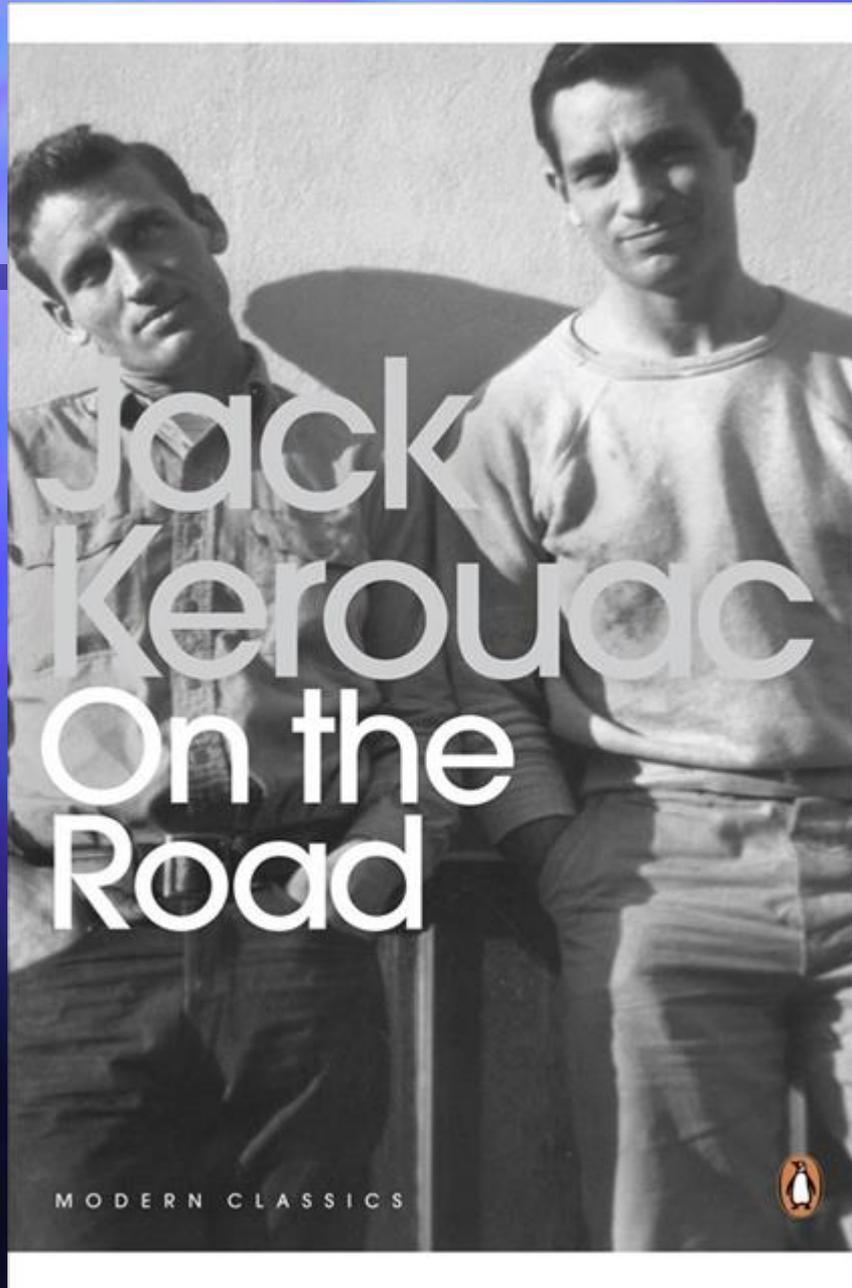
The Beat Movement

- Nonconformists who rejected the suburban view and values.
- Poets and authors with an affinity for:
 - Buddhism (kinda)
 - Sex & Drugs
 - Jazz music
 - Independence



Concentrate on what you
want to say to yourself
and your friends.
Follow your inner
moonlight; don't hide
the madness. You say
what you want to say
when you don't care
who's listening.

Allen Ginsberg



"BECAUSE IN THE END,
YOU WON'T REMEMBER
THE TIME YOU SPENT
WORKING IN THE OFFICE
OR MOWING YOUR LAWN.
CLIMB THAT GODDAMN
MOUNTAIN."

-JACK KEROUAC-

“the only people for me are the mad ones, the ones who are mad to live, mad to talk, mad to be saved, desirous of everything at the same time, the ones who never yawn or say a commonplace thing, but burn, burn, burn like fabulous yellow roman candles exploding like spiders across the stars.”

— Jack Kerouac, *On the Road*

Legacy of the beats

- Set NY and San Francisco as hotbeds of counterculture for the 60s and beyond.
- Provided an outlet for youth dissatisfied with 50s life.

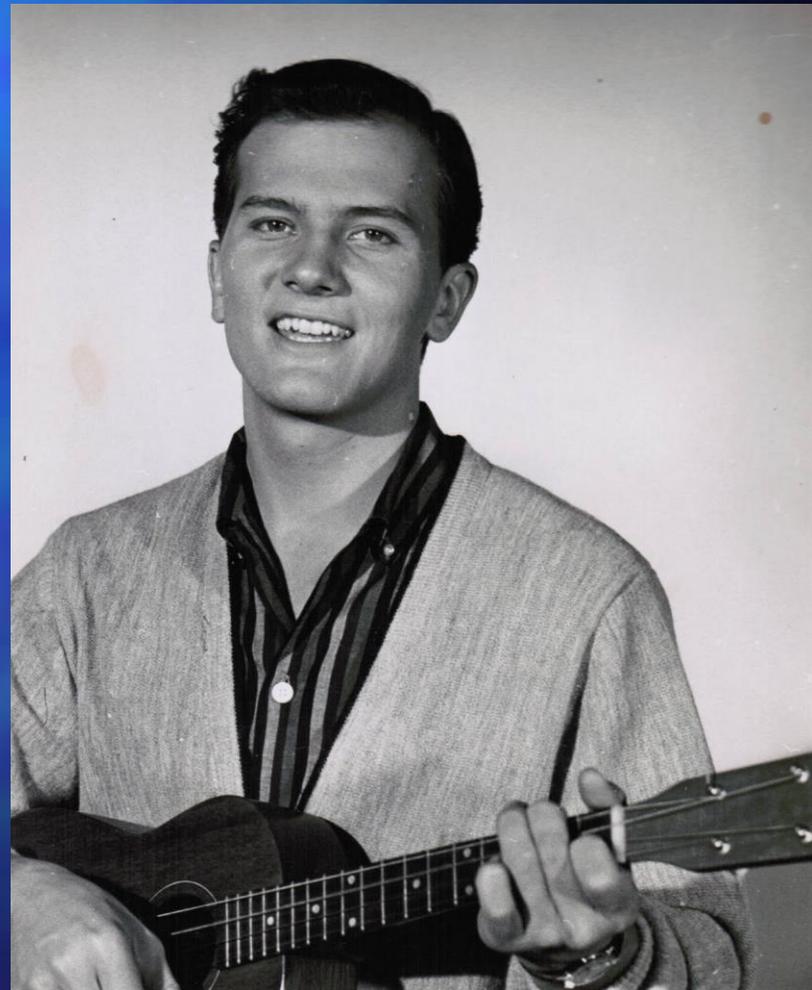
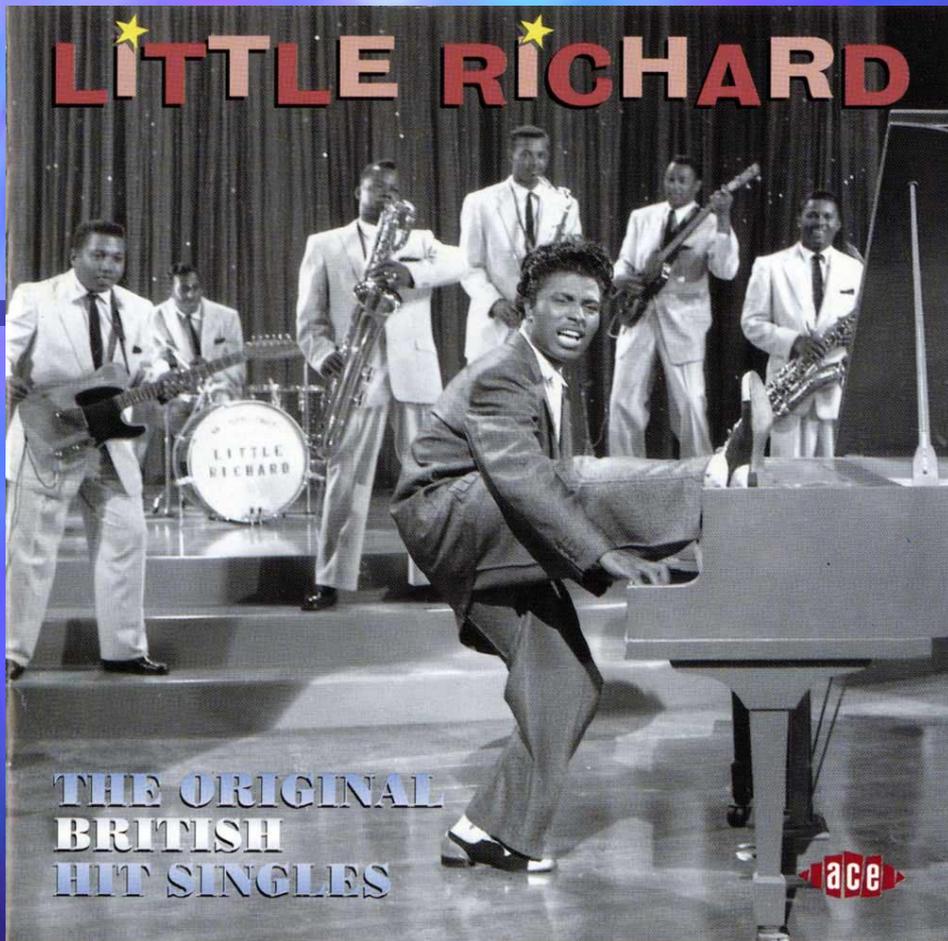


Rock and Roll

- In the early 50s, R&B music was becoming popular amongst white teens.
- . By 1955, black music was so popular that record producer Sam Phillips said, "If I could find a white man with a Negro sound, I could make billions of dollars."







Urban America Left Behind

- White Flight
- Suburbs drained money from cities.
- Urban “renewal.”



Learning Targets

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Your Essay Question

- To what extent should the decades following World War II be remembered as the “Good ol’Days?”