

*WJEC GCSE History*

*Paper 3*

---

***USA 1930-2000***

***Revision Booklet***



# What were the main influences on life in America between 1930-1945?

## Economic downturn: The Wall Street Crash

- The 1920s had been a period of success for people in the USA. As a result of the economic boom many people had money to buy new goods such as cars and radios.
- But in 1929 the Wall Street Crash happened:
  - People were nervous that the stock market was going to fail.
  - People were selling shares.
  - Black Tuesday happened on Tuesday, 29 October 1929, when 16.5 million shares were sold.
  - The value of all shares had dropped by \$40,000 million by the end of 1929.



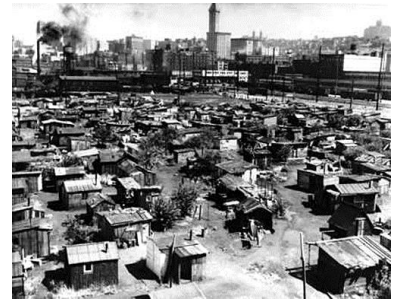
## Causes of the Wall Street Crash and the Great Depression

1. The USA was divided - 5 per cent of the people owned 33 per cent of the country's wealth.
2. Old industries and farming had suffered during the 1920s.
3. The Republican Government believed in a **laissez-faire** policy (government not interfering in business).
4. **Tariffs** - Fewer countries were buying goods from the USA because they were highly taxed.
5. **Overproduction** - Too many goods were being produced and nobody wanted to buy them.
6. **Speculation** - People took a chance on the stock market and poor people borrowed too much money to do so. When the shares became worthless they couldn't afford to pay back their loans.

## Early Republican attempts to deal with the depression (1930s)

- President Herbert Hoover was called upon to help, but it was Hoover's opinion that people should be able to look after themselves and not expect charity or social security from the Government. He did not give unemployed people much help. **Hoover believed in Laissez-faire and Rugged individualism.**

- A lot of people lost their homes as they couldn't afford to pay their bills without a job. They moved to the edges of the cities and built shanty towns. They were nicknamed **Hoovervilles**.
- It is estimated that several hundred thousand people across the USA lived in Hoovervilles



### The Bonus Army / Marchers

- The Bonus marchers were WW1 veterans (ex-soldiers) who had been promised a bonus, payable in 1945, for serving in the army.
  - Due to the Great Depression they needed their bonus early so they marched to Washington in May and June 1932 to support a Bill which would allow the bonus to be paid early.
  - The 12,000 men along with their wives and children built a Hooverville outside the Whitehouse.
  - The government didn't pass the bill as it would have cost \$2.3 million.
  - Most of the marchers went home after this, but about 5,000 stayed.
  - Hoover sent in the army to clear them marchers and conflict broke out.
  - 2 veterans were killed, 100 were injured and a baby died of tear gas poisoning.
  - This convinced the American people that Hoover didn't care.
- 
- However as the depression got worse and unemployment continued to rise, Hoover did try to help a little.
    1. Hoover cut taxes by \$130 million - so people would have more money to spend and stimulate the economy.
    2. In 1932 Hoover gave \$4 million to the states to open soup kitchens.
    3. He created jobs by building the Hoover Dam. In total he spent \$1.8 million on construction programmes
    4. **Emergency Relief Act 1932** - he gave \$300 million to the states to provide support for the unemployed, but only \$30 million was used by the Republican states because they believed more strongly than Hoover in rugged individualism.



5. **Reconstruction Finance Corporation 1932** - gives \$2billion in loans to failing banks so they can lend money to people again.
6. **Home Loan Bank Act 1932** - 12 regional banks were set up to stimulate house building and home ownership.
  - Many people believed that Hoover's efforts were too weak and had come too late.

**It is just as important that business keep out of government as that government keep out of business.**

**A quote from Herbert Hoover 1931**



**In 1932 Hoover lost the election to Roosevelt (FDR)**

**Economic and social recovery: Roosevelt and the New Deal**

- The people of America had lost confidence in Hoover and there were placards to be seen during the election campaign of 1932 with the words 'Hang Hoover' on them.
- The Democratic candidate Franklin Delano Roosevelt was the new President, winning 42 of the 48 states.



**I pledge you, I pledge myself, to a New Deal for the American people.  
President Franklin Delano Roosevelt**

**Roosevelt introduced the New Deal to the people of America.**

- The New Deal had 3 aims, referred to as the 3 Rs;
  1. **Relief** - Measures to help the millions who were unemployed and homeless
  2. **Recovery** - Policies to rebuild the economy that had suffered due to the Depression
  3. **Reform** - Legislation and laws to create a fairer society

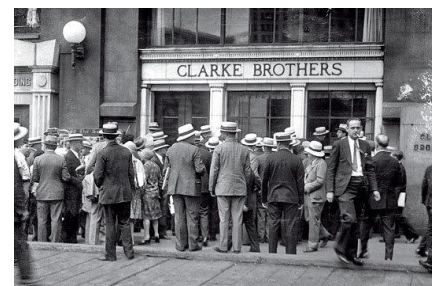


## Roosevelt's first 100 days.

- FDR needed to follow through on his election promises immediately, so the people knew they could trust him.
- During his 100 days he was given emergency powers which meant he could pass laws very quickly.
- Before he could create jobs he needed to find some extra money to pay for his ideas. He passed 3 acts to help him do this.

### 1. Emergency Banking Act

- The immediate crisis involved the banks. Thousands had failed, costing families their life savings. The failures had prompted bank runs: people rushed to take out their money, causing more banks to become bankrupt.
- **The Emergency Banking Act closed all banks for 10 days.** The new law authorized the Treasury Department to begin reopening the banks when they could prove they were healthy. Barely a week after the Inauguration, the banking system was operating again.



Worried customers outside a closed bank in 1933

### 2. Economy Act

- The economy act cut the pay of everyone working for the government, the army, navy and air force by 15%.
- Roosevelt also took a pay cut to show he was prepared to help the people.
- The money saved (one billion dollars) was spent on helping the unemployed.



### 3. Beer Act

- FDR ended prohibition. He made it legal to buy and sell alcohol.
- This helped control organised crime but importantly for the government they could now tax alcohol, pubs profits and the worker's wages.
- The money could be spent on helping the unemployed.
- It also helped to create a feel good factor for many Americans.



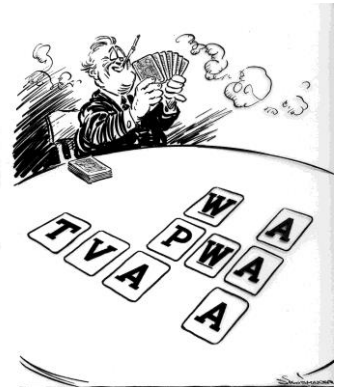
- He also reassured the America people through a series of **Fireside chats**, where he empathised with their plight.
- The Fireside chats were speeches Roosevelt made to the people, telling them what his government was doing to help them.
- This helped to restore the people's faith in their government.



click to enlarge

### Alphabet Agencies

- Roosevelt's created a number of new departments to try to tackle the problems of the Great Depression, and called them the Alphabet Agencies.
- Their purpose was to help people find work, make money to pay debts and start spending again.
- Here are some examples of those departments:



1. **CCC - Civilian Conservation Corps** - A department to help people to employ unemployed men between 18 and 25 to work in forests, in special camps. The workers would get food and accommodation as well as a dollar a day from the Government. They stayed in the CCC for 6-12 months.
2. **FERA - Federal Emergency Relief Act** - this gave \$500m to the states to spend on food and shelter for the unemployed and homeless. For every \$3 each state gave to its people, the Government gave \$1.
3. **AAA - Agricultural Adjustment Act** -The AAA tried to encourage farmers to produce less by paying them not to produce in the hope that prices would rise and farmers would make a profit. More than 5 million pigs were killed as part of the AAA
4. **TVA - Tennessee Valley Authority** - this gave support to people of the Tennessee Valley who had suffered from food shortages. They built 21 dams to produce hydro-electricity, providing work for thousands of people and bringing electrical power to the area.
5. **NIRA - National Industrial Recovery Act**
  - (i) **NRA - National Recovery Administration** - This encouraged

SWEEPING CHANGES ARE EXPECTED AFTER MARCH 4TH  
BY MORRIS



workers to improve their working conditions, and laid down rules on minimum wages, hours of work and conditions of work. The companies taking part in the scheme were entitled to display a blue eagle badge.

(ii) **PWA - Public Works Administration** - This provided jobs on major building projects for highly skilled workers. It dealt with slums and shanty towns, and built houses, schools and hospitals.

6. **WPA - Works Progress Administration** - This created a variety of jobs for people in the countryside. It combined all agencies responsible for job creation and provided work building roads, schools and airports. Authors and artists received contracts to carry out creative work.

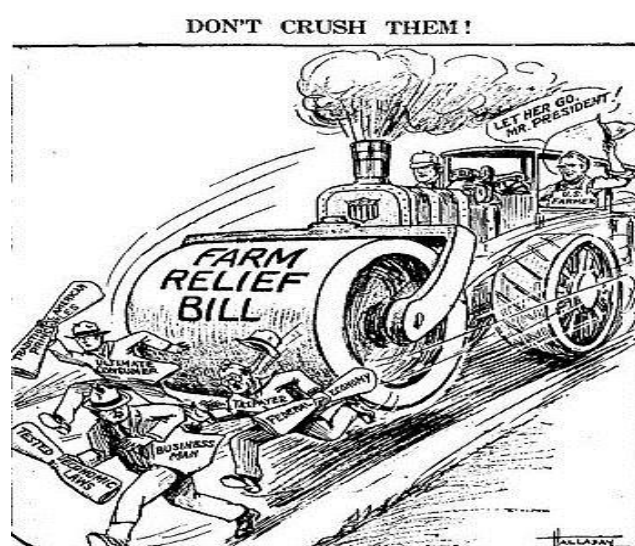
### Successes and criticisms of the New Deal

Successes of the New Deal ☺	Criticisms of the New Deal ☹
Unemployment reduced from 24.9 million in 1933 to 14.3 million in 1937	It was WW2 which ultimately ended the Great Depression
As a result of the AAA, farmers' money doubled between 1932 and 1939.	The government intervened too much in the business of Americans.
The TVA improved the lives of 7 million people.	The Supreme Court announced that the AAA and NRA were unconstitutional.
The CCC created work for 2.75 million people.	The AAA paid farmers not to produce food. This did not help people who depended on farms for their income, e.g. farm hands who lost their jobs. It was also seen as morally wrong to destroy food when people were starving.
The NRA and the Wagner Act brought better working conditions for workers and introduced trade unions (labour unions).	Many argued that Roosevelt's projects were a short-term solution, and that they provided the government with cheap labour e.g. the CCC
The PWA and the WPA created work for 4 million people.	People thought trade unions were un-American and that they challenged the idea of rugged individualism.
Roosevelt restored faith in the American people - he kept his election promises of helping to reduce unemployment and make America a better place.	Many of the Alphabet Agencies discriminated against black Americans and women e.g. the CCC only employed around 200,000 Black Americans and 800,000 women.
	Some felt that the New Deal did not do enough.

## Opposition to the New Deal

- Some felt that the New Deal did not help enough. For example, **Dr Francis Townsend** argued that Roosevelt had not done enough to help the elderly. He wanted a pension of \$200 per month for everyone over 60 - they would have to spend this money within the month and therefore generate a demand for goods and equipment.
- The **Republicans** hated the New Deal as it went against Laissez-faire and rugged individualism. The New Deal interfered in business e.g. minimum wages, and took control of people's lives.
- Other thought the New Deal was a **waste of money** e.g. boondoggling jobs such as pigeon chasing were a waste of time.
- The **Supreme Court** opposed the New Deal, the judges said many of the Alphabet Agencies were illegal e.g. the NRA and the AAA.

A cartoon against the New Deal. It is accusing FDR of steamrolling over traditional America values.



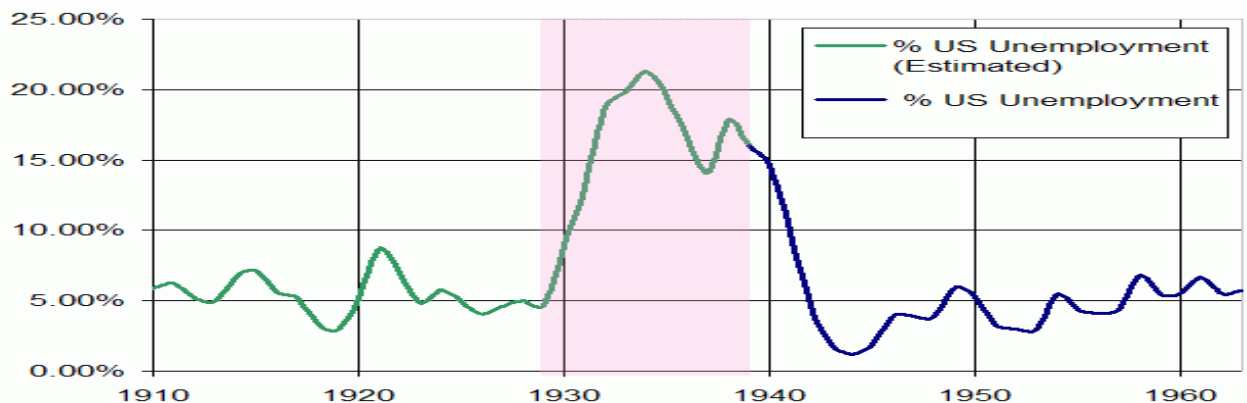
## The Impact of the Second World War (1940s)

- The Second World War started in 1939 and America was selling goods to other countries. In 1941 America joined the war and this brought the Depression to an end.
- 1941 onwards - Factories and farms focussed on helping America in the war by producing goods and weapons (some of these were sold abroad too).
- Industrial production doubled between 1942-45 - America produced 50% of the world's weapons by 1944.
- Many found work in the factories - unemployment fell from 9.5 million in 1939 to 670,000 in 1945.
- Conscription - Around 15 million 18-45 year old men were forced to join the army.



- People were encouraged to create 'victory gardens' - to grow their own vegetables.
- Life improved for farmers - there was more demand for their produce and so they were making more money.
- Huge migration happened in the USA - Around 27 million moved around between 1941-45. They moved to look for work - to California especially to find work in armament factories.

A graph showing the impact of WW2 on the US employment figures. The shaded area is the great depression. Notice how unemployment was still high during the 'New Deal period' even though it did reduce.



### Negative aspects of WW2

- Black people were still victimised. They served in Jim Crow regiments where only black people could be in them.
- Around 112,000 Japanese Americans were imprisoned and many of them lost their homes and businesses. Around a 1000 were sent back to Japan.
- Women and black factory workers were not always treated the same as the white male employees.

**"In one Negro community after another, Negro women, the last to be hired and the first to be fired, are the greatest sufferers from unemployment."**

**Claudia Jones 1949**

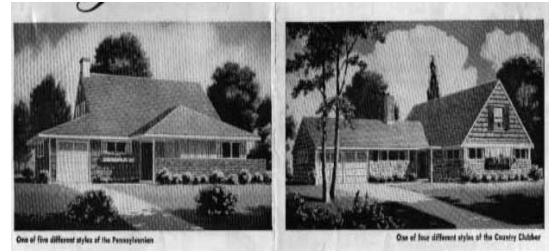
More Fun At [www.MyQuotesHome.com](http://www.MyQuotesHome.com)

Black people and women often lost their jobs when the war ended

## What were the main political and economic developments in the USA after 1945?

### The development of the affluent society: Life in suburbia

- In 1952 Eisenhower became President. He continued with the New Deal and the Fair Deal. He encouraged economic growth and looked after the middle classes.
- By the end of the 1950s the USA was producing half the world's manufactured goods.
- As many as 19 million **Americans moved from the cities to live in the suburbs (outskirts of towns with bigger houses)**. It was possible for them to do this because they could buy cars, the standard of roads was better and the interest on mortgages was low. Between 1945-60 the number of people who had a car rose from 25 million to 62 million. **Cars like the Cadillac were popular.**
- By 1960, 25 per cent of the American people lived in suburbs. These people had a television, a record player, swimming pools and cars.
- **People bought on credit** - this increased 800 per cent between 1945 and 1957.



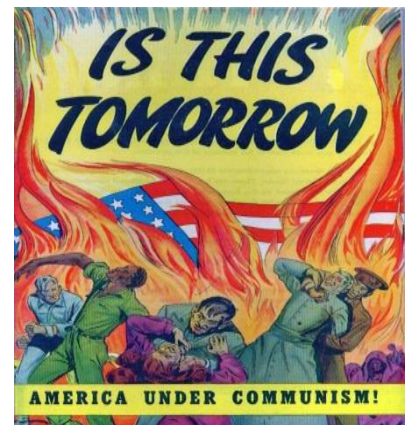
### Why was there such a fear of Communism in the 1950s?

- **The Cold War** - after WW2 a Cold War developed between the USA and the USSR (Russia). America didn't trust Russia as they were communist and this went against capitalist beliefs. America was also worried when Communism spread to China (1949) and South Korea (1950).
- The **House of Un-American Activities Committee** was set up in 1947 to investigate Communist activity in America.
- The HUAC investigated communist infiltration of the film industry (they thought that films were promoting Communism). 10 writers and directors were interviewed by the HUAC and asked if they were members of the Communist Party. They refused to answer and were arrested. The **Hollywood Ten** spent a year in prison and lost their jobs.
- In 1949 Russia exploded its first atomic bomb and the USA was convinced that they must have been sold state secrets by **spies in America**.

- **Alger Hiss**, a high-ranking State Department official was convicted on espionage charges, fear of communists intensified.
- **Julius and Ethel Rosenberg** were executed in 1953 at Sing Sing Prison for conspiring to pass atomic secrets to Russia in World War II. Although they had both been members of the communist party there was no real evidence that they were guilty.
- An atmosphere of fear of world domination by communists hung over America in the post-war years. There were fears of a nuclear holocaust based on the knowledge that the Soviet Union exploded its first A-bomb in 1949. That same year, China, the world's most populous nation, became communist. Half of Europe was under Joseph Stalin's influence, and every time Americans read their newspapers there seemed to be a new atomic threat.

### McCarthyism and the Red Scare (1950-1954)

- Senator Joseph McCarthy **encouraged anti-communist feelings**. He accused people of being communists, stating that he had a list of **205 communists who were working in government**, in the army and in other important posts. With **no evidence against them**, hundreds of people were accused of secretly working for the Soviet Union. The Communist Party was banned from the USA. McCarthy ruined people's lives.
- After McCarthy had accused 45 army officers of being communists. The court cases were broadcast on television and shocked the nation; McCarthy was shown to be a bully with little evidence. If he had no evidence he would fake it by falsifying letters, documents or photographs.
- In December 1945 McCarthy lost his job. The army then went on the attack, questioning McCarthy's methods and credibility. In one memorable speech, the Council for the Army simply asked McCarthy, "**At long last, have you no sense of decency left?**"





We stand today on the edge of a new frontier - the frontier of the 1960's, a frontier of unknown opportunities and perils, a frontier of unfulfilled hopes and threats. The new frontier of which I speak is not a set of promises - it is a set of challenges.

(John F. Kennedy)

izquotes.com

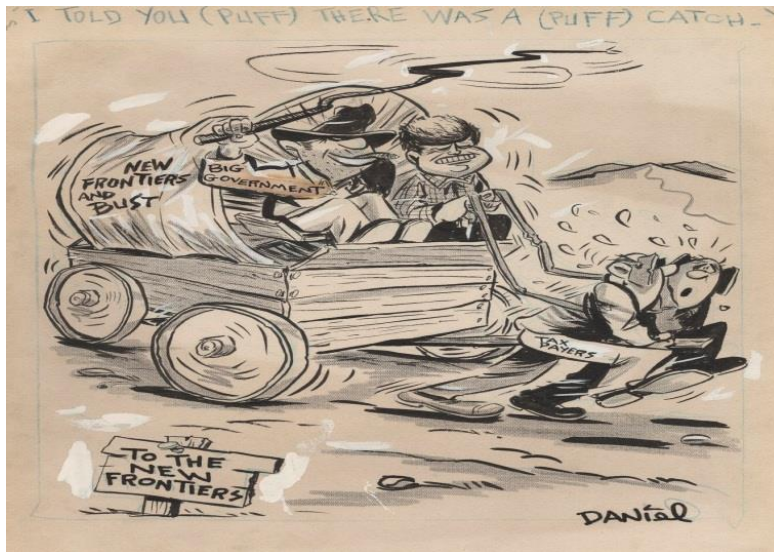
### The New Frontier and the Great Society

- In 1960 John F Kennedy became the first catholic President. His domestic policy was called **The New Frontier**.
- His aim was to eliminate poverty, inequality and deprivation for all Americans including Black Americans.
- JFK had intended to introduce changes to society and the economy. He had proposed an ambitious system of health insurance called Medicare, medical help for the elderly and a Civil Rights Bill; however none of these were passed.
- He also intended to introduce an education law to give more money to schools. He increased benefits, raised the minimum wage and established training schemes for the unemployed.
- JFK had charisma, but he did not have a good relationship with Congress, and his ideas were often rejected.
- Kennedy's presidency was cut short due to his assassination in 1963. Despite this he did achieve the following;
  - He appointed 5 federal judges including Thurgood Marshall who was a black American and supporter of Civil Rights.
  - He supported James Meredith (a black student) by sending 23,000 government troops to protect him whilst at Mississippi University.
  - He increased the minimum wage from \$1.00 to \$1.25 per hour
  - He spent \$900 million on public works programmes such as new roads and public buildings.

### Opposition to the New Frontier

- Some people believed that the new Frontier went against the American ideals of rugged individualism. Many did not trust his use of young college graduates in their 20s and early 30s (**Brains Trust**).
- Many in congress disliked the radical nature of the programme, seeing it as a socialist programme.

- Many Southern congressmen even Democrats disliked his commitment to **black civil rights**. They felt it would cost them the votes in the south.



A cartoon against the New Frontier.

It is saying that the taxpayer cannot afford the cost of the New Frontier.



### Johnson's great society

- Lyndon B Johnson was the new President following the assassination of JFK. LBJ continued to develop JFK's ideas. Johnson wanted to create a **Great Society**. He won the 1964 election by stating that he wanted to end poverty. He carried on the work promised by JFK.
- Johnson was a much more experienced politician than Kennedy and was able to pass more laws;
  - The Medical Care Act (1965) provided Medicare (for the old) and Medicaid (for the poor). This was to help all Americans have access to medical care.
  - He increased the minimum wage from \$1.25 to \$1.40
  - Johnson signed the economic Opportunity Act in 1964. The law created the Office of Economic Opportunity aimed at attacking the roots of American poverty. A Job Corps was established to provide valuable vocational training.

- Operation **Headstart** gave money to schools in cities to provide a better education for the poor.
- **1964 Civil Rights Act was passed** - The Civil Rights Act of 1964, which ended segregation in public places and banned employment discrimination on the basis of race, colour, religion, sex or national origin, is considered one of the crowning legislative achievements of the civil rights movement. First proposed by President John F. Kennedy, it survived strong opposition from southern members of Congress and was then signed into law by Kennedy's successor, Lyndon B. Johnson.
- In subsequent years, Congress expanded the act and also passed additional legislation aimed at bringing equality to African Americans, such as the **Voting Rights Act of 1965**
- Johnson faced opposition during the latter stages of his Presidency. He was criticised for America's involvement in the **Vietnam War** - some thought it was costing the USA too much money and students protested against the draft system (conscription)
- In 1968 Johnson decided not to run for re-election and Nixon became the next President of the USA.

### Wealth for all?

- By 1960 the standard of living in America was better than it was in Britain - America had come out of the Depression. However in 1962, Michael Harrington stated in his book *The Other America* that 50 million - 30 per cent of the people - were poor e.g. the hillbillies of the Appalachia Mountains.
- Hispanic workers in the west and the black people in the ghettos of the northern cities' were also poor.

### Developments from the 1970s

#### The Watergate Scandal - 1972

- Nixon (Republican) won the election in 1968, but was worried he wouldn't win the 1972 election so he set up a group called **CREEP** which was **The campaign to re-elect the president.**

- The Watergate building was a hotel which the Democrats used as their campaign headquarters.
- CREEP broke into the Democrats rooms on 17<sup>th</sup> June 1972 to plant listening devices to spy on their election plans. The burglars were arrested.
- The Washington Post newspaper discovered that all 5 burglars were part of CREEP, but Nixon denied any involvement in the break-in.
- Nixon won the November 1972 election with a landslide victory; he got more than 60% of the vote.
- In January 1973 the burglars went on trial and were all found guilty. Whilst in court one of the men claimed there had been a White House cover up. Again Nixon denied any involvement, but two of Nixon's advisors resigned.
- The Senate set up an investigation and the trials were televised. It became very clear that White House officials were involved.
- One White House aide told the investigation that Nixon had installed a tape-recording machine at the White House to record his meetings. The investigation told Nixon to hand over the tapes but he refused. Then he handed over the tapes but they were heavily edited and had an 18 ½ minute gap on them.
- On 30<sup>th</sup> April 1974 Nixon was forced to hand over the **White House tapes**, unedited. They **proved that Nixon did know about the fake burglary and had been lying to the American people.**
- On 8<sup>th</sup> August 1974 Nixon became the first US president to resign before he was impeached.
- Gerald Ford became the next President and pardoned Nixon of all charges relating to Watergate.



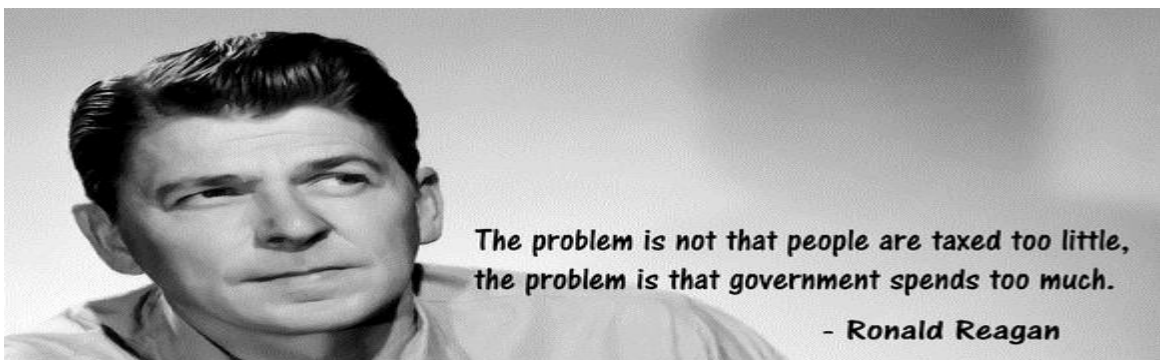
### The consequences of Watergate

- As a result of the Watergate affair the people of America lost confidence in the Government and it was a turning point in their trust of the White House.

- The scandal also affected America's reputation abroad. The USSR used the scandal to show that the capitalist system was corrupt.
- A number of laws were passed to reduce the power of the government and President;
  - Election Campaign Act 1974 - set limits on election contributions to prevent corruption
  - Privacy Act 1974 - allowed citizens to have access to any files that the government may have had on them
  - Congressional Budget Act 1974 - the President could not use government money for his/her purpose.
- In the 1976 election **Jimmy Carter became President** and he tried to regain people's trust in the Government. His main slogan was "**I will not lie**". He gave jobs in Government to women and black people. He was criticised for the high price of petrol due to the oil crisis, and for the way he dealt with a situation involving US hostages in Iran in 1979.



A cartoon about Watergate based on the Disney character Pinocchio, every time he tells a lie his nose grows!

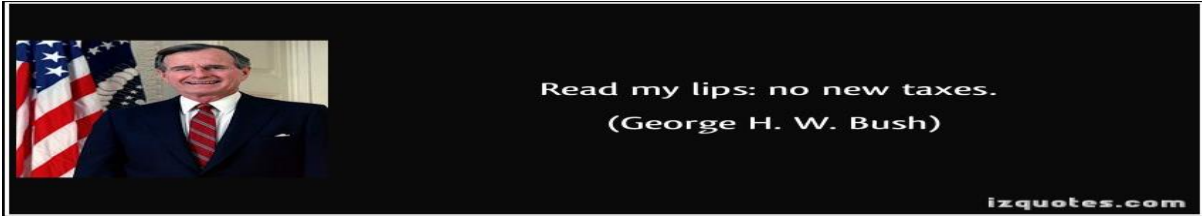




## The domestic policies of Reagan (1980-1988)

- In 1980, the Republican Ronald Reagan became President of America. Reagan had been famous as an actor in Hollywood before turning to politics.
- When Reagan became President, inflation was high (15 per cent) and unemployment was high (7.5 per cent).
- **Reagan's economic policy was called Reaganomics** - the idea was to cut taxes so that people had money to spend on goods which would create jobs. He believed the wealth would 'trickle down' through society.
- His solution was to reduce income tax and reduce social benefits - he emphasised the old ideas of rugged individualism. In 1981, his Economic Recovery Tax Act succeeded in reducing taxes for individuals and businesses by around \$33 billion - the greatest reduction in tax in the history of America.
- However, in the mid-1980s a recession happened. Congress raised taxes to a total of \$91 billion - the biggest tax increase in the history of America. By the end of 1982 unemployment was higher than it was in 1941. Then a period of recovery came, and by 1984 the economy was thriving.
- Reagan succeeded in winning the 1984 election easily. In order to win, he emphasised the way in which he had reduced inflation and unemployment, and also focused on the economic growth of the country.
- In his second term as President, Reagan continued with his policy of reducing taxes. But the Government was now spending most of its money on a research programme to send arms into space to protect America from a nuclear attack. The name of the scheme was the Strategic Defence Initiative (SDI), but it was later called Star Wars by the media. It cost \$26 billion and was eventually scrapped.





### The Bush Presidency: Political and Economic Developments (1988-1992)

- Bush had to deal with the problems left by Reagan - the country was in debt (\$220 billion)
- Bush's famous promise was "**Read my lips, no new taxes.**" He broke his promise and increased taxes - he was forced to make a deal with the Democrats as a result of his own party's objection. He was often ridiculed because of this promise made on American television.
- By the end of his presidency interest rates and inflation were the lowest they had been in years, but unemployment had risen to 7.8% the highest since 1984.
- In 1990, the Government's debt was three times more than it was in 1980 (\$300 billion) because the economy was not growing as quickly as it was in the 1980s under Reagan.
- He also passed some important social legislation;
  - The American Disability Act (1990) was passed which protected disabled people from prejudice. This was the most important anti-discrimination legislation since the Civil Rights Act.
  - The Clean Air Act (1990) focused on reducing pollution.

### Bill Clinton (1992-2000)

- Bill Clinton was the first Democrat to serve for two full terms in the White House since the presidency of F D Roosevelt in the 1930-40s.
- Clinton moved away from the idea of Reaganomics - he wanted to reduce the debt and increase spending on social welfare. He reduced the debt to \$107 billion by 1996 and **by 1998 the budget was balanced for the first time since 1969.**
- In 1996 he introduced a **minimum wage** of \$4.75 per hour, and in 1997 he increased that to \$5.15
- He tried to introduce a national health system, but this was not approved by Congress.

- In 1993 he introduced **the Family and Medical Leave Act** which gave employers the right to give unpaid leave to pregnant workers or workers who had a serious medical condition.
- Clinton also gave gay men and women the right to serve in the armed forces.
- Clinton's government launched the White House's first official website in 1994. This had a huge influence on interactive communication. Federal agencies, the courts system, the US army etc. were all now online and communication between the American government and people greatly improved.
- Clinton signed the Brady Bill on 30 November 1993 which enforced a five-day delay when purchasing a hand gun. He also developed **Earned Income Tax Credit in order to help workers on low wages.**
- Bill Clinton was **impeached** in December 1998 due to his relationship with Monica Lewinsky. The House of Representatives had voted to impeach him for perjury but he was found not guilty by the Senate. He continued as President until the end of his second term in January 2001.
- On the whole, Clinton was a popular President despite the Monica Lewinsky scandal. During his time as President, the American economy was strong.



# What were the main social developments in the USA from 1945-2000?

## Changes in popular culture

### 1. The cinema and film stars

- In the 1920s cinemas started being built and by 1930, 80 million people visited a cinema every week.
- In the 1930s films about gangsters and Broadway musicals were a way of helping people to forget about the problems of the Depression.
- In the 1940s many films were Second World War dramas, e.g. Casablanca and films which the whole family could enjoy.
- After WW2 cinema became less popular as people stayed at home and watched television.

### 2. Drive in cinemas

- These open air cinemas became popular in the 1950s and 60s. By 1960 there were 4,000 drive-ins across the USA.
- They were particularly popular with young courting couples who enjoyed the privacy.
- Some people argued that they were immoral.

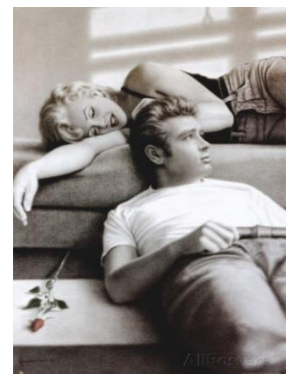


### 3. Multiplexes

- The first ever multiplex opened in 1963.
- They were designed to encourage more people to go to the cinema as multiple films could be shown at the same time.

### 4. Anti-heroes

- After WW2 young people wanted new and exciting symbols of rebellion. Hollywood responded to this with the rise of the **anti-hero** characters. The characters often lacked the traditional heroic qualities such as idealism or courage.
- Paul Newman and Marlon Brando very popular. Female actresses like Marilyn Monroe portrayed exciting, vibrant



and sexual roles.

- James Dean in **Rebel without a cause** became popular and young men acted like them and girls wanted their boyfriends to be like them.

## 5. Blockbusters

- During the late 1970s early 80s as film companies started to release the '**Blockbusters**'. From the 1970s companies released films in hundreds of cities at the same time and advertised them on television.
- As a result, films such as **The Godfather (1972)** were successful. Also in the 1970s, talented directors such as Steven Spielberg and George Lucas came to the fore with films such as **Jaws (1973)** and **Star Wars**.
- In the 1980s technological developments had enabled film producers to create more **impressive special effects on screen**, e.g. **Terminator (1984)** and **Ghostbusters (1984)**.

## 6. Television

- From the late 50s onwards many people could afford television. There were over 50 million by 1960 in the USA.
- As in the cinema the stars were usually white and Christian with very few minorities given roles.
- Americans especially liked Game Shows, westerns and comedies. They would watch the TV as a family in their homes in the suburbs. However people could now view the realities of life through documentaries and the News.
- TV was to play an important role in the protest movements of the 1960s
- In the 1990s television programmes like *The West Wing* and *ER* were popular. Also, digitally animated films became prominent, e.g. *Jurassic Park (1993)* and *Toy Story (1995)*. The MTV music channel became very influential in the 1980s



## 7. Motor car

- The affordability of the motor car from the late 1950s led to over 60 million cars being owned in the US.
- This opened up areas of America and led to an increase in people going out to Diners, new shopping malls, films, National parks and vacations to places like Disneyworld in California.

- Cars gave young people more independence as they could go to places without their parents.
- Young adults could travel to festivals and go to sporting events

## **PONTIAC** for **1957**



### **8. Personal computers and the internet.**

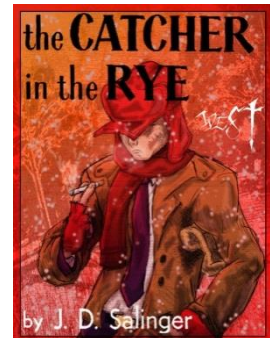
- The 1990s saw a massive growth in the sale of personal computers.
- The internet became user-friendly in 1991
- The release of windows 98 in June 1998 enabled the internet to really take off. The personal computer age was dominated by Bill Gates and Microsoft.
- More and more leisure time was taken up with social networking and computer gaming. Young people could communicate with people they didn't even know around the world.
- Consoles such as the Nintendo Entertainment system, followed by Sega and Play Station led to a massive increase in computer gaming.
- This led to increasing concern for a generation abandoning an active lifestyle for passive activities, resulting in lack of exercise and obesity issues.



## Changes in youth culture

### Teenagers and the generation gap

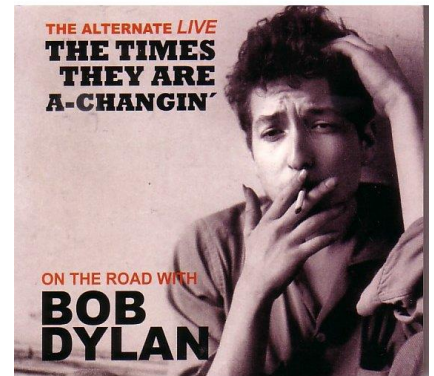
- Around the end of the 1940s **bobby soxers** were playing their swing music loudly. During the Second World War a new group of people had emerged - **teenagers**.
- In the 1950s, young people had more money and leisure time than ever before. In 1957 the average teenager had \$10-15 a week to spend compared to \$1-2 in the 1940s.
- People started writing books criticizing life in the suburbs or suburbia, e.g. J D Salinger's book **The Catcher in the Rye (1951)**, which was a story about a school dropout.
- **Jack Kerouac led the beat movement** that was trying to appeal to young people, emphasising spiritual freedom through sex, drugs and the Zen religion.
- In the 1950s and 1960s Elvis Presley, Little Richard, the Beatles and the Rolling Stones were the young people's heroes. The development of Rock and Roll was crucial as it gave young people their own music to listen to, instead of having to listen to the music their parents liked.
- Many parents hated the way young people now acted and didn't understand them. They were shocked and concerned by their children's explosion of anger and lack of respect for the law. Hence the term the **Generation Gap**.
- American youngsters became more rebellious and immoral, and there was an increase in crime. The behaviour of the young people shocked the adults and the generation gap developed.



### The influence of various musical styles

- **Jazz** -In the 1920s and 1930s, jazz was popular, e.g. Louis Armstrong and Duke Ellington.
- **Country music** -Country music was popular - talking about the poor and deprived life of white Americans in the countryside.
- **Blues** -The blues music reflected the life of poor black people...
- **Musicals** -In the 1940s the work of Rogers and Hammerstein made musicals popular, e.g. Oklahoma was a show on Broadway and it was made into a film in 1955. It depicted the USA as a successful and optimistic country.

- **Rock and roll** - In the 1950s, rock and roll was popular, combining aspects of the blues and country music. In 1956 Elvis Presley came to the fore with his energetic dancing and his sex appeal. One of his popular songs was Heartbreak Hotel.
- **Bob Dylan** - In the 1960s protest singers like Bob Dylan were popular, with open air concerts being held, e.g. Woodstock in 1969.
- **Disco** - Bands like the Jackson 5 and Donna Summer became popular during the 1970s. This was encouraged by films like 'Saturday Night Fever'.



- **1980s** - Rap, hip hop and grunge started to develop
- **Eminem** - In the 1990s rap was developed by people like Eminem and gangsta rap was also popular. Although very much a product of inner city problem areas, especially those with high unemployment among young black Americans research carried out on consumer groups highlighted the fact that over 75% of the buyers were young and white. Rappers such as Jay-Z and Ice T became world famous. Many older people were shocked by the explicit language and subject matter



**GANGSTARAP  
MADE ME DO IT**

Changes in youth culture

1. **The Hippy Movement, student protests and their impact**
  - In the second half of the 1960s young people had started to reject their parents' way of life. young people were protesting against the war in Vietnam and racism, and rebelling against the 'safe' route from secondary school to a good job.





- Hippies wore ethnic clothing, grew their hair long, used drugs, followed mystical religions and explored '**free love**'. Flower Power was a symbol of their beliefs.
- They lived in communes, and San Francisco became the hippy capital.
- They believed in making love and not war, the legalisation of the contraceptive pill made women more independent. They often travelled in large numbers to music festivals such as Woodstock.
- Many parents were shocked at the behaviour of their children

## 2. Student protest

- Towards the end of the 1960s students were **protesting in colleges**. They were calling for the right to express their opinions and demanding that strict rules were removed. There were also major protests against the **Vietnam war**. This war was broadcast on television and so everyone could see what was happening.
- In 1968 there were over a 100 separate protests against the Vietnam War.
- In May 1970 during a protest at **Kent State University, Ohio**, against Nixon's decision to bomb Cambodia, soldiers of the National Guard were sent to disperse the 600 students who were protesting.
- The students refused to move and the soldiers used tear gas and guns. As a result 4 people were killed and 11 injured.
- This shocked many Americans, the fact that young middle class children had been shot by their own government. The middle class were the ones who were supposed to support the government but the young protesters were highlighting the failures of 'America' on race, women's rights and the Vietnam War.
- It was these protests which contributed to Johnson's decision to not run for re-election in the 1968 election.



## 3. Students for a Democratic Society (SDS)

- SDS was the largest and most influential radical student organization of the 1960s.
- At its inception in 1960, there were just a few dozen members, inspired by the civil rights



movement and initially concerned with equality, economic justice, peace, and participatory democracy.

- By the end of the 1960s the SDS had 100,000 members.
- The SDS protested against the way Universities were run; they thought students should have a greater say.
- With the escalation of the Vietnam War, SDS grew rapidly as young people protested the destruction wrought by the US government and military. Polite protest turned into stronger and more determined resistance as rage and frustration increased all across the country.

### The changing role of women in the USA

#### 1. Impact of WW2

- More and more women started to work during the Second World War - around 6 million were working in factories and almost 200,000 joined the army.
- During the war women had enjoyed a new sense of independence and they were not willing to give it up after the war.
- This new independence gave them the confidence to demand more rights.
- However when the war ended many women lost their jobs and the financial freedom that they had enjoyed during the war.
- During the 1950s and 60s women were just expected to stay at home and be housewife's. They did not enjoy the same legal protection as men in the workplace and were often paid less than men for the same job.
- Due to the increasing affluence of the 1950s and the labour saving devices e.g. washing machines, women had more free time and became bored with their domestic role.
- In 1950 there were 721,000 women at University; by 1960 this had increased to 1.3 million.
- This was helped by the use of the Contraceptive Pill which meant women could postpone having children in order to study and pursue a career; women had choice.



## 2. The growth of the feminist movement (1960s)

- **Eleanor Roosevelt**, the widow of President Roosevelt, published a report in 1963 showing the problems women faced in employment;
  - 95% of company managers were men
  - Only 7% of doctors were women
  - Only 4% of lawyers were women
  - Women earned 50-60% of the wages men earned
- In 1963 **Betty Friedan** published *The Feminine Mystique*. This was a very important book in terms of women's rights and the feminist movement. Friedan said that women **should have equal rights with men in every way and that women should be able to pursue a good career.**
- In 1966 Friedan and others established the **National Organisation for Women (NOW)**.
- NOW demanded equal rights for women in US law and a woman's right to make her own decisions with regards to reproduction (at the time abortion was illegal in all US states). They used peaceful methods of protest to get their points across.
- They were instrumental in getting the contraceptive pill legalised in the America. Women held protests and strikes in order to gain these rights.

## 3. The Women's Liberation Movement

- They had far more radical aims than NOW and were known as feminists.
- They wanted all signs of male supremacy to be removed from America e.g. they believed in not wearing make-up as they thought it was only worn for men.
- They protested against the Miss America contest in 1968 by crowning a sheep!
- Their actions actually turned people against the cause as their actions brought the wrong sort of publicity.



#### 4. Legislation to gain equality

- **The Equal Pay Act of 1963** required employers to pay women the same as men for the same job.
- **The Civil Rights Act of 1964** stated that prejudice and discrimination on the basis of sex and race were illegal.
- In the 1970s laws were passed giving women the right to be treated equally at work, to gain access to higher education and equal pay;
  - **1972 - The Educational Amendment Act** outlawed sex discrimination in education so boys and girls could follow the same curriculum. This would give girls greater career opportunities
  - **1973 - Abortion Legalised** - women could choose whether to have children.
  - **1978 - The Pregnancy Discrimination Act** - banned employment discrimination against pregnant women

#### 5. How much progress did women make?

Successes/ Progress 😊	Limitations / Lack of Progress ☹️
Over 70% of women of working age were in employment in 1995 compared to 38% in 1955	In 1998, women only earned 75 per cent of the salaries earned by men
In 1983 Dr Sally Ride became the first women in space	Many working women were still in traditional female roles such as secretaries and receptionists
In 1981 Sandra Day O'Connor was the first women appointed as a Supreme Court judge	Schools were slow to change their curriculum, so it was a long time before girls saw changes in their career opportunities
Legislation was passed to improve women's lives and give them equality with men (see point 4)	Over 2/3 of part-time jobs were done by women.
	Only 30% of managers were women. This is called the <b>glass ceiling</b> (women not being able to progress their career to managers)

A cartoon which says 'What you have to understand Ms. Titus, is your glass ceiling is my glass floor'. It shows women found it difficult to be promoted as managers.

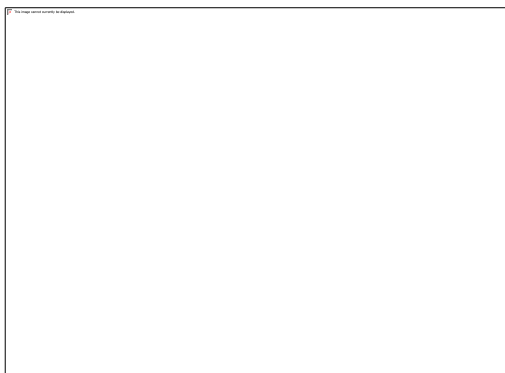


# Why was there so much racial inequality in the USA between 1930-1945?

## Background

- In the US Constitution it says that all people in the US are equal, but until 1863 this was ignored: Black people were slaves in the Southern States.
- After the American Civil War 1861-65, fought between the Northern States (Union) and the Southern States (Confederacy), the victorious North punished the South by changing the constitution to make it even clearer that black people were:
  - Freed from slavery
  - Equal
  - Allowed to vote
- The North knew it would hurt the South because the southern whites depended on the black slaves to work on the cotton, tobacco and sugar plantations. That is why the North did it. However as anger over the war died down it became clear that the North did not really care about the black people because it let the south ignore the constitution and introduced the Jim Crow Laws

## Jim Crow Laws



“Old Jim Crow has come agin, as you must all know,  
and ebery body say I come to jump Jim Crow.  
CHORUS: weel about and turn about, and do jim

- The Jim Crow Laws were named after a character in a plantation song that the black slaves used to sing. He allegedly had a white girlfriend which made him a hated figure in the South.
- These laws were introduced by the state governments of the southern states after the Civil War to make sure that although black people were free from slavery, they would **never be equal to whites**.

- The laws:
  - **Segregated** (separated) black people from whites so they had to use separate, or separate sections of buses, trains, theatres, hospitals and churches.
  - When black people argued that this was unconstitutional, the Supreme Court of the USA ruled that segregation was legal as long as facilities were equal. They weren't of course, but this was often difficult to prove or ignored.
  - **Stopped black people from voting.** They used various tricks to stop people from registering to vote:
    - Either making them pay a poll tax which they could not afford before they were allowed to register to vote.
    - Make them pass a literacy (reading) test to show they were clever enough to be allowed to vote. Of course they were asked to read very difficult passages.
    - If these failed, intimidation and violence were used.

A Negro in the Deep South who tried to register to vote might lose his job or credit. He might be beaten or killed'. **I don't want my job cut off'**, one man explained. Another was more blunt '**I don't want my throat cut'**, he said.

### Ku Klux Klan

- Another reason why life was so bad in the southern states was the Ku Klux Klan (KKK). It was set up in 1865, after the Civil War, to make sure that white people would stay supreme, despite the fact that the North had just freed black people, made them equal and allowed them to vote. The Klan were not going to let this happen in reality, even if it said it on paper.
- Only White Anglo Saxon Protestants (WASPS) who promised to defend the USA from black people, immigrants, Jews, Catholics, communists and socialists, could be members.
- Members met in the evenings and paraded in white robes and hoods (symbolising white supremacy and purity) and carrying torches. Their robes also made it harder to identify them.

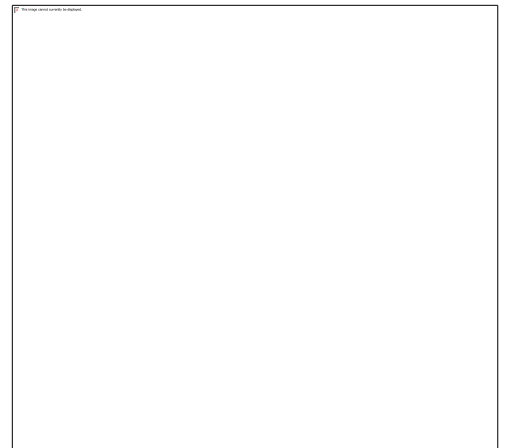


- Many members of the KKK were also police officers and judges so it was difficult to stop the KKK.
- Any black person who tried to improve themselves or "rise above their place" at the bottom of society was beaten, tarred and feathered, raped or murdered. The Klansmen left a burning cross as their calling card.
- The most terrifying "punishment" was lynching (execution without trial by a mob). Any white person who stood up for, or tried to help black people, got the same treatment.
- In Georgia there were 135 lynchings between 1924 and 1925 but no one was convicted of these brutal crimes. If brought to trial, it was difficult to find a jury that would convict Klansmen. This was sometimes because the Klan threatened the jury; often the police, judges and members of the jury were Klansmen.
- By 1924 there were an estimated 5 million members of the Klan, but numbers fell when the Klan's leader, D.C. Stephenson, was found guilty of the abduction and rape of a young girl in 1925. He was sentenced to life imprisonment.



### Sharecroppers

- Many black people worked as sharecroppers. Sharecropping was a system designed to keep black workers as virtual slaves after the Civil War.
- Black people 'rented' their farms, farming equipment, seeds etc off white landowners at extortionate rates. When the harvest came in the black farmer got money for part of his crops - a half or a third. The rest went to the white landowner. Once the cost of the farm, equipment, seeds etc were deducted, the black family ended up in permanent debt to the white landowner; virtual slavery.



## NAACP

- The **National Association for the Advancement of Coloured People** (NAACP) was set up in 1909 by William Du Bois to 'fight' for the rights of black people. In 1930 Walter White took over leadership of the NAACP.
- It was a peaceful protest group. Its aims were to:
  - Abolish segregation
  - End lynchings
  - Get black people the right to vote (in practise)
  - Get equal education opportunities for black people
- It tried to achieve its aims through peaceful methods such as discussion, persuasion, petitions, sit-ins, freedom rides and through education. The most famous member of the NAACP was Martin Luther King.



## Migration North

- In the 1920's many black people moved North of America because:
  - They wanted to escape the Jim Crow laws, the Ku Klux Klan and terrible living and working conditions.
  - They wanted to get better jobs and a better way of life. They were encouraged by the economic boom of the 1920's in the Northern industrial cities. Here there were plenty of jobs and no segregation, although there was still discrimination.
- Although they were still given the poorest jobs and lived in the worst housing, they were free from the constant threat of murder and torture by the KKK.

30'S 30'S 30'S

## The Depression & the New Deal

- In 1929, after the Wall St. Crash the American economy collapsed and many people lost their jobs, their homes and went hungry. Black Americans were worst affected by the depression as they were already poor. They were also the first to lose their jobs, and the last to be hired.
- The New Deal set up by President Roosevelt did help some black Americans e.g. 50,000 black Americans worked for the government in 1933 this had increased to 200,000 by 1945.



- The New Deal provided 1 million jobs for black Americans.
- FERA granted emergency aid to 30% of all black American families.
- However the New Deal did still discriminate against black Americans e.g. only 200.000 black Americans were employed in the CCC out of 2.75 million.
- Roosevelt was also unable to stop discrimination in employment and housing e.g. lower wages.

## 40'S 40'S 40'S

- In 1941, after the Japanese attack on Pearl harbour, the Americans entered the Second World War on the side of Britain, France and the USSR, against Nazi Germany and Japan.
  - The war highlighted the racism and the discrimination in the USA
  - Black Americans volunteered to fight in the war but they had to join segregated units. These were nicknamed the **Jim Crow Army**.
  - The black soldiers were given the worst, most dangerous jobs e.g. in the navy black soldiers had to load the ammunition on to the ships, in 1944 a horrific accident killed 323 people - most of them black soldiers.
  - The US air force would not accept black pilots.
  - When black soldiers were injured they could only accept blood from other black soldiers; many whites felt that mixing blood would 'mongrelise' the USA.
  - Many black women served in the armed forces as nurses, but they were only allowed to treat black soldiers.
  - There were some examples of black soldiers who achieved success - The Tuskegee airmen (332<sup>nd</sup> Fighter Group, all black Americans) won great acclaim acting as fighter escorts for US bombers.
- 
- Some progress was made for Black Americans;
    1. General Eisenhower, US Supreme Commander, supported integrated combat units. By the end of 1944 black Americans were fighting in these units e.g. during the Battle of the Bulge.

2. By the end of WW2 600 black pilots had been trained, although they could not fly with white Americans.
3. By 1945, 58 black sailors had risen to the rank of officer.
4. In 1946 the navy was desegregated and **by 1948 all the armed services were desegregated.**

- As more men were conscripted in the army there were more opportunities for black women at home.
- During the war over 400,000 black Americans migrated from the south to the north to work in the factories producing weapons.
- The number of black Americans employed in government service increased from 50,000 to 200,000.
- **By the end of the war 2 million black Americans were working in industry.**
- There was still discrimination in the workplace though; black workers were often paid less than their white counterparts.
- Roosevelt set up the Fair Employment Practices Commission (FEPC). The FEPC could not force companies to employ black Americans, but it could use the threat of withdrawing contracts to encourage them to do so.



Despite this, the war helped the fight for Civil Rights in a number of ways:

- Black Americans, white Americans and the rest of the World could see the irony of black Americans fighting against the very racist Nazi Germany, when they themselves were the victims of racism at home i.e. it began to shame the USA.
- The Double V campaign was started which wanted Victory against racism at home and abroad.
- Black soldiers felt if they were willing to fight and die for their country, then their country should reward them with equal rights.
- Black soldiers stationed in Britain, particularly if they were from the South, saw another way of life, as they were allowed into mixed pubs and could 'chat up' white girls. i.e. black and white could mix.
- When black Americans realised that nothing was going to change after the war they joined the NAACP; **NAACP membership rose from 50,000 to 450,000 during the war (i.e. 9 times).**



- President Truman believed in desegregation and introduced the Fair Deal Programme, which he hoped would get all Americans a better life.
- It had 21 points including;
  - Raising the minimum wage
  - Building 1 million low cost homes
  - End lynching
  - Abolish the poll taxes that stopped black Americans voting
  - Desegregate the army
- The US Congress (Parliament) refused to pass most of his points, but he did not need their permission to desegregate the army, which he did.
- It might not seem much, but it was! It was the **FIRST TIME THE US PRESIDENT HAD DECLARED SEGREGATION WAS WRONG. THE DOOR HAD BEEN OPENED.**

## Why was it difficult for black Americans to gain equal rights in the 1950s and 1960s?

50'S 50'S 50'S

### The Civil Rights Movement

- In the 1930's and 1940's the NAACP had increasingly begun to use the legal system/courts to fight against discrimination, particularly segregation.

*Segregation is the way in which a society tells a group of human beings that they are inferior to the other groups.*

*NAACP pamphlet*

### The Brown Case Kansas 1954 (Education)

- In 1954, 20 US states, including Washington D.C. had segregated schools.
- **Linda Brown**, a 7 year old black girl had to walk 20 blocks to school even though there was a school for white people just two blocks away.
- With the help of the NAACP, the Topeka Board of Education was taken to court and the case ended up in the US Supreme Court the most important court in the land.
- The verdict was a landmark decision, the court under Chief Justice Earl Warren declared that segregated schools were not equal and therefore illegal. He ordered the **desegregation of schools in 1954.**
- This was a huge breakthrough and gave a huge boost in the fight for civil rights, because the highest, most respected court in the land, whose job it was to decide what the constitution said, had decided that segregation in schools was **UNCONSTITUTIONAL / ILLEGAL.**



- This case only meant that schools should be desegregated, but the NAACP knew that if it took cases about segregation in cafes, buses etc. to the Supreme Court it was likely to win.
- However despite the decision by the Supreme Court there was no date by which schools had to desegregate.
- This meant only some areas began to desegregate.
- **By 1957, 300,000 black children were attending desegregated schools. However 2.4 million black children were still in segregated schools.**

Southern White Resistance  
& the murder of Emmet  
Till

**'A little nobody who shook the world'.**

*The mother of Emmet Till describing her son*

- Southern states just refused to desegregate their schools. They argued, as they had done over slavery, that the states had the right to decide the matter for themselves. **By 1956, in six southern states, not one black child was attending a school with white children.**
- Violence, lynchings and beatings of black people, which had declined since the 1920's, increased again. There were riots and bombings and even murders of NAACP supporters. This was to teach black people and their supporters that things were not going to change.
- In 1955, 14 year old Emmett Till, from Chicago in the North was brutally murdered, while staying with relatives in Mississippi. He was not used to southern ways and the extent of racism against black people. Unwisely he was cheeky to a young white woman and was murdered as a punishment. An all white jury acquitted (found innocent) those who were accused of the murder.
- The murder focused the attention of the rest of America and the world on the terrible injustice and violence that black people faced in the South.



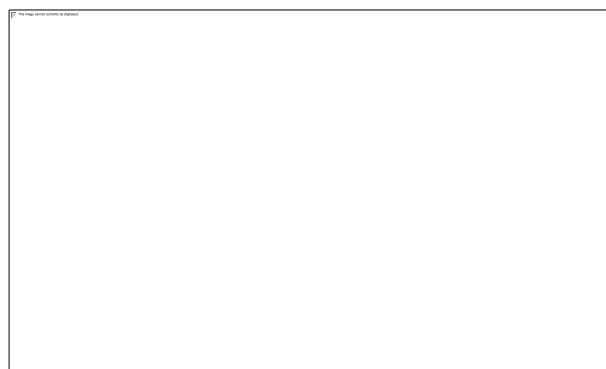
Emmet before his murder



Emmet's badly beaten body. His mother insisted he had an open coffin so the world could see what had been done to her son.

## Montgomery Bus Boycott 1955 (Transport)

- In December 1955, in Montgomery, Alabama a 41 year old black woman, Rosa Parks, refused the order of the driver to give up her seat to a white man. She was sitting in the black seats, but when all the seats became full she was required by law to give up her seat to a white person and stand at the rear of the bus. She was arrested and fined \$10. She was the local secretary of the NAACP which is why she was willing to stand up for herself.



- The local black community supported her by staging a 24 hour boycott of the buses (refusing to use them). This was so successful that they carried on until the bus company agreed to seat all passengers on a first come, first served basis. It was in this struggle that a young black minister (religious preacher), Martin Luther King, first made his name.
- The bus company, backed by the mayor and most of the white community, refused to give in and things got nasty. The homes of leading black people were destroyed, including King's home, where his wife and seven week year old baby narrowly escaped injury.
- In the end, 13 months after the boycott began, the bus company gave in.
- The boycott was successful for 4 reasons:
  1. The peaceful protest led by Martin Luther King showed that violence was not needed.
  2. Black people made up 75% of the bus company's business, the bus company couldn't afford to lose their black passengers.
  3. The Black community united and showed what could be achieved when people worked together.
  4. Most important of all in **November 1956, the Supreme Court ruled that segregation on buses was illegal.**
- **The Montgomery Bus Boycott was the first peaceful protest that changed life for black Americans, and it inspired many more.**

## Little Rock, Arkansas 1957 (Education)

- In September 1957, at Little Rock Central High School, 9 black students tried to take their places at the all white high school.
- They wanted to show that despite the law changing in 1954, schools were still segregated.
- The governor of the state, Faubus, used the National Guard (reserve soldiers under the control of the state) to stop them taking their places, even though it was their legal right.

I walked up to the guard who had let the white students in. When I tried to squeeze past him, he raised his bayonet and then the other guards closed in and they raised their bayonets. Somebody started yelling 'Lynch her!' I tried to see a friendly face somewhere in the mob. I looked into the face of an old woman and it seemed a kind face, but when I looked at her again she spat on me. They came closer, shouting, 'No nigger bitch is going to get in our school! Get out of here!'

- The black community took the Governor to court, so he withdrew the National Guard, but now the black teenagers were left totally unprotected from a violent angry mob of white students and adults, determined not to let them in.
- The situation was so dangerous that President Eisenhower had to send 1000 US Paratroopers (Federal troops) to protect them for the next 12 months while they attended Little Rock. This shows how deep rooted hatred the hatred for black people was.
- Despite the President's intervention, Faubus closed all Arkansas schools the following year to stop desegregation.
- **Schools reopened in 1959 after the Supreme Court rules that schools must integrate.**
- Again this was another victory for peaceful and very brave protest.



## Why was Little Rock so significant (important)?

1. The President supported the students which showed that the Supreme Court's decision to desegregate schools could not be ignored.
2. It showed that States could be overruled by the federal government when necessary.
3. The demonstrations were seen on television, and many US citizens saw for the first time the racial hatred in the South - they were shocked by this.
4. Little Rock helped to moderate some white American's views.
5. Black activists began to realise that they could not rely on the NAACP and the law courts alone; just because laws were changing it did not mean things would get better for black Americans. Other protests were still needed.

60'S 60'S 60'S

## The (Peaceful) Civil Rights Movement

- There were several important groups fighting peacefully for Civil Rights for black people: NAACP, CORE (Congress of racial Equality), SCLC (Southern Christian Leadership Conference), SNCC (Student Non-violence Co-ordinating Committee).

### Lunch Counter Sit-ins

- CORE and the SNCC organised a series of sit-ins at Woolworth's lunch-counters throughout the South in order to get them desegregated.
- The students refused to move until they were served.
- By August 1961 the sit-ins had attracted over 700,000 participants and resulted in over 3,000 arrests.





## Freedom Rides (Transport)

- The Supreme Court decided in December 1960 that all bus stations and terminals that served interstate travellers should be integrated.
- Although buses now had to be desegregated, the bus stations and railway stations were still segregated in the South.
- This time another peaceful black pressure group, the Congress of Racial Equality (CORE), organised a series of freedom rides in which black protesters deliberately sat in 'whites only' sections of bus and railway stations to try and get them desegregated.
- The Freedom Riders travelled from Washington DC to Jackson in the south.
- A lot of these freedom riders were attacked in ugly clashes with white racists.
- The Attorney General, Robert Kennedy had to send 500 marshals to protect the freedom riders.
- Fortunately the President's Federal government, not the states governments, was in charge of commerce between states and these bus stations and railway stations were classed as interstate commerce. Therefore the federal government ordered the bus and railway stations to be desegregated or they would be closed down.
- **On 22<sup>nd</sup> September 1961 the Interstate Commerce Commission declared that segregation in bus terminals was illegal.**



## James Meredith 1962 (Education)

- In June 1962 the Supreme Court upheld a federal court decision to force Mississippi University to accept the black student James Meredith.
- The university did not want black students and refused to allow James Meredith to register.
- President Kennedy, a supporter of civil rights, sent 320 federal marshals to escort Meredith to the campus.
- There were riots; 2 people were killed and 210 wounded.

- Kennedy then sent 2,000 troops to restore order.
- 300 soldiers remained on campus to protect Meredith until he completed his degree.

### Freedom Marches

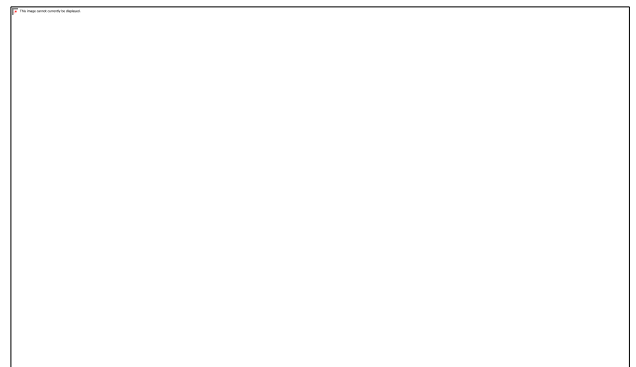
- By the early 1960's many black people, even in the South, had become much more politically aware.
- Increasing numbers of white people were beginning to support the call for equal Civil Rights for black people.
- President Kennedy was proposing to pass laws to give black people greater rights and huge demonstrations took place to try to support him.
- **In 1963 Martin Luther King led a march in Birmingham Alabama to end segregation.** The year before the council in Birmingham had closed all public recreational facilities, like parks and swimming baths to black people. 30,000, mostly black Americans took part in sit-ins in these facilities.
- 500 protesters were arrested and the Police Commissioner, Eugene 'Bull' Connor used water cannons, dogs and baton charges on the peaceful protesters.
- These events were televised and helped turn public opinion against racists like Connor. He had done the opposite of what he intended by helping the cause of civil Rights for black people.

### March on Washington (1963)

- In August 1963 over 250,000 people, including 50,000 white Americans, marched to the Lincoln Memorial in the capital city, Washington DC, to demand civil rights for all and King made his famous 'I have a dream' speech.

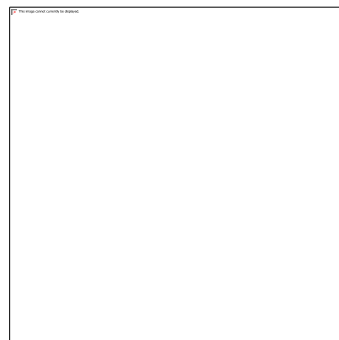
**I have a dream that one day on the red hills of Georgia sons of former slaves and sons of former slave owners will be able to sit down together at the table of brotherhood...I have a dream that my four little children will one day live in a nation where they will not be judged by the colour of their skin but by the content of their character.**

**Part of King's famous 'I have a dream' speech.**



## Martin Luther King's contribution to the Civil Rights Movement

- Dr Martin Luther King was a pastor/minister of a Baptist Church (a vicar) in Montgomery Alabama.
  - He first came to prominence when he helped lead the successful boycott of the Montgomery bus system in 1955, after a black woman, Rosa Parks, had refused to give up her seat to a white man on the segregated bus system. During this fight the Supreme Court declared segregation on buses illegal.
  - King believed in the non-violent methods used by Gandhi in the 1940's to demand the British give India its independence.
  - He was one of the leaders of the SLCC (Southern Leadership Christian Conference), which was formed to co-ordinate protests against discrimination.
  - Although there were several large Civil Rights groups that advocated peaceful protest, King became the most well known figure i.e. the effective spokesperson of the peaceful Civil Rights protest.
  - In 1963 King led protests against discrimination in Birmingham Alabama, against discrimination. The white population was violently resisting desegregation. The city was nicknamed '**Bombingham**' because of the violence used by the whites against the Civil Rights protestors. King was arrested and jailed for his part in the protests.
  - In 1963 he led the enormous Civil Rights March on Washington D.C., in which he delivered his famous 'I have a dream' speech predicting that one day equality for black people would become a reality.
  - In 1964 he was awarded the Nobel Peace Prize.
  - He was ASSASSINATED in 1968 on a visit to Memphis Tennessee.
- 
- **King's non- violent methods were so important in helping getting black people Civil Rights for several reasons:**
    1. If they had used violence white racists could say that black people were not civilized and did not deserve to be given the rights that white citizens had.
    2. King's peaceful methods made the white racists who attacked the peaceful black protesters look even worse.
    3. His peaceful methods won him respect and support from abroad (international support) for rights for black people. The Nobel peace prize was recognition of this support. **This international support was crucial in putting pressure on the US government to do something about the inequality.**



## Black Power- the militant struggle for rights

- Black power movements believed in a different approach to the peaceful Civil Rights movement.
- **The Black Power movement rejected peaceful protest. Some black people, many of whom started in the peaceful civil rights movement, began to feel the peaceful approach would get black people nowhere.** They were also not prepared to let white policemen or white racists attack them and do nothing, and were prepared to use violence if violence was used against them.
- However they did not just disagree with King over their approach. **They had different aims to King.** They saw King as an "Uncle Tom" figure, begging the white man to be equal. Although there were differences in exactly what they wanted, they emphasised pride in being black ("Black is Beautiful"), the building up of black institutions/organisations (schools, hospitals, newspapers, books, leisure activities) and ultimately a **separate black state** within the USA i.e. they wanted to be totally segregated. They were going to do this on their own, not beg the white man for equality.



### Groups who believed in Black Power

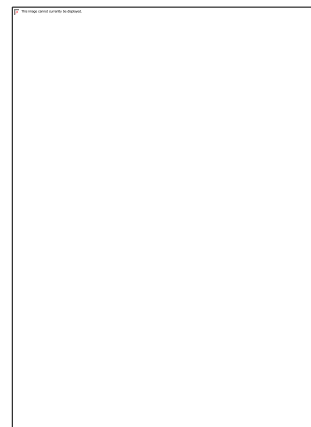
#### 1. Nation of Islam

- This organisation rejected Christianity as a white man's religion and instead chose to follow Islam (become Muslims), which they saw as a black person's religion.
- It was led by Elijah Muhammad. They rejected their 'Christian slave names' and instead substituted 'X' as a sign of their transformation.
- They rejected white society and called for race war.
- Their long term aim was a separate state/country/nation for black Americans.



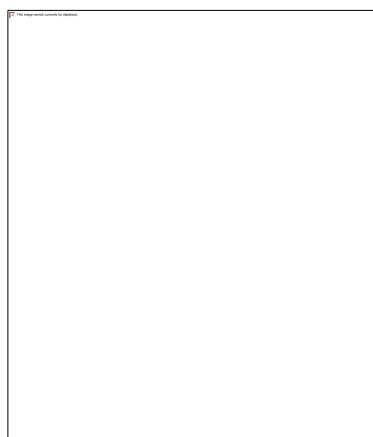
## Malcolm X

- He was a very charismatic and influential figure. Malcolm X was originally a member of the Nation of Islams who rejected Christianity as a white man's religion.
- He left the Nation of Islam organisation when Elijah Muhammed became jealous of his popularity.
- Although he remained a Muslim, he began to later to turn his attention from religion to getting more political power and better living/working conditions for black people.



### Why Malcolm X appealed to some black people in the 1960's:

- They were much more aggressive in defence of black rights than Martin Luther King and the wider peace movement.
- They believed MLK's soft approach was not working i.e. there were violent attacks on Black people who protested for equality. Black people should defend themselves i.e. Violence should be met with violence.
- They believed in the idea of 'black power'.
- The black community should be segregated from the white community and should not beg the white man for equality.
- The black community should educate itself, develop its own businesses, and build up its own community without the white man's help.
- Black people should be proud to be black - 'Black is Beautiful'
- He appealed more to the urban Black people of the Northern cities who could vote and were not segregated, but still were very poor and discriminated against.



This photograph is misleading. It was a publicity shot to show he would DEFEND himself if attacked.

He must not be seen as a violent figure. He advocated violence in self defence. In fact it was his respectability combined with his determination not to be bullied that made him such a frightening figure.

He was assassinated in 1965 by members of the Nation of Islam

## The Black Panthers

- These were the most violent and secret of the black power groups and were involved in several bloody battles with the police in the late 1960's when their leaders were killed or imprisoned. Stokely Carmichael became its leader, (Carmichael had been an integrationist like King, and one of the leaders of the SNCC, but later his views became more militant).
- The successes achieved in the fight for Civil Rights can be as much attributed to people like Malcolm X and Stokely Carmichael as Martin Luther King. The peaceful approach showed how respectable black people were. The more aggressive approach of the black power movement showed black people would no longer put up with violence against them and this no doubt scared some white people / politicians in to action.



## Black Power Riots

- In the mid 1960's a number of riots took place in the northern cities of the USA. In the North there was no official segregation and black people had the vote.
- **The riots were about something different to the protests in the South. They were about the hardships black people suffered such as slum housing in the northern ghettos, unemployment, inferior education and police attitudes.**
- There were riots in Harlem, New York in 1964 and other cities such as Chicago and Detroit in 1966. In these latter riots people were killed when black militants set fires and opened fire at police





- The most infamous, however, was the riot in the Watts district of **Los Angeles** in which **34 people were killed 1072 people were injured in 6 days of rioting**. Much of the area was burned down by its own people who chanted 'black power' slogans and fired on police.

### Civil Rights Legislation

- In the Brown case in 1954 and lots of segregation cases afterwards, the Supreme Court said separate facilities were not equal and therefore were illegal.
- President Johnson passed a series of laws to back up the Supreme Court's decisions and make it clear the Jim Crow laws were illegal;
  - ✓ Civil Rights Act 1964: banned segregation in public places e.g. bus stations.
  - ✓ Voting Rights Act 1965: black people's right to vote was protected. By 1969 64% of black Americans were registered to vote
  - ✓ Civil Rights Act 1968: made it illegal to discriminate in jobs, housing etc.

**Since these laws were passed, black people have been legally equal to whites.**



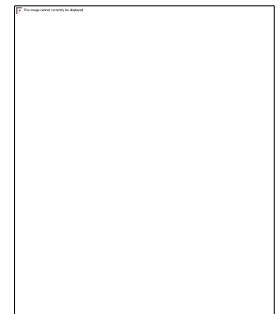
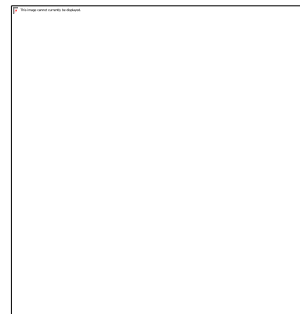
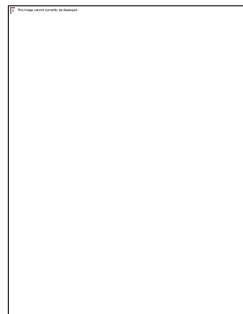
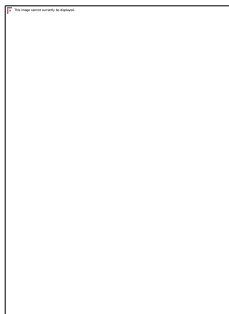
Lyndon B Johnson signing the Civil Rights Act in 1968

## How much progress has been made by black Americans since the 1960s?

70'S      80'S      90'S

### Successes:

- ✓ In the USA today there are some very successful and high profile black people. There are huge film stars like Eddie Murphy and Will Smith who earn millions of dollars each year and their appeal crosses racial boundaries.
- ✓ In politics, Colin Powell became George Bush's Chairman of the Joint Chiefs of staff, the top military man in the US. Condalisa Rice was George Bush's Secretary of State, the next most powerful politician after the President himself. America now has a black President.
- ✓ There are now black members of Congress. In 1967 Carl Stokes became the first black mayor of a major city. Now across the country there are many black mayors. There are many successful black business men, lawyers and doctors i.e. a successful black middle class.



- These are talented people' but they have had their opportunities thanks to the successes and struggles of people like Martin Luther King and Malcolm X and many others fighting for Civil Rights.

### Failures:

- ❖ Despite the huge success of some black people who have become stars and the many more successful members of the black middle class; despite the fact that the Supreme Court and Civil Rights Laws make black people equal;
- ❖ **MOST BLACK PEOPLE ARE STILL IN THE POOREST THIRD OF US SOCIETY.**



- ❖ By 1999 the average white family earned \$55,000 compared to the average black family which earned \$33,000.
- ❖ In 1990 50% of all black children in America lived below the poverty line.
- ❖ The government cannot stop private discrimination e.g. a white person finding an excuse not to give a black person a job.
- ❖ Despite the laws to protect them, black people still face discrimination when trying to rent or buy a house and education standards are not equal.
- ❖ In 1970 5% of black men had a degree compared to 16% of whites; by 2000 10% of black men had a degree compared to 20% of white men.

### Rodney King

- Rodney King was attacked by four Police Officers in an attack that resembled a KKK attack in 1991.
- The attack was recorded by a witness and shown on TV news programmes all around the world.
- The Police Officers were cleared of all charges in 1992 and this led to race riots in 1992.
- A year later the four officers were charged with violating Rodney King's Civil Rights; 2 were found guilty and 2 weren't. King was awarded compensation.
- **This shows laws have changed but attitudes have been much slower to change!**

