



Cold War - Steamy Culture

1950s Culture

- Post-War BOOMS
 - Post WWII = Baby BOOM
 - Birth of American Suburbs
 - low interest rates on homes
 - govt. \$ for college
 - Mass production of goods
 - Modern Marketing
- T.V. = "happiness shared by all the family!"

1950s Culture

- Distinctive Youth Culture
 - Purchasing power, shopping-center culture
 - escape parents, "a private lounge for drinking and for petting episodes"
 - Rock n' Roll creates a "big fuss"
 - Rock music blamed on the commies, "Devil's music" (Cleveland DJ)
 - Plays "race music" (R&B)
 - Effect? knows how to shake it...
- Seeds of Discord:
 - Beats say: Rules are continually reinforced
 - Obey authority
 - Control emotions
 - Conformity
 - Repressed desires

} If you don't follow, you're not normal
