

FIFTIES CULTURE

Answer the following questions on how each of the trends listed changed American society.



**THE BABY BOOM AND
CHANGING ROLES OF
WOMEN**

What was the "baby boom"? What were its effects?

How did women's roles change in the 1950s? Explain.



TELEVISION

What were some of the most popular shows produced in the 1950s?

What subjects did TV tend to present to the American audience? What did it avoid?



**ROCK 'N ROLL &
THE BEAT MOVEMENT**

Who and what helped popularize Rock 'N Roll and the Beat Movement?

What were the principle characteristics of each?



TEENAGE CULTURE

What was the life of a teenager like in the 1950s?

How did the teenager become a target of advertisement? What was sold to them?

UNIT 7 - AMERICA IN THE FIFTIES

FIFTIES CULTURE

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**BUSINESS EXPANSION:
CONGLOMERATES &
FRANCHISES**

Describe how conglomerates and franchises work.

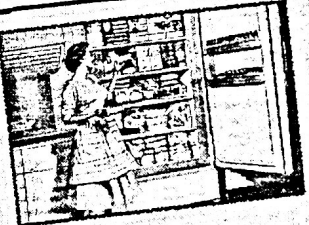
How did this new era of business affect American jobs?



**SUBURBAN
LIVING**

Describe the "American Dream".

How did suburban living serve to fulfill the "American Dream"?



**THE RISE OF
CONSUMERISM**

What factors led to the dramatic rise of consumerism in the 1950s?

What were the effects of consumerism? What did people buy?



**THE INTERSTATE
HIGHWAY SYSTEM &
AUTO MANIA**

What was the Interstate Highway System? How was it used?

Describe how Americans saw automobiles in the 1950s and why.