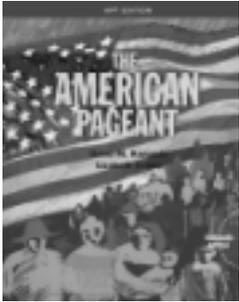


Chapter 36
American Zenith,
1952–1963

Presented by:
 Mr. Anderson, M.Ed., J.D.



I. Affluence and Its Anxieties

- Prosperity boom
 - Housing:
 - Fabulous surge in home construction
 - 1960: 25% of all homes had been built in decade of 1950s
 - » 83% of those new houses in suburbia
 - Science and technology:
 - Invention of transistor (1948) sparked revolution in electronics, especially computers
 - First electronic computers were massive machines
 - Computer giant International Business Machine (IBM) prototype of “high-tech” corporation in new “information age”

I. Affluence and Its Anxieties
(cont.)

- Computers transformed business practices
- Aerospace industries:
 - Connection between military and civilian aircraft production
 - Seattle-based Boeing Company (1957)—first large passenger jet, “707,” based on long-range bomber, B-52
- Nature of work force changing:
 - “White collar” workers outnumbered “blue collar”
 - Passage from industrial to postindustrial or service-based economy
 - Union membership peaked at about 35% of labor force in 1954; then began steady decline (see Figure 32.3)

	1900	1920	1940	1960	1980	2010
Total white-collar workers†	17.0%	24.0%	44.0%	52.5%	65.0%	72.7%
Clerical workers	4.0	18.7	29.5	28.7	36.0	33.3
Manual workers	27.0	22.8	22.4	18.0	14.0	5.8
Farmworkers	18.0	12.5	8.0	5.0	3.0	2.3
Service workers‡	38.0	30.5	26.0	21.8	18.0	11.2

*Major categories percentage of all workers within each category, calculated as fraction and often used BLS and other sources and others.

†Includes clerical, sales, professional, and technical workers, managers, and officials.

‡Includes domestic workers.

Source: Bureau of Economic Analysis of the United States, Statistical Abstract of the United States, and Bureau of Labor Statistics, various years.



I. Affluence and Its Anxieties (cont.)

– Women and industry:

- Surge in white-collar employment opened special opportunities for women (see Table 36.1)
- After WWII, many women left paid work
- A “cult of domesticity” emerged in popular culture to celebrate eternal feminine functions of wife and mother
- Quite revolution occurred:
 - Of 40 million new jobs created from 1950-1980,
 - more than 30 million jobs in clerical and service work
- “Pink-collar ghetto” were occupations dominated by women (see Figure 36.1)

I. Affluence and Its Anxieties (cont.)

- Urban age and women:
 - Women's new dual role: *both worker and homemaker* raised urgent questions:
 - About family,
 - And traditional definitions of gender differences
 - Feminist Betty Friedan:
 - *The Feminine Mystique* (1963): a classic of feminist protest literature that launched modern women's movement
 - Criticized stifling boredom of suburban housewifery

II. Consumer Culture in the Fifties

- 1950s: expansion of middle class and blossoming of consumer culture defined a distinctive lifestyle:
 - Dinner's Club introduced plastic credit card (1949)
 - 1948: First "fast-food" style McDonald's opened in San Bernardino, California
 - 1955: Disneyland opened in Anaheim, California
 - Easy credit, high-volume "fast food," and new forms of leisure marked emerging culture of consumption
 - especially critical was development of television (see Figure 36.2)



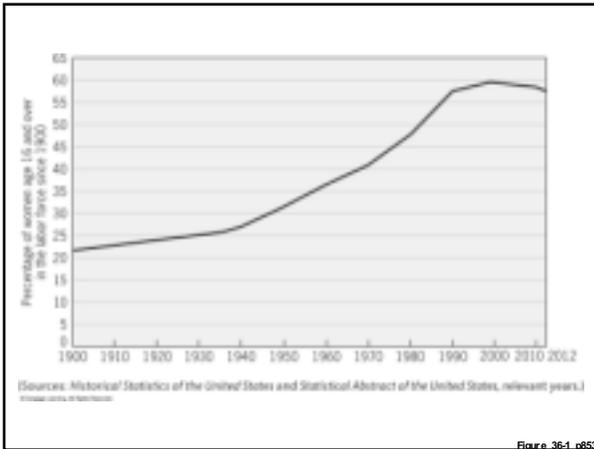


Figure 36-1 p853

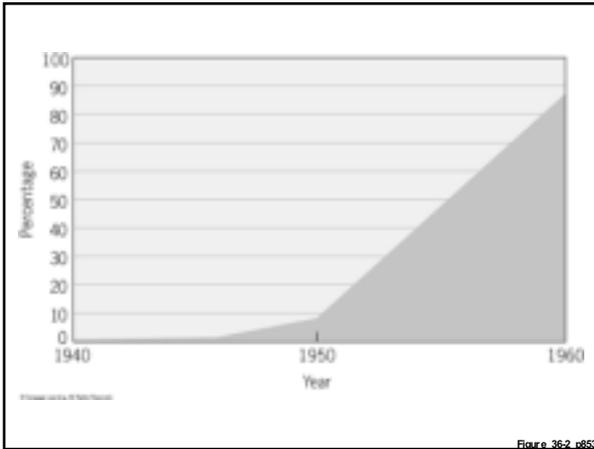


Figure 36-2 p853



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II. Consumer Culture in the Fifties (cont.)

- Attendance at movies sank:
 - Entertainment industry changed from silver screen to picture tube
 - \$10 billion spent on advertising on television in mid-1950s
 - Critics fumed that new mass medium degrading public's aesthetic, social, moral, political, and educational standards
- Religion:
 - Capitalized on powerful new electronic pulpit
 - Billy Graham, Oral Roberts, Fulton J. Sheen took to TV to spread Christian gospel
- Catalyzed commercialization of sports:
 - Once numbered in stadium-capacity thousands, viewers could now be counted in couch-potato millions

II. Consumer Culture in the Fifties (cont.)

- Sports reflected shift in population to West and South
- 1958: NY Giants to San Francisco; Brooklyn Dodgers to LA
- Expansions in major league baseball, football, and basketball followed
- Popular music dramatically transformed
 - Chief revolutionary was Elvis Presley:
 - » Fused black rhythm and blues with white bluegrass and country styles
 - » Created **rock 'n' roll**
- Marilyn Monroe helped popularize and commercialize new standards of sensuous sexuality, as did *Playboy* magazine (1953)



II. Consumer Culture in the Fifties (cont.)

- As 1950s closed:
 - Americans becoming free-spending consumers of mass-produced, standardized products
 - Critics lamented implications of new consumerist lifestyle:
 - David Riesman, *The Lonely Crowd* (1950), portrayed postwar generation as pack of conformists
 - As did William H. Whyte, *The Organization Man* (1956)
 - And Sloan Wilson, *The Man in the Gray Flannel Suit* (1955)
 - John Kenneth Galbraith bemoaned spectacle of private opulence amidst public squalor in *The Affluent Society* (1958)
 - His call for more investment in public good ignored during affluent 1950s

III. The Advent of Eisenhower

- Election of 1952:
 - Democrats
 - Nominated a reluctant Adlai E. Stevenson
 - Republicans
 - Enthusiastically chose war hero General Dwight D. Eisenhower on first ballot
 - "Ike's" running mate was Richard M. Nixon, who gained notoriety as a red-hunter
 - Nixon campaigned with bare-knuckle style of political combat



III. The Advent of Eisenhower (cont.)

- Politics and television:
 - Nixon, accused of taking illegal donations, denied charges on television—**Checkers Speech** saved his spot on ticket
 - Television now a formidable political tool
 - Allowed candidates to bypass party machinery
- Results of 1952 presidential election:
 - Eisenhower pledged to go to Korea to end war if elected:
 - Won 33,936,234 votes to Stevenson's 27,314,992
 - 442 electoral votes to 89 (see Map 37.1)
 - Ike brought Republicans to GOP control of new Congress



III. The Advent of Eisenhower (cont.)

- Eisenhower's presidential term:
 - Fulfilled pledge with three day visit to Korea
 - Took him seven more months to get armistice signed
 - Korean War lasted three years (1950-1953):
 - more than 30,000 Americans lay dead
 - more than one million Chinese, North Koreans, South Koreans dead
 - Tens of billions American dollars spent
 - War bought only return to conditions of 1950
 - Korea remained divided at 38th parallel
 - Cold War continued



III. The Advent of Eisenhower (cont.)

- Eisenhower as a leader (military and civilian):
 - Cultivated style that self-consciously projected image of sincerity, fairness, and optimism
 - As President, struck pose of “unpolitical” president
 - Serenely above partisan fray
 - His greatest “asset” was “affection and respect of our citizenry”
 - Critics charged he hoarded “asset” of immense popularity, rather than spend it for a good cause (e.g., civil rights)
 - Ike failed to stand up to McCarthyist demagoguery in GOP

IV. Desegregating American Society

- America's black community in 1950s
 - 15 million African American citizens in 1950
 - Two-thirds of whom lived in South
 - **Jim Crow** laws:
 - Rigid set of laws governed black life in South
 - Array of separate social arrangements kept blacks insulated from whites, economically inferior, and politically powerless
 - Only about 20% of those eligible to vote were registered
 - » Fewer than 5% in Deep South
 - Where law proved insufficient to enforce regime, vigilante violence did job:



IV. Desegregating American Society (cont.)

- » Six black war veterans, claiming rights for which they had fought overseas, murdered in summer of 1946
- » Mississippi mob lynched 14-year-old Emmett Till in 1955 for allegedly leering at a white woman
- Segregation tarnished America's international image
 - African American entertainers Paul Robeson and Josephine Baker toured world recounting horrors of Jim Crow
 - Gunnar Myrdal's *An American Dilemma* exposed scandalous contradiction between
 - "American Creed" of liberty and
 - Nation's shameful treatment of black citizens

IV. Desegregating American Society (cont.)

- International pressure combined with grassroots and legal activism
 - Propelled some racial progress in North during and after WWII
 - Fought for and won equal access to public accommodations
 - Jackie Robinson cracked baseball's color barrier when Brooklyn Dodgers signed him in 1947
- National Association for the Advancement of Colored People (NAACP) pushed Supreme Court:
 - To rule in *Sweatt v. Painter* (1950) that separate professional schools for blacks failed to meet test of equality
 - Other rulings benefited blacks as well as other minorities

IV. Desegregating American Society (cont.)

- African American suffering continued, especially in South:
 - Increasingly blacks refused to suffer in silence
 - In Dec. 1955 Rosa Parks made history in Montgomery, Alabama, when she boarded a city bus, took a seat in "whites only" section, and refused to give it up
 - » Her arrest for violating city's Jim Crow statutes sparked year-long black boycott of city buses
 - » Served notice throughout South that blacks would no longer submit meekly to absurdities and indignities of segregation

IV. Desegregating American Society (cont.)

- **Montgomery bus boycott:**
 - Reverend Martin Luther King, Jr.:
 - Unlikely champion of downtrodden and disfranchised
 - Had been sheltered from grossest cruelties of segregation
 - His oratorical skill, strategic savvy, mastery of biblical and constitutional conceptions of justice, and devotion to nonviolent principles of India's Mohandas Gandhi thrust him to forefront of black revolution.



V. Seeds of the Civil Rights Revolution

- President Truman
 - Horrified by murder of black war veterans in 1946
 - Commissioned report “To Secure These Rights”
 - Ended segregation in federal civil service and in armed forces (1948)
 - Congress resisted civil rights legislation
 - Truman's successor, Eisenhower, showed no interest in racial issues



V. Seeds of the Civil Rights Revolution (cont.)

- Supreme Court and civil rights:
 - Assumed political leadership in civil rights struggle
 - Chief Justice Earl Warren:
 - Courageously led Court to address urgent issues that Congress and Ike preferred to avoid
 - **Brown v. Board of Education of Topeka, Kansas** (1954):
 - Segregation in public schools “inherently unequal” and thus unconstitutional
 - Reversed Court’s verdict in *Plessy v. Ferguson* (1896) that “separate but equal” facilities were constitutional

V. Seeds of the Civil Rights Revolution (cont.)

- Desegregation must go ahead with “all deliberate speed”
 - Border States made reasonable efforts to comply
 - Deep South organized “massive resistance”
 - Southern members of Congress signed “Declaration of Constitutional Principles” in 1956:
 - » Pledged unyielding resistance to desegregation
 - Some states diverted public funds to start private schools
 - Ten years later, fewer than 2% of eligible blacks in Deep South in classrooms with whites

V. Seeds of the Civil Rights Revolution (cont.)

- Eisenhower reluctant to promote integration
 - His personal attitudes helped restrain him
 - Felt Court’s ruling upset “customs and convictions of at least two generations of Americans”
 - Refused to issue public statement endorsing Court’s conclusion
 - September 1957, Ike forced to act:
 - Orval Faubus, governor of Arkansas, mobilized National Guard to prevent 9 black students from enrolling in Little Rock’s Central High School
 - Ike sent troops to escort children to their classes

V. Seeds of the Civil Rights Revolution (cont.)

- Congress passed first Civil Rights Act since Reconstruction
 - Set up permanent Civil Rights Commission to investigate violations of civil rights
 - Authorized federal injunctions to protect voting rights
- Martin Luther King formed Southern Christian Leadership Conference (SCLC) in 1957
 - Mobilized black churches on behalf of black rights
 - Churches were largest and best-organized black institutions







V. Seeds of the Civil Rights Revolution (cont.)

- Black "sit-in" movement launched Feb. 1, 1960
 - By four black college freshmen in Greensboro, NC
 - Demanded service at whites-only Woolworth's lunch counter
 - Swelled into wade-ins, lie-ins, and pray-ins to compel equal treatment
 - April 1960: southern black students formed **Student Nonviolent Coordinating Committee (SNCC)**
 - Gave more focus to these efforts
 - Impassioned, young SNCC members would eventually:
 - » Lose patience with more stately tactics of SCLC
 - » And even more deliberate legalism of NAACP

VI. Eisenhower Republicanism at Home

- Eisenhower pledged "dynamic conservatism"
 - When dealing with people: "Be liberal, be human" but with "people's money, or their economy, or their form of government, be conservative"
 - Balanced, middle-of-the-road course
 - No effort to roll back major achievements of New Deal
 - Halt further expansion of government programs
 - Strove to balance federal budget:
 - Guard Republic from what Ike called "creeping socialism"
 - Supported transfer of control over offshore oil fields from federal government to states

VI. Eisenhower Republicanism at Home (cont.)

- Tried to curb TVA by encouraging a private company to build a generating plant to compete with TVA
- Eisenhower responded to domestic pressures and Mexican government concerns about illegal Mexican immigration
 - **Operation Wetback**—One million Mexicans apprehended and returned to Mexico in 1954
- Eisenhower sought to cancel tribal preservation policies of “Indian New Deal”
 - Proposed to “terminate” tribes as legal entities
 - Revert to assimilationist goals of Dawes Severalty Act of 1887
 - Most Indians resisted termination
 - Policy abandoned in 1961



VI. Eisenhower Republicanism at Home (cont.)

- Ike backed **Federal Highway Act of 1956**:
 - \$27 billion plan to build 42,000 miles of fast motorways
 - Dwarfed public work programs of New Deal
 - Ike saw interstates as essential to national defense
 - Also created countless construction jobs
 - Sped suburbanization
 - Offered big benefits to trucking, automobile, oil, and travel industries
 - Robbed railroads, especially passenger trains, of business
 - Exacerbated problems of air quality and energy consumption
 - Disastrous for cities as downtown shopping replaced by shopping malls in suburbs

VII. A “New Look” in Foreign Policy

- 1952 Republican platform condemned “containment” and called for “new look” in foreign policy
- John Foster Dulles, secretary of state, promised:
 - To “roll back” red tide and “liberate captive peoples”
- Ike also promised to balance budget by cutting military spending
- Dulles announced **policy of boldness** in 1954:
 - Relegated army and navy to backseat; built up fleet of Strategic Air Command's superbombers equipped with city-flattening weapons
 - Inflict “massive retaliation” on Soviets or Chinese



VII. A “New Look” in Foreign Policy (cont.)

- Advantage: nuclear intimidation with cheaper price tag
- Ike sought thaw in Cold War after Stalin's death:
 - Through negotiations with new Soviet leaders
 - In the end, “new look” proved illusory
 - Nikita Khrushchev rejected Ike's call for “open skies” mutual inspection program
 - Ike refused aid to **Hungarian uprising** (1956)
 - America's nuclear sledgehammer too heavy for relatively minor crisis
 - Exposed strategic limitations of “massive retaliation”

VIII. The Vietnam Nightmare

- Vietnam and Ho Chi Minh:
 - Nationalists sought to end French colonial rule
 - Ho appealed to Wilson for self-determination in 1919
 - Cold War damped dreams of anticolonial Asians:
 - Their leaders became increasingly communists while United States became increasingly anticommunist
 - By 1954, America paying 80% of war costs in Indochina
 - Amounted to \$1 billion a year
 - Done partly to get French approval for rearmed W. Germany
 - » W. Germany entered NATO in 1955

VIII. The Vietnam Nightmare (cont.)

- French rule crumbled under Ho's nationalist guerrillas—called Viet Minh
- French garrison trapped in fortress of Dien Bien Phu
- “Policy of boldness” tested:
 - Some (e.g., Nixon) favored intervention with U.S. bombers
- Eisenhower held back
- **Battle of Dien Bien Phu (1954)** a victory for nationalists
- Multination conference in Geneva halved Vietnam at seventeenth parallel (see Map 36.3)

VIII. The Vietnam Nightmare (cont.)

- Ho in north consented to arrangement on assurance that Vietnam-wide elections held within two years
- South: pro-Western government under Ngo Dinh Diem entrenched at Saigon
 - Refused to hold promised elections
- U.S.A. proved aid to Diem
- Diem faced growing campaign by communist guerrillas
- Americans backed a losing horse (Diem) but could see no easy way to call off bet

IX. Cold War Crises in the Middle East

- Fears that Soviets would penetrate oil-rich Middle East heightened Cold War tensions
 - Iranian government resisted Western oil companies
 - CIA helped engineer coup in 1953 that installed Mohammed Reza Pahlevi as dictator
 - U.S. intervention created resentment among Iranians
 - Two decades later, Iranians took revenge on shah and his American allies (see Chap. 38)



IX. Cold War Crises in the Middle East (cont.)

- **Suez crisis:**
 - Egypt's Nasser sought funds to build dam on Nile
 - America tentatively offered financial help
 - When Nasser began to deal with communists, Dulles withdrew dam offer
 - Nasser then nationalized Suez Canal, owned chiefly by British and French stockholders
 - Britain and France, with help from Israel, staged assault on Egypt (Oct. 1956) thinking they would get help from U.S.A.
 - A furious Eisenhower refused to release emergency oil supplies
 - U.N. force sent in after oil-less invaders withdrew



IX. Cold War Crises in the Middle East (cont.)

- Suez crisis last time U.S.A. could use "oil weapon"
- 1940: U.S.A. produced 2/3 of world's oil, with 5% coming from Middle East
 - By 1948, U.S.A. had become net oil importer
- Arab nations attempted to keep more of profit from their oil exports
- 1960 **Organization of Petroleum Exporting Countries (OPEC)** formed:
 - Member nations: Saudi Arabia, Kuwait, Iraq, Iran, Venezuela
- Within two decades, OPEC's stranglehold on Western economies would tighten

X. Round Two for Ike

- Election of 1956:
 - Eisenhower pitted against Adlai Stevenson
 - Voters still liked Ike
 - Results:
 - 35,590,472 for Eisenhower; 26,022,752 for Stevenson
 - Electoral College: 457 for Republicans, 73 for Democrats
 - Eisenhower made deep roads into Democratic South
 - Ike failed to win either house of Congress for GOP

X. Round Two for Ike (cont.)

- Fraud and gangsterism tarnished unions, especially Teamsters
 - AFL-CIO expelled James R. “Jimmy” Hoffa
 - Convicted of jury tampering, served part of sentence before disappearing without trace
 - Eisenhower persuaded Congress to pass Landrum-Griffin Act (1959):
 - Designed to bring labor leaders to account for financial shenanigans and bullying tactics
 - Expanded some antilabor strictures of Taft-Hartley Act (see Chap. 35)

X. Round Two for Ike (cont.)

- Soviets launched *Sputnik I* and *II* into space (1957)
 - Shock to American self-confidence and security
- “Rocket fever” swept nation:
 - Eisenhower created National Aeronautics and Space Administration (NASA)
 - Vanguard missile exploded on national television
 - By end of decade, several satellites had been launched and U.S.A. successfully tested its own ICBMs
 - **Sputnik** spurred changes in U.S. educational system
 - 1958: National Defense and Education Act (NDEA)
 - » Promoted research and teaching in sciences, engineering, and foreign languages

XI. The Continuing Cold War

- Nuclear arms race and tensions over Berlin continued
- Eisenhower invited Khrushchev to Washington 1959
 - Khrushchev met with Eisenhower at Camp David
 - Optimism evaporated prior to Paris “summit” of 1960
 - On eve of conference, American U-2 plane shot down over USSR
 - “Honest Ike” eventually took full personal responsibility
 - This ended Paris conference

XI. The Continuing Cold War (cont.)

- Uncle Sam and Latin America:
 - Latin Americans resented meager U.S. aid
 - Chafed at America's continuing habit of intervening in Latin American affairs (CIA in Guatemala, 1954)
 - Washington supported dictators who claimed to be combating communists
- Cuba: Dictator Fulgencio Batista encouraged huge investments of American capital
 - Washington gave him support
 - 1959 Fidel Castro engineered revolution to oust Batista
 - Castro denounced Yankee imperialists

XI. The Continuing Cold War (cont.)

- Castro began to expropriate American properties and pursue land-distribution program
- Washington then cut off U.S. imports of Cuban sugar
- Castro retaliated by confiscating Yankee property
 - Made his dictatorship an economic and military satellite of Moscow
- Anti-Castro Cubans headed for United States, especially FL
- Washington broke diplomatic relations with Cuba (1961)
- Imposed strict embargo on trade with Cuba

XII. Kennedy Challenges Nixon for the Presidency

- Election of 1960
 - Republicans:
 - "New" Nixon represented himself as mature, seasoned statesman
 - Gained notice in **kitchen debate** with Khrushchev (Moscow 1959) where Nixon extolled virtues of American consumerism over Soviet economic planning
 - Won Republican nomination

XII. Kennedy Challenges Nixon for the Presidency (cont.)

– Democrats:

- John F. Kennedy won impressive victories in primaries
- Senator Lyndon B. Johnson, JFK's rival for nomination and Senate majority leader, accepted VP slot on ticket
- Kennedy was first Roman Catholic to be nominated by a major party since Al Smith in 1928
- Kennedy rebutted attacks on his religion
- His Catholicism a problem in Protestant Bible Belt South, which was ordinarily Democratic
- JFK's support from Northern Catholics made up for any Southern Democrats who rejected him

XII. Kennedy Challenges Nixon for the Presidency (cont.)

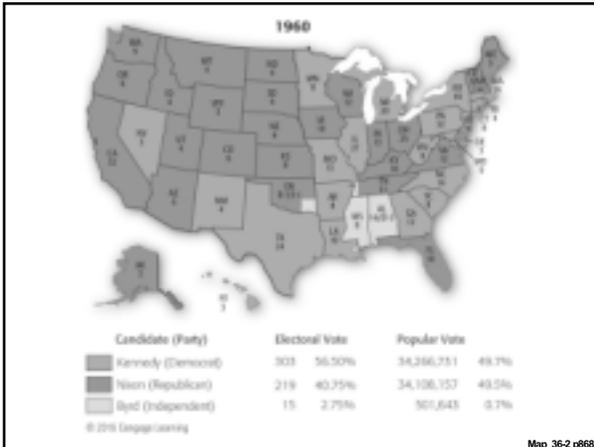
– Television may have tipped scales:

- Nixon agreed to meet Kennedy in four debates
- Reinforced importance of image over substance in TV age
- Viewers found Kennedy's glamour and vitality more appealing than Nixon's tired and pallid appearance



XII. Kennedy Challenges Nixon on the Presidency (cont.)

- Election results:
 - Kennedy—303 electoral votes to 219 for Nixon
 - JFK's popular vote margin only 118,574 votes out of over 68 million cast (see Map 36.2)
 - First Roman Catholic and youngest person elected to presidency
 - Kennedy ran well in industrial centers
 - Had strong support from African Americans
 - Telephoned Coretta King while Dr. King imprisoned in GA
 - 1960: two parties exhibited different racial strategies



XII. Kennedy Challenges Nixon on the Presidency (cont.)

- Eisenhower continued to enjoy extraordinary popularity to final curtain:
 - Admired for his decency, goodwill, and moderation
 - U.S.A. grew economically and geographically during his presidency
 - Alaska and Hawaii attained statehood in 1959



XIII. A Cultural Renaissance

- U.S. power in post-WWII decades matched by international ascendancy in arts
 - Art:
 - Americans supported countless painters, sculptors
 - Tradition-free environment congenial to experimental modern art that probed contemporary life
 - Jackson Pollock pioneered **abstract** expressionism
 - Pollock and Willem de Kooning created spontaneous “action paintings” that expressed painter’s individuality and made viewer a participant in defining painting’s meaning
 - Mark Rothko and his fellow “color field” painters enveloped whole canvases with bold, shimmering swaths of color



XIII. A Cultural Renaissance (cont.)

- “Pop” (short for popular) artists:
 - Andy Warhol canonized on canvas mundane items of consumer culture
 - Roy Lichtenstein parodied old-fashioned comic strips
- Architecture:
 - Residential building boom erected look-alike, ranch-style houses across suburban landscape
 - Ultra-modern skyscrapers arose in nation's cities
 - “International Style”—modernist, massive corporate high-rises were essentially giant steel boxes wrapped in glass (U.N. headquarters in NYC (1952))

XIII. A Cultural Renaissance (cont.)

- Frank Lloyd Wright produced original designs: round-walled Guggenheim Museum (1959)
- Louis Kahn employed plain geometric forms and basic building materials: Salk Institute (1965)
- I. M. Pei designed East Wing of National Gallery of Art (1978) as well as John F. Kennedy Library (1979)

XIII. A Cultural Renaissance (cont.)

- Greatest cultural harvest in literature
 - Initial World War II literature—searing realism:
 - Norman Mailer, *The Naked and the Dead* (1948)
 - James Jones, *From Here to Eternity* (1956)
- Overtime realistic WWII literature replaced by lit that viewed war in fantastic and psychedelic prose
 - Joseph Heller, *Catch-22* (1961) dealt with antics and anguish of U.S. airmen in wartime Mediterranean
 - Kurt Vonnegut, Jr., *Slaughterhouse Five*, darkly comic war tale (1969)



**XIII. A Cultural Renaissance
(cont.)**

– Literature debated post-WWII consumerist society

- Counterculture “Beat” writers rejected modern American life outright, seeking self-expression in stridently nonconformist lifestyles (see Makers)
- John Updike:
 - *Rabbit, Run* celebrated feats and failings of small-town America (1960)
 - *Couples* addressed suburban, middle-class infidelity (1968)
- John Cheever, *The Wapshot Chronicle* (1957) chronicled suburban manners and morals
- Gore Vidal wrote intriguing historical novels, *Myra Breckinridge* (1968)







**XIII. A Cultural Renaissance
(cont.)**

– Poets:

- Highly critical, even despairing about conformist character of midcentury America
- Experimented with “confessional” style, revealing personal experiences with sex, drugs, and madness
- Robert Lowell:
 - Helped inaugurate trend with psychologically intense *Life Studies* (1959)
 - *For the Union Dead* (1964) sought to apply wisdom of Puritan past to perplexing present in allegorical poems
- Sylvia Plath's *The Bell Jar* (1963) a disturbing autobiographical novel

XIII. A Cultural Renaissance (cont.)

– Playwrights:

- Acute observers of postwar social mores
- Tennessee Williams
 - Wrote blistering dramas about psychological misfits struggling to hold themselves together amid disintegrating forces of modern life
 - *A Streetcar Named Desire* (1947) and *Cat on a Hot Tin Roof* (1955) each critiqued restrictions placed on women's lives
- Arthur Miller
 - *Death of a Salesman* (1949), tragic indictment of American drama of material success
 - *The Crucible* (1953), treated Salem witch trials as dark parable about dangers of McCarthyism

XIII. A Cultural Renaissance (cont.)

- Lorraine Hansberry, *A Raisin in the Sun* (1959) offered realistic portrait of African American life
 - Edward Albee, *Who's Afraid of Virginia Woolf?* (1962) exposed rapacious underside of middle-class life
- Novelists:

- Often used form of a tale chronicling education and maturation of a young protagonist
 - J. D. Salinger's *The Catcher in the Rye* painted unforgettable portrait of adolescent angst, alienation, and rebellion (1951)

XIII. A Cultural Renaissance (cont.)

- Ralph Ellison's *Invisible Man* (1952) depicted African American's often tortured quest for personal identity
- Saul Bellow's *The Adventures of Augie March* (1953) told tale of Everyman struggling to make sense of world
- Harper Lee's *To Kill a Mockingbird* (1960) told of racial injustice and loss of youthful innocence

XIV. New Cultural Voices

– Black authors built on earlier Harlem Renaissance

- Richard Wright:
 - *Native Son* (1940), chilling portrait of black Chicago killer
 - *Black Boy* (1945), semi-autobiographical
- James Baldwin's *The Fire Next Time*, sensitive reflections on racial question
- Black nationalist LeRoi Jones (changed name to Imamu Amiri Baraka) crafted powerful plays *Dutchman* (1964)

**XIV. New Cultural Voices
(cont.)**

– **Southern Renaissance:**

- Distanced themselves from earlier “Lost Cause” literature that glorified antebellum South
- Brought new critical appreciation to region's burdens of history, racism, and conservatism
- Led by William Faulkner, Nobel recipient in 1950
- Robert Penn Warren's *All the King's Men* (1946) immortalized Louisiana politico Huey Long
- Walker Percy, Eudora Welty, and Flannery O'Connor:
 - Perceptively tracked changes reshaping postwar South

**XIV. New Cultural Voices
(cont.)**

- William Styron, *The Confessions of Nat Turner* (1967) confronted harsh history of Virginia in fictional representation of 1831 slave rebellion

– Jewish novelists:

- Bernard Malamud:
 - *The Assistant* (1957) touching portrait of family of New York Jewish shopkeepers
- Philip Roth:
 - *Goodbye, Columbus* (1959) wrote comically about young New Jersey suburbanites
 - *Portnoy's Complaint* (1969) penned uproarious account of sexually obsessed middle-aged New Yorker

XV. Kennedy's "New Frontier" Spirit

- John F. Kennedy:
 - Pledged to "get the country moving again"
 - Personified glamour and vitality of administration
 - Youngest president ever elected
 - Assembled one of the youngest cabinets, including 35-year-old brother, Robert F. Kennedy as attorney general
 - Tried to recast priorities of FBI away from internal security toward organized crime and civil rights enforcement
 - His efforts resisted by J. Edgar Hoover, who had served as FBI director longer than new attorney general had lived

XV. Kennedy's "New Frontier" Spirit (cont.)

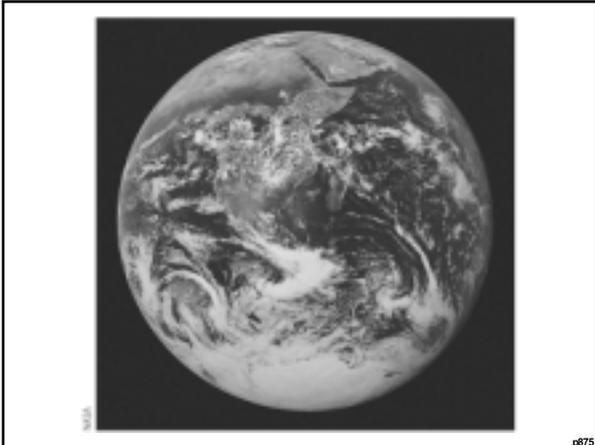
- Inner circle of confident and sophisticated advisors
 - Robert S. McNamara left presidency of Ford Motor Company to head Defense Department
- Kennedy inspired high expectations:
 - **New Frontier** depicted America's potential for greatness
 - **Peace Corps**: army of mostly youthful volunteers to bring American skills to undeveloped countries
 - Summoned citizens to serve their country
 - Soaring rhetoric not match political situation

XV. Kennedy's "New Frontier" Spirit (cont.)

- Congress: Republicans and southern Democrats teamed up to oppose New Frontier proposals
 - JFK won first round when he forced Congress to expand House Rules Committee:
 - » Had been dominated by conservatives
 - Still New Frontier not expand swiftly
 - Key medical and education bills stalled in Congress
 - Congress rejected JFK's plan to cut taxes as economic boost
 - JFK had complex relationship with big business
 - Helped negotiate and enforce a noninflationary wage agreement in steel industry (1962)

XV. Kennedy's "New Frontier" Spirit (cont.)

- New Frontier extended to "final frontier"
 - Promoted multibillion-dollar project to "landing a man on the Moon and returning him safely to earth"
 - Moon shot a calculated plan to restore America's prestige in space race
 - Severely damaged by Soviet Sputnik successes
 - \$24 billion later, two NASA astronauts planted their footprints—and U.S. flag—on moon's surface (1969)
 - **Apollo** mission seen live on television around globe
 - Symbol of U.S. dominance





XVI. Foreign Flare-ups and “Flexible Response”

- Kennedy and Khrushchev:
 - First met in Vienna, June 1961
 - East Germany begin to build **Berlin Wall**, Aug. 1961
 - Designed to plug heavy population drain from East Germany to West Germany
 - Stood for almost three decades as symbol of post-WWII division of Europe into two hostile camps





XVI. Foreign Flare-ups and “Flexible Response” (cont.)

– **European Economic Community (EEC):**

- Free trade area that later evolved into European Union
- JFK secured passage of Trade Expansion Act, 1962
 - Authorizing tariff cuts of up to 50% to promote trade with EEC countries
 - Led to so-called Kennedy Round of tariff negotiations, concluded in 1967
- *Globalization*—new era of robustly invigorated international commerce

XVI. Foreign Flare-ups and “Flexible Response” (cont.)

- Growing decolonization of European overseas possessions created problems for U.S. policy
 - Danger of Cold War competition there escalating into nuclear confrontation between USA and USSR
 - JFK moved from Ike’s doctrine of “massive retaliation” to McNamara’s strategy of “flexible response”—
 - Developed array of military “options” that could be matched to gravity of crisis at hand
 - Kennedy increased spending on conventional military forces and bolstered Special Forces (Green Berets)

XVI. Foreign Flare-ups and “Flexible Response” (cont.)

- Doctrine of “flexible response”:
 - Potentially lowered level at which diplomacy would give way to shooting
 - Provided mechanism for progressive, and possibly endless, stepping-up of use of force
 - South Vietnam presented proof of these pitfalls
 - Corrupt, right-wing government of Ngo Dinh Diem in Saigon ruled shakily since 1954 partition
 - 1961, Kennedy ordered sharp increase in number of “military advisers” (U.S. troops) to South Vietnam

XVI. Foreign Flare-ups and “Flexible Response” (cont.)

- U.S. forces entered South Vietnam to foster political stability:
 - By protecting Diem from communists
 - Frustrated with Diem's refusal to reform, JFK administration encouraged coup against Diem (Nov. 1963)
 - JFK told South Vietnamese it was “their war,” but he made dangerously deep political commitments
 - Ordered more than 15,000 Americans into Asian slaughter pen
 - A graceful pullout becoming increasingly difficult (see Map 36.3)

XVII. Cuban Confrontations

- Kennedy and Latin America:
 - Alliance for Progress (1961):
 - Hailed as Marshall Plan for Latin America
 - Intended to quiet communist agitation there
 - Results disappointing:
 - Little alliance
 - Less progress
 - U.S. handouts had little positive impact on Latin America's immense social problems

XVII. Cuban Confrontations (cont.)

- Inherited from Eisenhower administration a CIA-backed scheme to topple Fidel Castro:
 - By invading Cuba with anti-communist exiles
 - April 17, 1961: **Bay of Pigs invasion** failed
 - Events pushed Castro closer to USSR
 - Oct. 1962, U.S. spy plane revealed Soviets secretly installing nuclear-tipped missiles in Cuba
 - Kennedy and Khrushchev began nerve-racking game of “nuclear chicken”
 - Oct. 22, 1962: JFK ordered naval “quarantine” of Cuba and demanded immediate removal of missiles



XVII. Cuban Confrontations (cont.)

- JFK further warned that any attack on USA from Cuba would trigger nuclear retaliation against USSR
- World teetered on brink of global atomization
- Oct. 28, Khrushchev agreed to partial compromise:
 - He would remove missiles from Cuba
 - USA agreed to end quarantine and not invade Cuba
 - USA agreed to remove from Turkey some of its missiles targeted at Soviet Union



XVII. Cuban Confrontations (cont.)

- Fallout from **Cuban missiles crisis**:
 - Khrushchev ultimately hounded out of office
 - USSR launched major program of military expansion
 - Kennedy pushed harder for nuclear test-ban treaty
 - Pact prohibiting trial nuclear explosions in atmosphere signed in 1963
 - Moscow-Washington “hot line” (1963) permitted immediate teletype communication
 - Another sign of thaw in Cold War

XVII. Cuban Confrontations (cont.)

- Most significant was Kennedy's speech at American University (June 1963):
 - Urged Americans to abandon view of Soviet Union as Devil-ridden land filled with fanatics
 - Deal with world “as it is, not as it might have been had the history of the last 18 years had been different”
 - Tried to lay foundation for policy of peaceful coexistence with Soviet Union
 - Modern origins of policy known as “détente” (French for “relaxation of tension”)

XVIII. The Struggle for Civil Rights

- JFK appealed to black voters in 1960, but
 - Moved slowly on civil rights because needed support of southerners in Congress for New Frontier
- **Freedom Riders**: fanned out to end segregation in facilities serving interstate bus passengers
 - White mob torched Freedom Ride bus near Anniston, Alabama, May 1961
 - Attorney General Robert Kennedy's representative beaten unconscious in anti-Freedom Ride riot in Montgomery
 - When local governments wouldn't stop violence, Washington dispatched federal marshals to protect Freedom Riders



XVIII. The Struggle for Civil Rights (cont.)

- Kennedy administration reluctantly joined hands with civil rights movement:
 - Kennedy ultrawary about political associates of Martin Luther King, Jr.
 - Some thought King's advisers had communist links
 - Robert Kennedy ordered FBI to wiretap King's phone in 1963
 - Relationship between King and Kennedys overall fruitful one
 - **Voter Education Project** inaugurated to register South's historically disfranchised blacks

XVIII. The Struggle for Civil Rights (cont.)

- Integration of southern universities:
 - Some did so painlessly, but University of Mississippi ("Ole Miss") became volcano
 - Veteran James Meredith encountered violent opposition when he attempted to register in October 1962
 - JFK forced to send in 400 federal marshals and 3,000 troops to enroll Meredith in his first class
 - Spring 1963, King launched campaign against discrimination in Birmingham, Alabama
 - Most segregated big city in America

XVIII. The Struggle for Civil Rights (cont.)

- Since 1957, attempts to crack racial barriers there produced more than 50 cross burnings and 18 bomb attacks
- Violence occurred as police used attack dogs and high pressure hoses on demonstrators – all shown on TV
- Caused JFK to deliver televised speech to nation on June 11, 1963:
 - Called situation a “moral issue” and committed his personal and presidential prestige to finding a solution
 - Declared the principle at stake “is as old as the Scriptures and is as clear as the American Constitution”
 - Called for new civil rights legislation to protect black citizens



XVIII. The Struggle for Civil Rights (cont.)

- **March on Washington (August 1963):**
 - King led more than 200,000 on a peaceful march
 - In electrifying speech at Lincoln Memorial, King declared, “I have a dream...”
 - Still violence continued
 - On night of Kennedy’s television address:
 - White gunman murdered Medgar Evers, a black Mississippi civil rights worker
 - In September 1963, an explosion blasted a Baptist church in Birmingham, killing four black girls
 - Kennedy’s civil rights bill stalled in Congress



XIX. The Killing of Kennedy

- November 22, 1963 (Dallas, Texas):
 - President Kennedy shot; died within seconds
 - VP Johnson sworn in as president
 - Alleged assassin, Lee Harvey Oswald, killed in front of TV cameras by self-appointed avenger, Jack Ruby
 - Elaborate investigation by Chief Justice Warren could not quiet doubts and theories about what really happened

XIX. The Killing of Kennedy (cont.)

- Kennedy had been in White House for slightly more than a thousand days
 - Acclaimed more for his ideals and the spirit he kindled, than for concrete goals he achieved
 - Inspirational figure for rising “baby boom” generation of 1960s
