

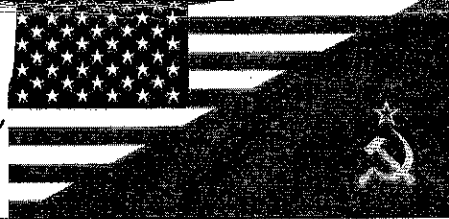
The Cold War

A rivalry developed between the U.S. and Soviet Union
↓
competition

Goals:

The **U.S.** wanted people to own businesses and vote.
Wanted to control the spread of communism
(**"containment" policy**)

The **Soviet Union** wanted to spread communism.
Wanted government to own and control businesses and property.



Capitalism vs COMMUNISM

- All industry, business, and agriculture should be owned by **private people or firms**.
- Competition between rival factories or shops or farms will cause prices to fall, making firms more efficient.

Opportunity for all

A free economy

A democracy

Standard of living is higher than communism, but a wide spread between rich and poor

Any profit made is reward for hard work

Any person is free to start a business and hire people

- Everything belongs to the state and should be **run by the government** for the people.
- Its goal is to form a society where everything is shared equally.

Fairness and equality for all

A controlled economy

Only one party of government

Lower average standard of living- everyone equal

All profits earned go to state so everyone benefits.

No person can profit from the work of other citizens

★ Americans began to

FEAR communism!

TO make matters worse,
a senator named Joseph
McCarthy started saying...
that communists were
working in the U.S.
government.

This **RED SCARE** came
to be called **McCarthyism**

Korean Conflict

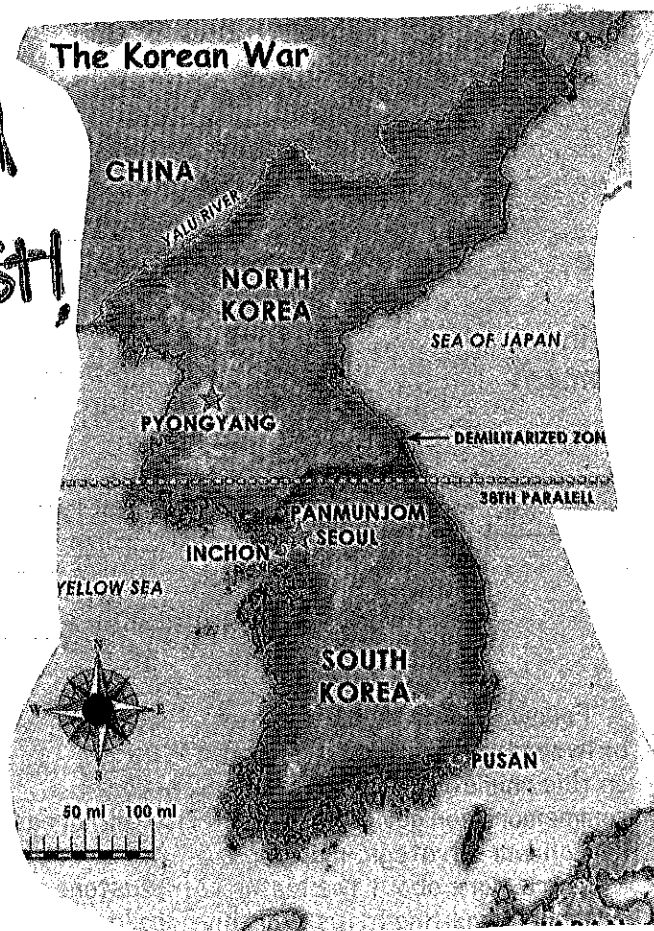
- started when North Korea's communist government invaded South Korea with the intention of reuniting Korea under one communist government.

South Korea did NOT want to become communist. The U.S. sent soldiers to defend South Korea to avoid the spread of communism.

HOWEVER...

the war ended in a Stalemate and Korea remained divided.

neither side can win



South Korea remained a democratic nation. North Korea remained a communist nation allied with the Soviet Union.

SPUTNIK

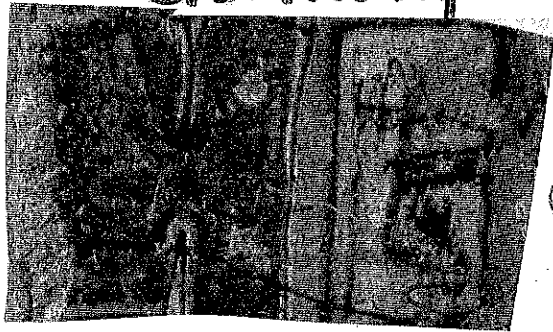
- The space race started when the Soviet Union successfully launched an unmanned satellite, Sputnik.

effects of Sputnik:

1. We realized we needed an excellent education system.
2. Computer technologies were developed.
3. President Kennedy made a goal of landing a man on the moon by the end of the 1960's.

The Berlin Wall

↓
Capitol of
Germany



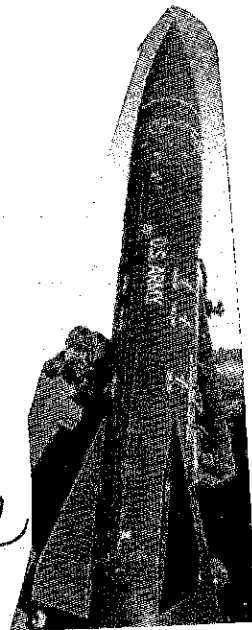
- built by the Soviets to separate the Communist and democratic portions of Berlin.

People were forbidden to cross to the Western Side

* became a SYMBOL of the differences between the Soviet Union and the Western democracies.

Finally TORN DOWN in 1989. This symbolized the fall of Communist control of Eastern Europe and an end of the Cold War.

Cuban missile Crisis
- the Soviet Union
began shipping nuclear
missiles to Cuba, a
communist country close
to the U.S.



President Kennedy responded
by setting up a **naval**
blockade of Cuba, preventing
them from bringing weapons
to Cuba.

the ... the ships carrying
the nuclear missiles
turned back.

* To keep this from happening
again, they signed the

nuclear test ban
treaty.

Vietnam War

- started because the government of South Vietnam refused to comply with a peace agreement that had been signed calling for elections to reunite the country.

* The U.S. wanted to prevent the spread of communism so we sent ~~SOUTH~~ troops to Vietnam.
(similar to Korean conflict)

* This war was widely covered on T.V.

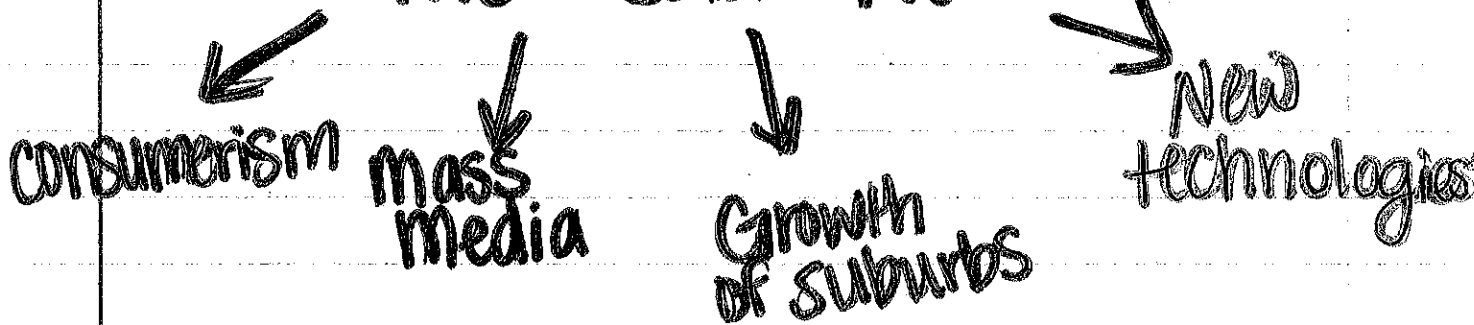
* U.S. troops faced a difficult jungle-like environment

Vietnam War

- A cease-fire agreement was signed and American soldiers left Vietnam.

* South Vietnam continued to fight then surrendered, uniting with North Vietnam as a communist nation.

Developments during the Cold War



Consumerism

- American factories were able to switch their production back to consumer goods.

- Automobiles were in high demand!

products made for personal use

Consumerism

- AS consumers had more money to spend,

Service industries

such as dry cleaners and restaurants **expanded**.

- More consumer credit was available in the form of **credit cards**.

Mass Media

- the widespread availability of radios, movies and the new medium of television, helped to spread popular culture, or **POP culture**, to urban, suburban, and rural communities throughout the U.S.

mass media

Radio



Helped spread
popular Rock
and Roll music

Television



Became center
of family
entertainment



T.V. advertisements
made people want
the same goods:
slinkies, cap guns,
coonskin' hats, Barbie,
and hoola hoops

Growth of Suburbs

* a trend in homebuilding,
the development of the
suburbs was made possible
by the even greater availability
of the automobile and is
most often associated with
the 1950's.

Growth of Suburbs

- large areas of land, located on the outskirts of town, were bought by developers. The land was then divided into 100's of plots on which new houses were built.

- Americans began to leave

↓ cities (in which the
to buy new homes worked)
in the suburbs
and **COMMUTE** to work.

* A new highway system to link major (metropolitan) cities increased

SUBURBANIZATION

New Technologies

- the automobile is safer and easier to drive
- jet engines are more efficient for air travel.
- improved telephone service (long distance) and the new televisions changed communication, strengthening national and international connections.
- air conditioning became more widely available, making the South a more attractive place to live and establish industries.

Civil Rights Movement

- In 1954, the United States Supreme Court declared the practice of school segregation

UNCONSTITUTIONAL
in its landmark

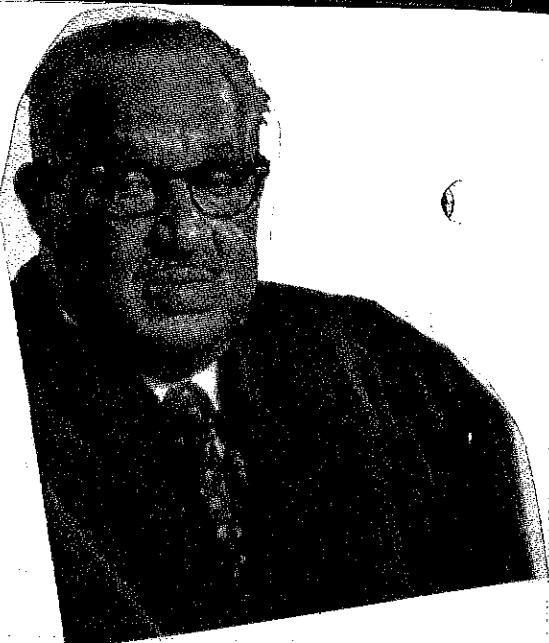
Brown v Board of Education decision.

Civil Rights Leaders

- Dr. King - nonviolent protested, marched and boycotted.

- Rosa Parks - bus boycott in Montgomery, Alabama, the sit-ins at segregated lunch counters and the Freedom Riders/Rides

Thurgood
Marshall
Clyde Brown
vs. Board of
Edu. (Case)

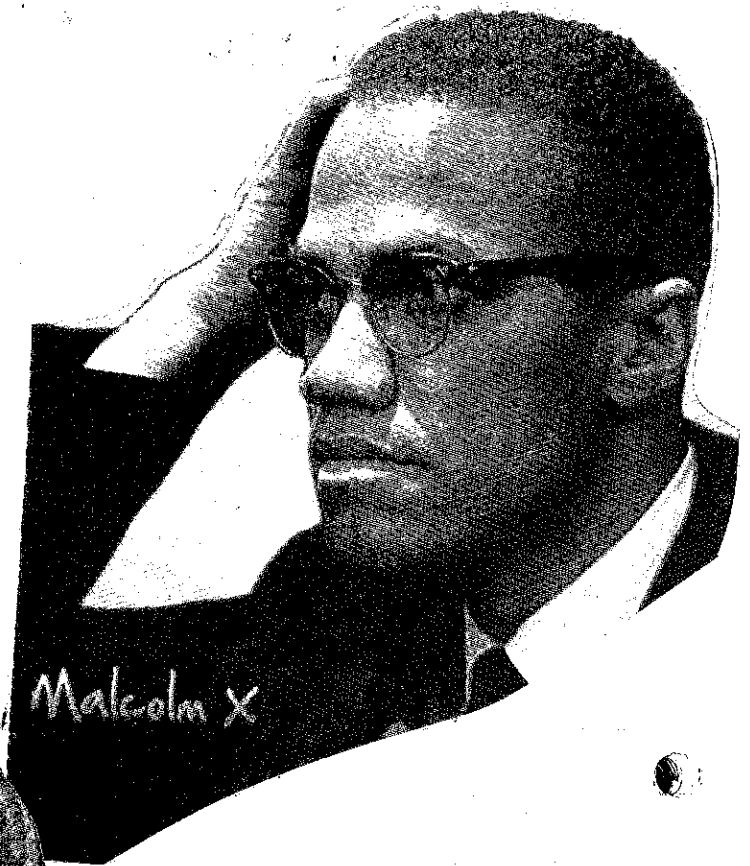


Dr. King



ROSA
PARKS





Malcolm X



Civil Rights Act of 1968

Malcom X - believed that true equality would not be fully achieved without white citizens **WORKING TOGETHER** with African Americans. He was assassinated in the late 1960's.

~ Civil Rights Bill ~

- Kennedy proposed a civil rights bill to congress.
- In 1964 Congress passed the Civil Rights Act which **Prohibited discrimination in public places** and provided for the integration of schools and other public facilities.
- the act also made **employment** discrimination illegal.

Voting Act

★ President Johnson
signed the Voting Act
of 1965

- voters no longer had
to take a test to
vote! ↑ ↑

this was used to keep
African Americans from
voting.

Political Alliances

- Representatives from
50 nations met to
establish a new
organization called the
United Nations.

-- the purpose of
the United Nations is
to find peaceful solutions
to international issues.

-- the United Nations includes a General Assembly and the Security Council. Permanent members of the Security Council were allies of World War II.

- The North Atlantic Treaty Organization (NATO) was originally established in response to the growing threat of the Soviet Union following World War II.

-- originally, each member of NATO agreed to defend each other should the Soviet Union attack.

- OPEC, the Organization of Petroleum Exporting Countries, was organized by the nations of the

World who produce petroleum products.

-- this organization plays a major role in determining the rate of petroleum production as well as the price of their products.