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| WW1 and advantages to women  | WW1 and disadvantages to women  |
| Gave them chance to work sine men had gone to war and to fill these spaces, women were hired instead  | Wages for the same job as men would be much lower for women than for men and many were fired as soon as war ended to give men jobs back. |
| Once war was over, Congress passed the 19th Amendment to the Constitution to give women right to vote the same as men 18th August 1920* Politicians voted in to power by women could then address the issue of women’s rights
* 1920 – League of Women Votes set up to conduct the equivalent of CRM registration drives to encourage women to vote
* Single, educated white women benefitted from this and felt it was a significant change for women as a whole.
 | * Many poorer women didn’t vote at all or were dominated by husbands who told them who to vote for, defeating the whole purpose of giving women voting rights as they weren’t exercising their own votes or thoughts.
* Very few black women voted, especially in the South where groups like KKK waited at polling stations to stop black Americans entering and voting as a whole let alone black women.
 |
| Roaring Twenties from the economic boom increased mass production with cheap goods and electric appliances* Pre-war, single women worked and some continued and *only if* family couldn’t financially manage, married women worked too
* Growing industry created more office jobs like typists, which generally became acceptable as women’s jobs
* Women’s Bureau of Labor set up in 1920 to improve women’s working conditions and campaign for wider employment for women – among their achievements, they helped pass 1938 Fair Labor Standards Act to set min and max pay hours along with 1963 Equal Pay Act
* Between 1910 – 1940, number of working women increased by 2.7 million to just over 13 million (9.8% of the population)
 | **Many people thought things would return to ‘normal’*** Expected and assumed women would return to traditional roles as wives and mothers only since war was over – no need for them to work
* Women’s war work had been an *exception* in exceptional times and women should now return home and give men their jobs back
* Only single, wealthy and mostly white women had the most opportunities in employment
* Women in the same jobs as men still paid less and were in a *‘last hired, first fired’* situation like black Americans.
 |
| Flappers were a group of independent young women that worked* Had short hair and wore short dresses. Some smoked and drank in public, even driving their own cars
* Behaved like young men and even joined male-dominated sporting events like boxing without male escorts, shocking many people
* Some went to jazz clubs and speakeasies (places illegally selling alcohol and gambling) which were seen as places no ‘lady’ would go to alone.
 | Flappers *slightly* shifted public perception of women but still were only a small % of female population and many adopted a traditional role when they left the phase and got married and from pressure at home and employers. |

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| Great Depression disadvantages. |
| Women who were widowed, divorced or deserted had to take any job they could find, if they could find one at all.1923 – Women’s Bureau of Labor report on women workers in meat packing/slaughtering jobs found that 97% were the only wage earners in the family or were working to boost the husband’s wage, not because they *wanted* to work.Women’s Bureau was largely ignored by Bureau of Labor because of it’s focus on women* Women thought it was hindering and interfering with their progress
* It supported government legislation in Supreme Court 1908 Muller v Oregon ruling that women’s working hours can’t be more than 10 hours a day
* Also pushed for min wage for women - there was none for men – men could get jobs more easily as employers could then pay them less
* Restricting working hours forces poorest women to break the rules or losing their jobs by employers who needed them to work more since places like meat packing plants required workers to work 10+ hours.

Labour regulations often applied to only industrial work and not farming or domestic services where a large proportion of the workforce was black and female* Many were thrown into the migrant labour market where most were Mexican Americans, Mexicans, black Americans and whites competing for badly paid jobs in appalling conditions.
* Women with families found it difficult to raise children under these circumstances.
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| New Deal advantages | New Deal disadvantages |
| New Deal administration understood that families were under immense pressure in 1930s with most on the women of families |  |
| New Deal’s Aid for Families with Dependant Children* Benefits for poorest families
* Eleanor Roosevelt wanted to create a similar CCC for jobless young women in forestry
* 1933 – Camp Tera set up as first camp largely by private donations
* 30th April 1934 – Eleanor R held White House Conference for unemployed women and after this, camps were federally funded instead
* 36 camps by 1936 taking in around 5000 women each year

Housewives League in Detroit set up in 1930 by Fannie Peck:* Encourage women to shop in black-run stores
* Organise local help for those in need
* Soon spread to other towns and helped locals on a small scale
 | Men came first in the projects and policies on unemployment and working conditions.* Civillian Conservation Corps 33-42 found work for young men aged 17-23 who then lived in army run camps replanting forests and digging reservoirs
* 2.5 million young men employed through this
* Eleanor’s camps only took women for around 2 – 3 jobs and didn’t provide work or wage as only gave budget management training
* Black women weren’t even given the worst jobs by desperate whites and even when she had a job, she earned less than a white woman.
* $1 for white man 🡪 61c for white woman 🡪 23c for black woman
 |
| November 31 – Temporary Emergency Relief (TERA):* $234 million in aid helping families who were literally starving
* 7.8% families needed relief in Dec, 1932 and 17.7% in Dec, 1934
* Flora Rose (nutritionist) showed people how to feed a family on $5 a week – publicised by E Roosevelt
* During depression 1 in 5 families needed TERA help
 | * TERA had to act quickly and couldn’t send trained social workers and nurses to see all families
* Volunteers sent instead whose sympathy varied between them – some favoured Republicans and gave food to some families more than others.
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| WW2 and women advantages | WW2 and women disadvantages |
| Women once again proved that they could do ‘men’s’ work and iconic image of Rosie the Riveter rolling up her well muscled sleeve went viral with the ‘We can do it’ slogan urging women to work | In 1940, only 16% married women worked because of childcare problems as they couldn’t work and take care of their children. |
| 1940 Selective Training and Service Act trained women to send them into shipbuilding and aircraft jobs to fill men’s places before war once they went. | * In some places, employers still refused to employ black women saying they were bound to have sexual diseases that they would spread.
* Some employees in one Detroit rubber plant refused to share toilets with black women while in other places were equally difficult
 |
| 1941 Lanham Act’s childcare provision extended – * 130,000 kids in day care by 1944.
* Married women in workforce from 15 to 23%
 |  |
| Women’s Land Army of America formed in WW1 re-formed to * Provide farm workers countrywide, holding workshops and meetings
* Their own *The Women’s Land Army Newsletter*.
* Exact numbers hard to find by Labor Bureau gave estimate of around 3 million women working in agriculture in June 1943
 |  |
| Black women trained for professions they previously had not been welcome to before becaue of worker shortages:* Number of black women on nursing courses from 1108 in 1929 to 2,600 in 1945
* Black and non-white women who had trained in a profession such as nursing or office workers mostly continued to work after the war
 |  |
| POST WAR |
| Not all men returned to their old jobs and so women kept theirs – many men took advantage of the GI bills which guaranteed an education to returning soldiers instead of returning to their jobs. | Factories changed from war goods to other foods like electrical appliances and did not re-employ women after war was over. |
| Some men didn’t come back and some marriages couldn’t survive the war; widowed and divorced women remained in work | Half of married women working during war left after it ended:* Some left through choice and others through social pressure from employers, other housewives and husbands
* Federally funded day-care centres were closed down in 1946 while others stayed open but only a year longer enough for men/husbands to find work so that women could stop
 |
| After a fall after the war, female employment rose again:* Particularly for women aged 45 – 54 years
* Married women in this age group in workforce went from 19% in 1940 to 22.2% in 1950
* Restrictions that barred women from doing certain jobs before the war had been lifted during war and very few had been reinstated and so a wide range of jobs were open to women
* More white women wanted to work and entered the workforce and they were employed more readily and before non-white women.
 | % men against women working – * 82% in 1936
* 78% in 1938
* 13% in 1942
* 38% in 1978 after wa
 |
| More married and single women worked after the war but still paid lower wages than men for the same work, which could’ve been a reason as to why employers still employed them after the war as they could pay them lower than they would have to for men |
|  | A small number of usually white women managed to work up and move from clerical work into male dominant main businesses like insurance and advertising and face hostility for doing so – this was worse for black people and stopped them from achieving as much as they could. |

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| Suburban living advantages | Suburban living disadvantages |
| Suburbs offered a large number of middle and upper-working class Americans affordable home ownership – they sprang up post-war and made the houses affordable from the economic and building boom, they were also in a commuting distance of cities. | They tended to be built with similar-sized houses and plots and were usually socially segregated – black Americans lived similar lives to whites but in their own black suburbs and white suburbs. – Rare to have happily integrated suburbs but not unknown of. |
| Suburbs grew quickly – suburban population increased by 19 million between 1950 and 60 – they had schools, leisure centres and facilities like drive-in cinemas and tennis courts and shops. This lifestyle was similar across all races and class. * Typically, the wage-earning husband went to work and the wife stayed at home to look after the house and children – both parents couldn’t work because of expensive childcare.
* All suburbs had their own social network – working women were often excluded from friendship groups of women who didn’t
* Housewives could be excluded too for not conforming to group rules or developments as some had rules on cutting grass and allowing fences and even on babies’ nap times.
 | Black Americans who chose themselves to buy in white suburbs and who managed to find someone who was willing to sell them faced similar dangers as they did before the CRM:* William and Daisy Myers bought a house in a 17,300-home white suburb and were black. When they moved in, 3000 ‘neighbours’ surrounded their house and threw stones at their windows and burning crosses on their front lawn. Myers repaired the windows and stayed – state officials upheld their right to live there and banned large gatherings to prevent that happening again but were still harassed by some but others tried to welcome them – Daisy was later even invited to join the neighbourhood association of women and later gave talks on integrating white suburbs.
 |
| Suburban life was advertised on billboards, magazines and also TV programmes and gave other who didn’t live there something to aspire for such as one ad that showed a husband returning from work to a candle-lit dinner with the slogan ‘a tempting table for his Highness’. | People left the inner cities to move to suburbs and only those who couldn’t afford to move out remained – inner cities locked into downward spiral impossible to prevent – non-white ghettos crew and caused racism and fostering – education and job opportunities available to girls were low and they had to work much more and exceptionally harder to change their outcome and situation. |
| Suburbs developed large out-of-town shopping centres that became a focal point for rural housewives and gave large variety of goods for better prices than local stores – first mall was built in 1954 in Detroit suburbs  | Women who lived and worked on farms were physically (distance) and economically cut off between 1917 and 1980 whereas urban women could seize more opportunities. |

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| Advantages of women’s liberation movement 1961 – 80 | Disadvantages of WLM |
| In 1961, President Kennedy, influenced by Eleanor Roosevelt, set up the Commission of Enquiry on the Status of Women – report was published in 1963 when Equal Pay Act was also passed by Congress giving wider job opportunities in federal government | Commission found that Equal Pay needed reinforcement since 1 in 3 women were still discriminated against in training, work and promotion and their wages were still lower than mens and that the min wage regulations were ignored for those working in low-paid jobs such as domestic and hotel work. |
|  | Not enough day care to enable women to work effectively and racial discrimination made it worse for non-white women. |
|  | Report found that girls were encouraged to not think about careers even from infancy and this included that even those who could afford to get their children educated rarely encouraged their own daughters into H.E. |
|  | 1958 Education Act included that all schools should have job counsellors to work with and encourage education but there were only 12,000 for all the states in the USA and these were unfairly divided, especially between low income areas. Very few counsellors were even trained and their advice was said to be dangerous and patchy especially with the needs of girls they counselled. |
|  | 1964 CRA included sexual and racial equality but women found that there was a big difference between passing a low and enforcing it.  |

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| Betty Friedan (psychologist and journalist) published *The Feminine Mystique* in 1963 about problems of white, educated, married women. Book caused many women to think about their rights and lives and caused controversy and women to work more actively for women’s rights.  | More radical group of white, middle class, educated under 30s white women began a more radical strand of liberation movement because * Had same qualifications as men but were paid lower –
* Many worked with black CR groups like SNCC and SDS but the groups were also dominated by men who didn’t let women speak in public
* Women’s attempt to try and get their own opinion across met with superiority or even violence and abuse
* News and media still chose to focus on most extreme and inflammatory elements of feminism just like MLK said that media focuses on radical side of CRM in late 1960s.
 |
| National Organization for Women (NOW) was first and biggest national movement set up on 30 June 1966 with Friedan as founding members that aimed to work in political system to get equality and enforcement of CRA and Equal Pay Act. Also urged Congress to pass Equal Rights Act (but that was since 1923) but Congress failed to do so help petitions and meetings and data collection hoping it would educate people for the cause and support their cause. | Radical groups got most publicity as were more easier for men to dismiss than NOW campaigners |
| * Set up their own radical groups to push for equality – many drew parallels between own lives and those of black Americans and even started using the phrase ‘Women’s liberation’
* Voice of the Women’s Liberation Movement – magazine started in March 1968 run by volunteers sold 200 copies that year but 2000 the next but collapsed under the workload but had been successful in inspiring other similar magazines and news sheets
 | WLM attracted opposition”* Some radical groups declared women as enemies
* Conservatives rejected it initially because of its ‘in-Americanness’ and abandonment of traditional roles

Phylis Schlaftly set up STOP ERA (Stop Taking Our Privileges) in 1972:* Women were designed to have babies and therefore there was no need for them to be equal in work as they would only need a husband when having a family to support them
* She didn’t want her daughters to be able to choose from jobs and especially things like joining the army since they were ‘mens’ jobs.
* Under ERA, women would lose various tax and benefit privileges that they got when they didn’t have to work
* Her campaign was a major reason as to why ERA was still in 1980 not ratified and enforced by all the states.
 |
| * Almost every feminist group like NOW and smaller groups like National Coalition of American Nuns participated in women strike on 26th August 1970 on 50th anniversary of women getting right to vote as many didn’t go to work on strike
* More groups took part in countrywide marches and protests with slogans like ‘Don’t Iron While the Strike Is Hot’ all demanding 3 things – equal job and education opportunity, free childcare and free abortion on demand
* Strikes got a lot of publicity and NOW membership rose by over 50% from 1000 in 1967 to 40,000 in 1974 as more people were drawn in
 |
| 1967 – President Johnson extended his executive order to call for improvements in employment to stop discrimination on the grounds of race and colour as well as gender.  | Order only included businesses and employees who worked under the federal government, which many women didn’t. |
| In 1970, few states allowed abortion:* 1972 Supreme Court Eisenstadt v Baird case
* Allowed access to contraception to unmarried and married women
* Abortion legalised on 22 Jan 73’ by Supreme Court ruling in case of Roe v Wade with rules about timing and health of mother
 |  |
| ERA passed on 22 March 72’ as an amendment to the Constitution by Congress: needed ratification by 38/50 states given a deadline of 1982 (10 years) by Congress for ratification. | In 1982, 15 states still refused to ratify ERA so technically, there still wasn’t an ERA. |
|  | The USA didn’t sign up to the 1979 UN policy of introducing non-discrimination against women in all aspects of life:* Difficult to enforce legislations like ERA and EPA
* Employers, with practices at finding their ways around the laws, found ‘acceptable’ reasons to discriminate against women at wok
 |
|  | Women’s liberation movement disintegrated partly because of the * Conservative opposition from the growing conservatism in the country
* All women didn’t want/need the same things and even though broad and main aims were similar, the smaller and local issues they took a stand on varied.
* Most if not all groups were of middle class white women and others felt they didn’t represent women as a whole so working class and non-whites felt excluded and set up their own groups like Congress of Labor Union Women, the Mexican American Women’s Organization and National Alliance of Black Feminists.
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| Attitudes to immigrants in 1920s | Effects |
| USA had an ‘open door’ policy to immigration before, allowing up to around 170,000 immigrants every year before around 1800s which then rose to up to 1.2 million in 1907* More immigrants (81% in 1907 vs. 13% in 1882) from southern and eastern Europe than eastern as expected – couldn’t integrate with US citizens as they had immigrant roots
* Majority of immigrants went to live/work in cities which were growing quickly from industrialisation.
 |  |
| Dillingham Commission* Investigated impact of immigration on USA from 1907 and made a report in 1911
* Report said immigration posed as a serious threat to American society and culture
* ‘Old’ immigrants from England, Ireland and Germany could adapt to life in the USA whereas ‘new’ immigrants from southern and eastern Europe (Spain, Italy, Portugal) couldn’t adapt and were *racially inferior*
 | Findings were used to justify Immigration Acts in 1920s including: * **1917 Immigration Act –** a number of immigrants listed as *undesirable* and excluded such as homosexuals, insane persons and criminals + a literacy qualification for all over 16.
* **Emergency Quota Act of 1921** – restricted yearly number of immigrants from any country to 3% of the total number of people from that country in the USA.
* **1924 Johnson-Reed Immigration Act –** changed quota system to 2% of people from the country of origin in the 1980 census (to further favour northern Europe) until 1 July 1927 where immigrants restricted at fixed number of 150,000 based on 1920 census.
* **1929 National Origins Formula** – confirms 150,000 limit and bans Asian immigrants altogether.
 |
| * Post-war isolationism meant government wanted less contact with other countries and immigration was a controllable point of contact.
* The Red Scare of 1919-20 led to fears that immigrants were communists and anarchists, who were responsible for bombings which led to a swirl of hostility towards anarchists, communists and immigrants.
* Spikes of unemployment with strikes and riots
 | Government tried to control the rising hysteria:* Anyone posing as a threat to WASPs and their beliefs were treated with hostility
* Immigration laws introduced and thousands of people deported during the Red Scare.
 |
| Each new wave of immigrants sparked an increase in competition for everything including jobs, housing and facilities:* 1910 – 1.2% urban population was black 🡪 4.1% in 1920
* Foreign born or with foreign born parents from 74% – 85%
 |  |

**HOW MUCH WAS SOCIETY AFFECTED BY IMMIGRATION 1917 – 80**

**IMMIGRATION**

**‘Open door policy’ before WW1 with only 3 acts restricting the types of immigrants:**

* + Chinese immigrants in 1882 and those who were disabled
* No restrictions on yearly numbers of immigrants or where they were from
* Around 170,000 immigrants each year for up to 100 years after it broke away from British rule – was a welcoming land of the free
* Numbers rose to 1.2 million in 1907 – most were coming from southern and eastern Europe rather than northern Europe unlike earlier immigration:
	+ 1882 – 13% from southern and eastern Europe – 81% in 1907
	+ More from southern and eastern = large group that couldn’t integrate into the established group of US citizens since they had immigrant roots
	+ Large group of these new immigrant went to live and work in cities – which were growing quickly from industrialisation

**1920s:**

**Dillingham Commission:**

Investigated the impact of immigration on USA from 1907 and reported in 1911:

* Report stated that immigration was beginning to pose as a serious threat to American society and culture
* Distinguished between ‘old’ immigrants from England, Ireland, Germany, who had adapted to life in the USA and the ‘new’ immigrants from southern and eastern Europe who were apparently racially inferior and were not adapting to USA lifestyle
* Findings set the idea that immigrants weren’t fitting in and were then used to identify Immigration Acts in 1920s including…
	+ **1917 Immigration Act –** a number of immigrants listed as *undesirable* and excluded such as homosexuals, insane persons and criminals + a literacy qualification for all over 16.
	+ **Emergency Quota Act of 1921** – restricted yearly number of immigrants from any country to 3% of the total number of people from that country in the USA.
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	+ **1929 National Origins Formula** – confirms 150,000 limit and bans Asian immigrants altogether.

**REASONS FOR LEGISLATIONS**

* Post-war isolationism – government wanted less contact with the rest of the world and immigration would be a controllable point of contact.
* The Dillingham Report
* The Red Scare of 1919 – 20 led to fears the many of these immigrants would be communists, anarchists or worse and would spread these ideas to others as there had already been bombings by anarchists and strikes
* Spike in unemployment – 950,000 in 1919 to over 5 million in 1921, causing social discontent like protests, strikes and riots
* Led to deportation of thousands of people during Red Scare by the government of anyone they thought posed a threat to the government.
1. Newcomers were creating competition for everything – jobs, housing, facilities. In 1910, 1.2 US urban population was black 🡪 4.1% in 1920 whereas the % of foreign-born/ with foreign-born parents rose from 74% - 85%.
2. During Great Depression, immigration from Europe slowed down to less than the quota system whereas from South America, where there were no quotas set, increased, especially from Mexico to fill cheap labour in states like California and Texas in sectors like mining and railroad buildings. Some immigrants were ‘official’ and registered with the Bureau of Immigration whereas others crossed the border illegally but high demand for workers meant employers didn’t ask questions and exploited the new workers with threats of deportation and around 400,000 Mexicans were deported during the depression.
3. 1920s – industry was expanding and needed more workers so immigrants, mostly those who couldn’t speak English, moved to towns and cities that already had immigrants from their place of origin and made connections as they shared the same language connection so **certain cities had large immigrant populations** from one place of origin
4. USA was called a ‘melting pot’ because of the various immigrant nationalities living there – most urban cities were informally broken down into segregated sections with separate districts for most ethnic groups with grocery shops, churches following the practices of their country as well as newspapers with local and nation news from their country – e.g.` some towns and cities were nicknamed ‘little Italy’ with large Italian immigrants and customs and a strong Catholic life, *Chinatowns* even though immigration from China had been banned since 1882 – Chinese community was often self-isolating because of the important and large cultural differences 🡪 years passed + foreign-born immigrants had American children and so old traditions were forgotten as the children adopted US lifestyle 🡪 1300 foreign-language newspapers in 1914 and only 75 in 1960 – parents spent all money and time on improving their children’s lives to make sure they were educated and worked hard to become successful in the future as they couldn’t.

Irish and Italian politicians, lawyers and policemen in New York setting an example that education and working hard could get you good jobs

1. Most immigrants landed low wages and bad working conditions as they came after most other immigrants – newest immigrants usually worked for small family businesses so that they could help their children get an education
* **Ford in Detroit – 70.7%** of the 12,880 workers were foreign born, mostly from south/east Europe and only 29% American. Unlike other businesses, he went to great extent to try and ‘Americanise’ his immigrant labour force to make the working relation easier – they were taught English so that in 1914, only 59% workers spoke English which was 88% in 1917 – he also encouraged them to adopt American ways and lifestyle, encouraged by having graduating ceremonies from their English classes.
1. They had a large influence on politics locally, state and federal. Their votes could change an election results and so during the depression, many immigrants voted and largely campaigned for FDR since under Hoover’s policies, they worked hard yet got little money since there was free enterprise and businesses could exploit the workers without government interference

**1940s:**

1. After the entry to war, Italian (14%), German (10.8%) and Japanese (less than 1%) Americans were classed as enemy aliens rather than Americans:
* Even though Japanese were the fewest, they were treated the worst because of Japanese bombing Pearl Harbor. As a result, 75% of US Japanese Americans – 120,000, were set to internment camps, having their property confiscated and only allowed possessions they could carry.
* Less than 1% of Germans and Italians were interned but all had to obey certain restrictions. As war progressed, attitudes to the ‘enemy’ immigrants worsened even if some had lived for several generations in the USA, some had their shop windows broken and lost customers.
* Hundreds of thousands of young men classed as enemy aliens volunteered for US military but were under suspicion
* Some Japanese men were allowed to join the army to serve – but were sent to fight in Europe and not against their country of origin – Japan. Many Italians and Germans also joined but were asked not to fight their own countrymen.

**1950s and 60s:**

1. After WW2, government passed 1952 Immigration and Nationality Acts using quotas but most people thought it wasn’t useful and was now out-dated:
	1. Didn’t take into consideration refugees – during the Cold War, USA wanted to help refugees escaping from communism/communist countries but had to then pass new refugee law each time since they weren’t immigrants.
	2. Difficult dealing with large numbers of refugees – when Fidel Castro seized power of Cuba in 1959, 200,000 Cubans fled to USA so **Cuban Refugees Program** was set up by government to deal with the large numbers as few politicians wanted to return to the ‘open door’ policy as it was before WW1 but instead wanted a sensible renewed immigration regulation system 🡪 attitudes to immigration replaced after 1960s
2. Kennedy opposed the quota system and pressed Congress to make changes even before he became president:
	1. Wrote a book in 1958 called *Nation of Immigrants* outlining after the first European immigrants In 1607, there had been large waves of immigrants that wouldn’t stop.
	2. Immigrants were enriching the country yet are being seen as suspicious
	3. Was working on new immigration law that’d abolish quotas but was assassinated so President Johnson brought bill to Congress after his death and it became a law in 1965.
3. **Asian immigrants –** large numbers applied for entry to USA. In first 5 years of the 1965 Act, immigration from Asia quadrupled – largely because of the Vietnam War since after the fall of Saigon, USA took in over 130,000 Vietnamese refugees and as communism spread, they took in even more so that by 1985, there were over 700,000, changing the ethnic make0up of the cities.
4. **Central and South American immigrants –** immigration laws initially didn’t apply to South America, especially Mexico:
	1. **1954 Immigration and Naturalisation Service [INS]** tried to control immigration by deporting illegal immigrants from Southern and Western states in ‘Operation Wetback’
	2. **Hispanic immigrants** and families working in agriculture started to move to cities – 83% of Hispanic population was in cities by 1980, which became a concern for the government

**1970s and 80s:**

1. **Illegal immigrants:**
	1. **20,000 limit** on entry in 1976 added – **didn’t** stop immigration as people there had been so used to no numerical limits that they continued to come to join previous family or to find work so they crossed the border in secret and became **illegals.**
	2. No exact record after 1975 but around 60,000 a year in 70s from Mexico with most going to California and Texas
	3. 645,000 jobs created in Los Angeles – 1/3 taken by Mexicans – INS tried to patrol borders and stop illegal immigration but since border was over 3000km, even with guards and electrified gences, it was impossible to stop smugglers sneaking in illegals into the USA
	4. **1980 –** 1 million illegals found, arrested and deported but more came and employers happily hid their identities for cheap labour so tracking down illegals became even more expensive
2. Eventually attitudes shifted back to ‘nativism’ – a form of isolationism in the in the 1920s, where immigration was restricted again and people deported. Many people started to feel that black people were a drain on the economy since during spikes of unemployment when the economy was doing badly, black people would be fired first and so became dependant on welfare from the government. Many people argued that their taxes were being spent on supporting not only black people, but also foreigners who didn’t have jobs.
3. To make things worse, when there were housing and job shortages in Cuba, boats of refugees were sent to Florida in 1980 including government officials. This further irritated American people especially as they were eventually unable to keep the refugees out and had to offer them accommodation in refugee camps but in bad conditions as they also struggled.

**IMPACT OF MEDIA:**

**1930s:**

* By 1917 cinema was the biggest entertainment media in the USA.
* *Jazz Singer* (1927) 🡪 first ever film with pre recorded sound, revolutionising the industry as actors that only looked good were fired for not being able to meet the new demands of the media as they also needed a good voice.
* Post WW1, movie production boomed especially in ‘Roaring Twenties’.

**1930s & 40s:**

* 1941 - nearly 10,500,000 movie theatre seats (one for every 12.5 people in America).
* Going to movies was a full experience with cartoons, trailers, B Movies and newsreels.
* Movie theatres originated in the major cities but eventually expanded out to smaller cities and towns.
* Magazines like *Photoplay* reviewed movies and documented lives of the stars 🡪 around 20 magazines with an audience of around 200,000 to 1 million in 1930s.
* Gossip columnists in these magazines such as Hedda Hopper had a massive influence over the movie studios and society. Hopper named suspected communists during the McCarthy era.
* Genre movies gave movie goers escapism. Clara Bow was a star known for her sex appeal - specialised in ‘flapper’ roles + influenced fashion+ behaviour in young women.
* One of the first male icons was Clark Gable.

Influence of stars

* Movie stars tied and contracted to a particular studio and had to make a lot of movies. In 1925 Clara Bow made 15 movies. Clark Gable made 12 in 1931.
* Stars expected to behave in a way that matched their onscreen persona. ‘Handsome bachelors’ could not marry + admitting to homosexuality was unthinkable. Some stars challenged this pressure.
* Big stars could earn a vast fortune. Shirley Temple was earning $5,000 a week in the 1930s (the average yearly wage was $2,000).
* Ordinary actors earned very little. Stars could boost income by advertising products.
* Studios had sponsors; MGM (film studio) had a $500,000 deal with Coca Cola. The stars contracted to MGM would have to drink coke on set during breaks and during magazine interviews.
* Being ‘blacklisted’ by a studio meant that it was impossible to gain work. This happened during the red scare.

Regulating the movies

* The impact on society was huge, but not completely positive. Towards the end of the 1920s there were many complaints about the movie industry.
* Portrayal of women –too poorly dressed, drank and smoked. *Gangster* genre was criticised for glamorising violence.
* The Motion Picture Code (Hays Code) introduced in 1929-30. From 1930-36 all films had to conform to this code. Code stated that movies should improve society by being morally improving. This was hard for studios to follow.
* Studios began to build a ‘morality clause’ into their contracts with actors.

The Studio System

* Movies were an expensive venture but were extremely profitable.
* In 1930s & 40s – 90% of all film production was in Hollywood.
* It was the studios not the actors that had the real power. The 8 Hollywood studios (including Paramount & Warner Bros) had absolute control over the industry. They set budgets, ratings and schedules.
* Cheapest films were B Movies 🡪 no recognisable stars + cost around $50,000 to $100,000 but made up about half of major studios’ output.
* After the Depression, star studded feature films cost $200,000 to $500,000 to make.

The Social impact of popular music and radio 1917-45

* 1920s + 1930s 🡪 people still listened to old music and songs that had been popular before and during WW1.
* Jazz was having a huge impact in the cities of the USA. Record players help to spread the sound of jazz across the country.
* Jazz considered morally careless by conservative members of society in 1920s. Jazz dances such as the ‘Charleston’ and the ‘Black Bottom’ were very sexually suggestive.
* Jazz + swing bands had black band members 🡪 racist Americans found inappropriate.
* By 1929 almost 50% of homes had a gramophone, accordingly the record industry was booming. In 1929 $75 million worth of records was sold.
* 1935 🡪 sales dropped considerably as radio had really taken off in America. Radios played popular music for free and during the great depression records became a luxury that many couldn’t afford.

The Social impact of popular music and radio 1917-45

* 1920s + 1930s 🡪 radio ownership grew quickly. First commercial radio station was KDKA which began broadcasting in November 1920, broadcasting the election results before newspapers could even print them.
* 1924 🡪 600 commercial stations. Independent + free to play whatever they wanted over the air however advertising money soon took over with the first radio advertisement being broadcast in August 1922. Shows and stations were soon owned or heavily influenced by their sponsors.
* 1926 🡪 first national radio station NBC opened+ broadcasted an American football game.
* Radio Act set up in 1927 to regulate airwaves – federal licensing needed to ensure a fair share of the broadcast frequencies.
* Politicians and religious speakers used this medium to message the nation. Father Coughlin was an outspoken critic of the KKK and used radio to share his views and by 1930 he had 40 million listeners. During the depression, he criticised bankers and supported Roosevelt. However when FDR didn't go far enough he criticised the president and cost him some support.
* Mass production and hire purchase meant that radio ownership rose rapidly. Radio brought, drama, sport and debate into people’s homes. Radio made America a smaller country uniting a nation under a common culture.

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**Hays Code/Motion Picture Code** (1929-30) made sure all films 1930+ followed the code to improve society by morally improving from the complaints of the portrayal of women + gangs.

People began to listen to Jazz music in 1930s. In 1929, $75 million worth of records were sold and 50% of homes had a gramophone. Sales dropped in 1935 during depression as there was free radio and people couldn’t afford records anymore.

Stars had to behave a certain way & make a certain number of movies a year. Many were sponsored by companies like Coca Cola to promote their products on set and off.

Cinema became the biggest form of media entertainment in 1917 with the first pre-recorded sound movie in 1927. Stars like Clara Bow had a *massive influence* on young girls as she played flapper roles and impacted their behaviour.

NBC was first national radio station (1926) – they broadcasted an American football game before **Radio Act 1927** was introduced where radios needed federal licensing to broadcast frequencies.

First commercial radio station opened in 1920 – KDA. Was free and broadcast news before newspapers could but by late 1920s, heavy advertising took over.

**EXPANSION OF TV**

* TV developed quickly – programmes began to seem more ‘real’ to people and broadcast aired for longer each day and there were more channels and new, more shows
* People watched more TV including pre-recorded – most had shaped messages that they wanted to give to the public + re runs allowed
* 1953 – 80% TV was live, 35% in 1960
* 1970s – news and sports only programmes that were shown live
* Standards on commercial TV criticised in late 60s – especially by conservative and religious groups who disliked that many shows glamorised crime and violence.
* Many programmes were manipulated – quiz shows accused of telling contestants answers beforehand and exaggerating news as well, manipulating it and shaping the opinions of people
* Public wanted programmes to be straight with them

**NON-COMMERCIAL TV**

1. **1967 Public Broadcasting Act –** set up the government-funded **Corporation for Public Broadcasting (CPB)** which set up the **Public Broadcasting Service (PBS)** in 1969
	1. **PBS** was a national station made of local station groups mostly for no profit but with education as their main aim.
	2. **PBS channels** were free from the influence of sponsors and had their *own message*
	3. Had their own agenda – to educate, entertain and ‘restore standards’
	4. Educational TV took off and they had a lot of educational programmes with biggest success being Sesame Street (1969 – present) which taught children about racial tolerance, counting and reading throughout 1970s – first shows to have a racially balanced cast 🡪 children in all-white suburbs absorbed a + view of other races so in **1981,** government funding on the show was withdrawn.
2. **Serious documentaries** began to be made in 1960s after huge audience for Kennedy-Nixon presidential debates in 1960 🡪 people informed about major issues
	1. People didn’t have to buy newspapers since TV ownership was widespread and news programmes reported on issues of the day and people could happily sit and watch
3. **1970s –** drama series like real life like *M\*A\*S\*H* set in Korean War and considered issues that were relevant of Vietnam War – more people discussed war.
4. Some series reflected **black family life –** comedy shows unrepresentative of white and black American life – but showed that black families in their own homes also led similar, normal lives – better than black people being shown as servants and criminals so that some white people who had no contact with black people like those living in rural communities in NE saw black Americans as normal people and not foreign or dangerous.
5. Political satire became popular –*Rowan and Martin’s Laugh-in (68 – 73)* openly made fun of and criticised politicians, drawing on aspects of counter culture 🡪 making fun of politicians appealed to public more than criticising in newspapers and radio and TV debates did –
	1. People looked at politicians in a different life and were less respectful and much more wary and pointy of mistakes.
	2. Books and movies and TV shows started focusing on government conspiracies and cover ups of the 60s and 70s – covered wide range of events from assassination of President Kennedy to cover up alien landings.
6. News programmes and prime-time broadcasting lasted for longer – in-depth analysis was done and not just reporting what happened like before –people watched and became more politically aware and interested in the issues and the news issues became talking points

**INFLUENCE OF BROADCAST NEWS (1920 – 80)**

1. Voice on radio – more authoritative than newsprint so left a deeper impression – but newspapers provided pictures that radios couldn’t.
	1. Daily News (NY newspaper) – first tabloid newspaper with camera logo and photos
	2. Radios were important during Depression – gave stockmarket crisis reports which spread fear about falling share prices 🡪 people panicked and sold their shares making crisis worse. Newspapers also had stock price scares too.
	3. Roosevelt’s fireside chats on radios helped settle the crisis – helped restore confidence and trust in the banks
	4. Radio thoroughly reported WW2, quicker than movie newsreels e.g. Ed Murrow became radio news reporter during WW2 – his team reported from the front line as Murrow accompanied 20+ bombing missions
2. Ed Murrow – co-produced and presenter of CBS news series See it Now in 1951 – broadcasted a story on Red Scare in 1953 about a young man losing his job from possible family communist sympathies and in 1954, he did a whole on McCarthy using films and audio clips to expose him as a liar and bully 🡪 hugely changed public opinion away from McCarthy.
3. **1960s –** live news coverage of events like Cuban Missile Crisis and the Moon Landing – radio covered the news but people preferred TV since there were pictures and videos 🡪 even politicians negotiating over the Cuban Missile Crisis watched TV watching the ships from USSR coming closer to the ‘line’ without being over it and therefore not be attacked by US Navy – TV version was the version everyone believed because coverage of the hearings like the Watergate hearing in the Senate changed public opinion about presidency 🡪 all 250 hours of hearing shown but only important events were edited and dramatized and shown.

SHAPING OPINIONS

* Broadcast news not only showed what happened, but gave its own interpretations of current events, shaping how it was presented
* Broadcasting company had final say over what was broadcasted
* Walter Cronkite – 1968 on Vietnam documentary aired after the 1968 Tet Offensive – shocked people since he was a trusted, respected anchor-men who was now criticising a government they were already uncertain about.
	+ He confirmed their fear – showed that the government was going through with a war they already didn’t want and it was being done wastefully and incompletely
	+ Unlike Korean War, Vietnam War had televised reports with radio sports and newspaper reports with photos
* Pre 1968 – news reports showed shocking incidents and footage showed it in detail
* August 1965 – CBS showed marines burning village of Cam Ne to the ground that was apparently suspected of helping the rebels but **no rebels** were found 🡪 coverage was critical

**AFTER VIETNAM**

* SHAPED

**MEDIA AND JIMMY CARTER**

1. Media’s relationship with Jimmy Carter showed how story selection influenced public opinion
2. Media first showed Carter in a good, positive light 🡪 early months he had high levels of support in media (up to 70%)
3. His administration was managing policy-making and Congress badly which soon became clear – media withdrew support soon
4. Media decided Carter was incompetent and picked out and highlighted events that showed this
5. No evidence of presidential wrongdoings by Carter found so Carter’s brother was presented instead as he’d been involved in scandals with the Internal Revenue Service – this reflected badly on Carter.
6. October 1979 – Carter collapsed during marathon – people saw him as weak morally and physically, a cause for his not being re elected
7. Same year, attacked by rabbit in lake which he tried to move with his paddle – captured public imagination as yet another symbol of weakness
8. Media never photographed Roosevelt showing he had polio or mock his weakness – created idea that presidency could be mocked – Iran – 52 hostages for 444 days until Reagans election