

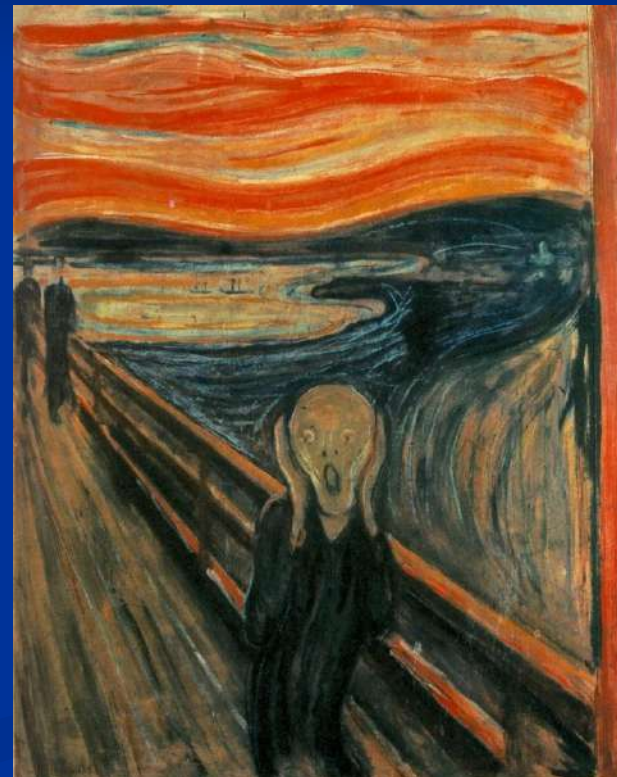
# Modernism in the 1920's

# What Differences Do You Notice in the Art Below?

Realism



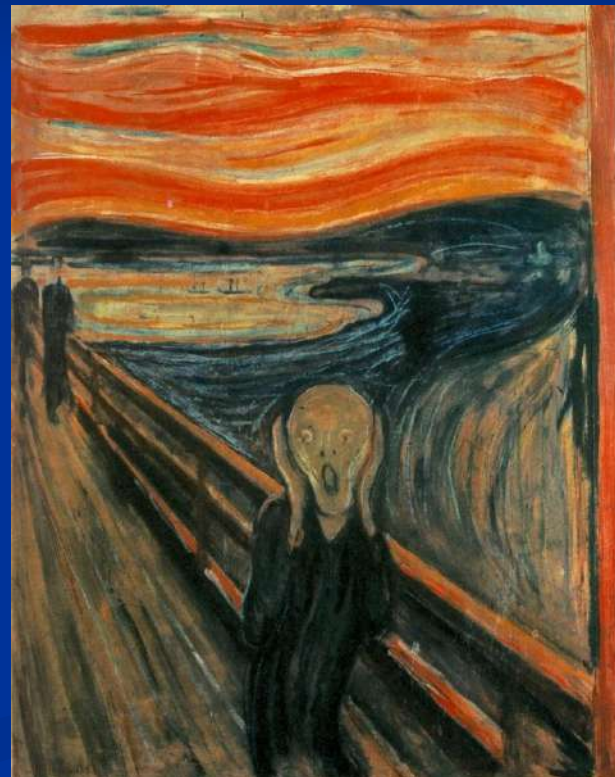
Modernism



Realism: Accurate detail, truth, lower-middle classes, real life subjects



Modernism: Experimentation, Abstraction, Fresh Ideas



# Causes of Modernism

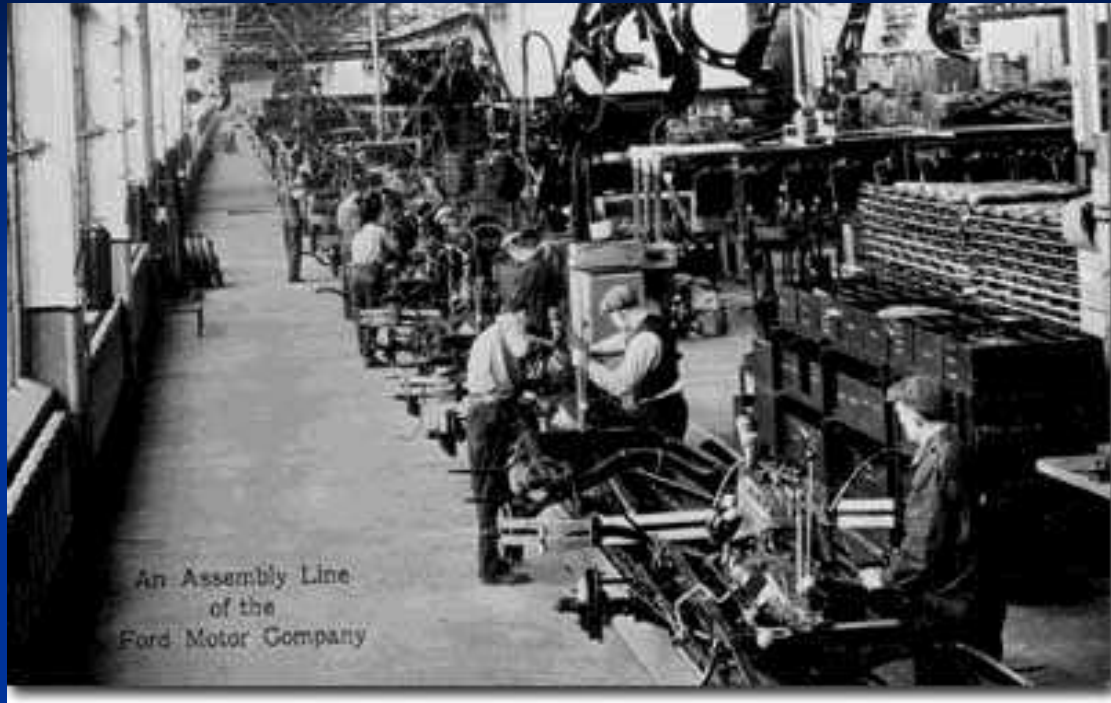
# Postwar Prosperity



- Scientific and technical innovations
- Electricity became widespread
- Mass produced goods became available at attainable prices.
- Communication innovations led to Americans thinking similar ideas
- Americans began using credit

Consumerism led to advances in advertising techniques.

# Postwar Prosperity



- Increased efficiency
- More spare time and disposable income for average workers.



# The Automobile and American Culture



*for the*  
**YOUNG BUSINESS MAN**

The Ford Runabout is a profitable partner and a happy companion for the boy who is making his mark in business and at school.

It reduces distance from a matter of miles to a matter of minutes. By saving time and effort, it makes larger earnings possible. And costing little to buy and keep going, it quickly pays for itself.

When vacation time rolls round the Runabout enables the young business man to reduce by hours the time between work and play.

Let us tell you how easy it is to buy a Ford on the Weekly Purchase Plan.

**THE RUNABOUT**  
**\$265**  
F. O. B. Detroit  
Demountable Run and Starter 195 extra

FORD MOTOR COMPANY, DETROIT, MICHIGAN

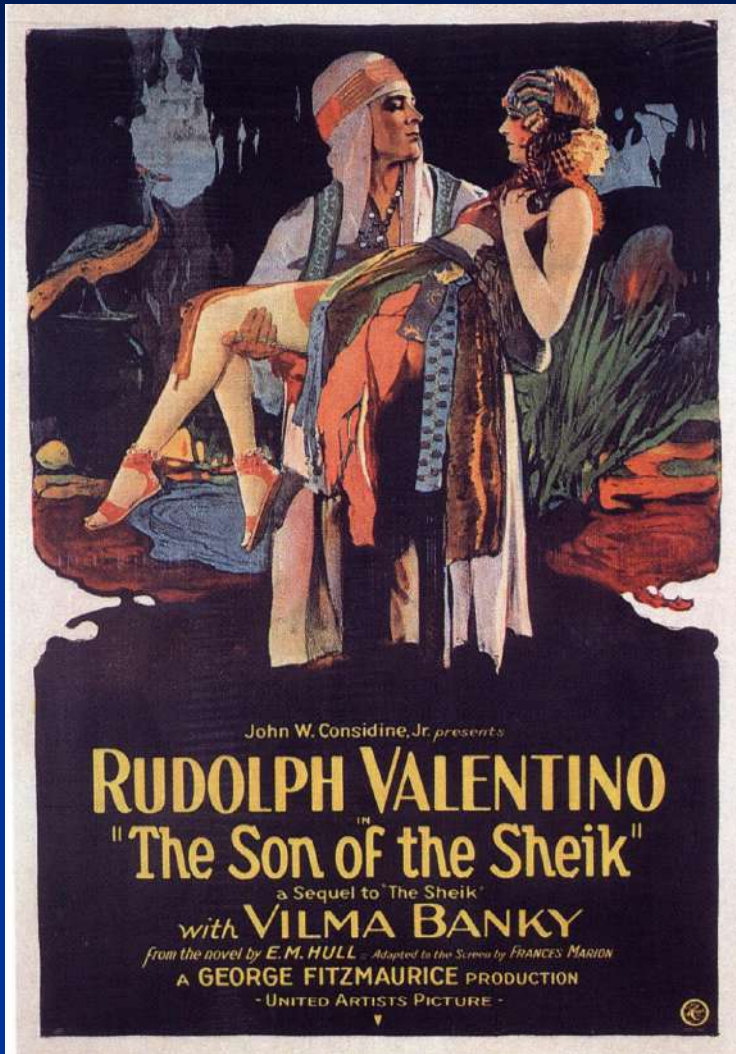
- Cars became affordable
- Explosive Growth (1 in 5 people had a car)
- Related industries sprang up including service facilities, filling stations, and motels.

# Mass Culture

Look at your note sheet. Talk to your group about what you already know about the subtopics in “Mass Culture”



# Mass Culture: The Movies



- People had money to go to the movies
- Films celebrated themes like consumerism, romance, exotic locations, and new fashions.
- Young people emulated the glamorous Hollywood elite just as they do today, raising much concern among parents.

# Mass Culture: Radio



- After war-time restrictions on civilian radio use were lifted, amateurs began experimenting with broadcasting.
- Advertisement=Money and Consumerism
- By the end of the decade, 40% of homes had radio receivers.

# Flappers



- The image of the flapper and the "new woman," who bobbed her hair, wore make-up, danced to jazz music, and smoked cigarettes is synonymous with the 1920's.
- The emerging advertising industry and mass media promoted more sexualized images of women, thus, giving license for young women to shed the purity associated with The Cult of Domesticity

Actress Louise Brooks, an icon of flapper  
glamour

# The New Woman and the New Morality



Changes in the feminine ideal: The well-bred Gibson girl of the turn of the century and the decidedly more dangerous flapper of the Roaring 20's

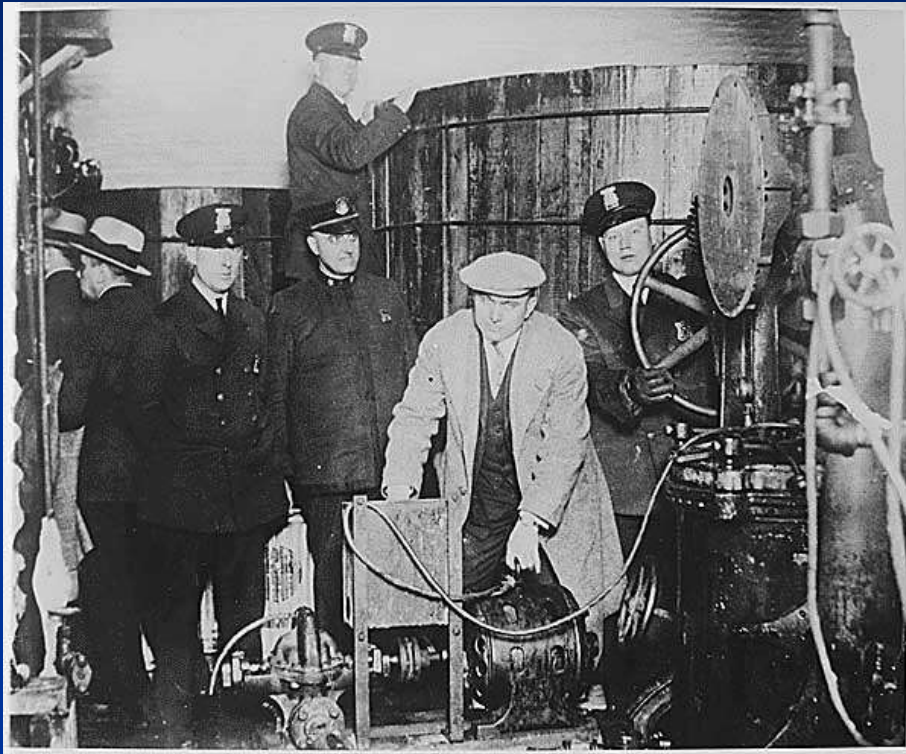
# Flappers

- <https://www.youtube.com/watch?v=Fc7c8ZNy4f4>





# Prohibition



Detroit police discover a clandestine still.

- Prohibition went into effect in January 1920
- Groups felt that alcohol created hardship in family life and a catalyst to crime.
- The black market for alcohol was a boon for organized crime.

<https://www.youtube.com/watch?v=OiYqFXmVAFg>



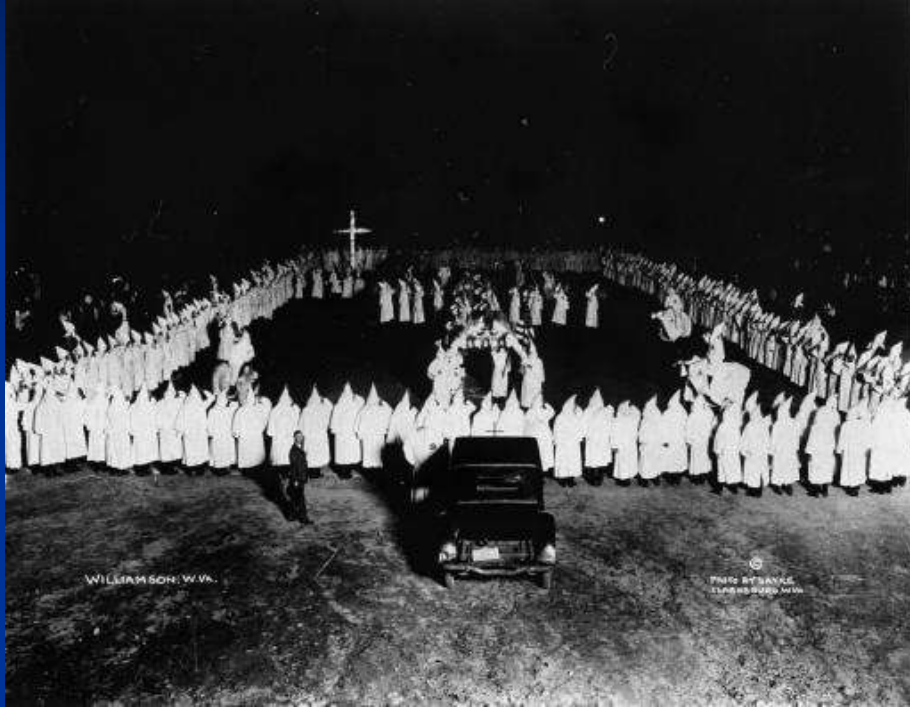
# Nativism



Ellis Island, 1920

- Cities grew and became more diverse
- Catholic and Jewish immigrants from southern and eastern Europe began to outnumber those from northern and western Europe
  - "100% American" movement fueled by pseudo-scientific theories of race.
  - Immigration was limited

# The Resurgence of the Ku Klux Klan



- In the 1920's, the KKK became more popular.
- KKK added advocacy of "100% Americanism" to its agenda, which generated a hatred of Jews, Catholics, foreign born citizens, and communists in addition to African Americans.

# F. Scott Fitzgerald: The Lost Generation



- F. Scott Fitzgerald often wrote critically about the illusions of wealth and fame while at the same time partaking in the excesses of celebrity and striving for immortality in literature. Fitzgerald succumbed to alcoholism and his wife to mental illness after years behind the facade of glamour and celebrity.

Discuss: What type of irony is above?

# Modernist Literature

## Characteristics

1. Showed a break with religious, social, and political tradition.
2. Illustrated a “social breakdown”
3. Showed uncertainty for the future
4. The human experience is filled with loneliness.
5. Experimental techniques “Make it New!”

# Modernism Recap

- <https://www.youtube.com/watch?v=ZzkEUoLgLZc>