Mass Media and the Jazz Age

- Z Mass Media- print, film, and broadcast methods of communicating with a large number of people.
- Z Before the 1920's most of American Culture was regional, meaning, New England had it own style, Texas had its own style, California had its own style, the south had its own style etc.
- Z Now with mass media people started to cross regional styles. What was popular in Hollywood, might become popular for some people in the mid-west.
- Z The growth of mass media and in the 1920's produced a national culture.

Movies and Newspapers

- z In the 1920's movies theatres in the U.S. rose from 5,000 in the country to 22,500.
- *<u>The biggest reason for the increase of the movie industry</u> <u>was the addition of sound.</u>*
- z Before the 1920's movies were silent, with action, then caption.
- z New print doubled in the United States from 1913-1927.
- Z Larger newspapers started buying up the smaller papers. Example, the Detroit Free Press and Detroit News offer their services all over the state of Michigan, almost exclusively in southeast Michigan.
- Z At this time the first example of "Tabloids" were published. Newspapers wanted to attract readers and juicy stories about sports, sensational crimes, fashion and scandals.

Magazines and Radio

- Z By 1929 American's were buying 200 million copies of magazines such as Saturday Evening Post, Reader's Digest, Ladies Home Journal and Time.
- z Italian physicist, Guglielmo Marconi invented the means of wireless communication using radio waves in 1896.
- Z The first U.S. radio station was in Pittsburgh called KDKA. Stared in 1920 with a guy named Frank Conrad who set up a radio in his garage and began to announce sport scores. This caught on like wildfire.
- z By 1922 there were over 500 radio stations, and Americans bought radio set because it was the newest form of news & entertainment.
- Z With these forms of media, "advertising" became a new form of business and helped companies reach a larger part of the country.

The Jazz Age



- *Z* Jazz Age- synonymous with the 1920's, or another name for the 1920's
- Jazz was brought to the north from the south.
 Originated from ragtime.
- Z Popular form of music, first part of African American culture to reach across and influence white culture.
- z Radio helped make this transition happen.

Mixed Feelings about Jazz

z Pros

- z Fresh new kind of music.
- z Fast paced and energetic, agreed with the changing times.
- z By 1920, 67% of radio time was dedicated to Jazz music.
- Z Younger generation made Jazz their generations anthem, and it essentially described the flapper image.

z Cons

- Z Older generations were horrified with the sounds of jazz and it's influence on the younger generation.
- Z Encouraged dancing which some considered improper.
- z To suggestive, people should be respectful and appropriate.

Harlem was widely known as a popular place to listen to Jazz. Around 500 Jazz clubs were said to of been in the Harlem area in the 1920's

Z Some Famous clubs were the Cotton Club, Connie's Inn and the Saratoga Club. These were mostly for the rich and famous, and had almost an entirely African American band.

z *Famous Jazz Musicians*:

- Z Billy Goodman, a.k.a. "the King of Swing" (big band), Louis Armstrong, a.k.a. "Satchmo" (Trumpet) and Edward Ellington, a.k.a "Duke Ellington" (composer and band leader) all played in Harlem during the 1920's.
- z These are the men that brought Jazz to the masses, mainly white Americans.
- Z Painters in the 1920's started drawing images that related to the times, coal mines, cities, not just romanticized ideas.

The Lost Generation

- *The Lost Generation was a group of writers who were disconnected with the United States and its values.*
- Z Some of the more popular lost generation writers were E.E. Cummings, Ernest Hemingway, F. Scott Fitzgerald.
- Z These writers mostly moved away from America, settling in Paris to do their work.
- Z Sinclair Lewis wrote stories containing sarcasm about small towns and dishonest ministers

Z *Popular works of these authors*

- z E.E. Cummings- The Enormous Room and scores of poetry.
- z Ernest Hemingway-The Old Man and the Sea, Farewell to Arms
- z F. Scott Fitzgerald- The Great Gatsby

The Harlem Renaissance

- Z New York was quickly becoming the cultural center of the United States.
- Z <u>The Harlem Renaissance took place in New York, and was</u> <u>an African American literary awakening in the 1920's.</u>
- z James Weldon was the Secretary of the NAACP and a literary figure
- Zora Hurston, an anthropologist, wrote "Their Eyes Were Watching God". Helped empower black women.
- z James Weldon and Zora Hurston were known for their contributions to the Harlem Renaissance.
- Z The Jazz Age proved to influence many facets of Americans lives, both white and black.