



[HTTP://PTP88.COM](http://PTP88.com)

The United States and the Cold War

# Pop Culture of the 1950s

1. Who won the 1948 Presidential Election?
2. Who won the 1952 Presidential Election?
3. Which Soviet Premier came to power in 1955 following the death of Stalin?
4. What two events happened under the Presidency of Dwight D. Eisenhower?
5. Describe the baby boom and its impact on the United States.
6. Describe how Eisenhower went about fixing the high way crisis.

## REVIEW.

# Pop Culture of the 1950s

What is “pop culture”?

Pop Culture during the 1950s?

Consumer Culture

Material Culture

Music

Television

Movies

# Consumer Culture

Starting in 1950 the American economy grew rapidly.

The US had 6% of the world's population.

How much of the world's wealth did the United States hold?

40%

What were they doing with this new wealth?

Buying items to make their lives easier.



**S.E.C. YOUR GUARANTEE**

**This superbly engineered ELECTRIC CLEANER**

Embodies automatic adjustment to carpet thickness; resiliently mounted motor; exclusive noise-reducing radio-interference suppressor device.

Cash price £18. 14. 6 plus £7. 11. 6 P.T.  
Price of attachments £3. 2. 8 plus £1. 9 P.T.

**OR ON HIRE PURCHASE**

Ask your Electrical Retailer for demonstration and further details.

**S.E.C.**  
The name to remember for all electric appliances in the home

**S.E.C. YOUR GUARANTEE**



# Material Culture

**How would the life of a teen during the 50s be different from a teenager of the 30s?**

The average teen during the 1950s had a small income (work or allowance) allowing them to buy material goods.

**But first...**

**What is a teenager?**



Do you listen to any music that your parents do not like?

**QUESTION.**

# Music

In the 1950s, America creates one of the most popular genres of music in the world.



Term coined by Alan Freed in 1951

**What genres of music were used to create Rock & Roll?**

**Gospel and Country**  
and **Rhythm and Blues**

Which demographic of people in American listened to country and gospel during the 50s?

Which demographic of people in America listened to rhythm and blues during the 50s?

**QUESTION.**





**How did Elvis eventually die?**

# Television

**In 1946:**

Only 7,000 Americans owned a TV

**By 1960:**

50m owned across the country

**Why did people love television shows at this time?**

It taught valuable life lessons, but was very stereotypical.



[I Love Lucy - Chocolate Factory](#)



# Movies

Drive in theatres sweep the nation with famous movie stars like:

