

1  **The Eisenhower Era**

Kennedy, Ch. 37 and additional resources
AP U.S. History 2012 (Mr. Broach)

2  **1950s Economy and Society**

Conformity and Change

3  **1950s Consumer Economy**

- Importance of Television
- McDonalds, 1955
- Economic Affluence
- Technology: development of computers

4  **Images**5  **1950s Society**

- Concept of the American Family
- Women's Roles
- Televangelism: Billy Graham, Oral Roberts, Bishop Fulton J. Sheen
- Music: Elvis Presley and Rock n' Roll
- Another clash of cultures brewing...
- Beat movement, or "beatniks"

6  **1950s Culture, continued**

- Literature:
 - Not as dynamic as previous periods, though some notable authors:
 - Hemingway
 - Steinbeck
 - Kurt Vonnegut, Jr., *Slaughterhouse Five*
 - J.D. Salinger, *Catcher in the Rye*
 - Poetry: Ezra Pound
- Plays
- Movies (conflicting themes, i.e. *Gidget*)

7  **Dwight Eisenhower**

- Election of 1952
 - Role of Television
 - Checkers Speech
- Joseph McCarthy
 - Rise: Accused State Department & Dean Acheson
 - Fall: Accused US Army
 - New historical research since the fall of the USSR

8  **1950s Civil Rights Movement**

The beginning of the Modern Civil Rights Movement

9  **Segregation in the 1950s**

- Signs of change on the horizon...
 - Jackie Robinson
 - Gunnar Myrdal, *An American Dilemma* (1944)
 - *Sweatt v. Painter* (1950) – no separate professional schools allowed

- Truman's actions

10 **The Beginning – Two Landmarks**

1. 1954 – *Brown v. Board of Education of Topeka, Kansas*
 - Overturns *Plessy v. Ferguson* (1896)
 - Southern resistance
 - September 1957: Little Rock Nine
 - 1957 Civil Rights Act – federal government can intervene to protect voting rights
2. 1955 – Rosa Parks
 - Young Martin Luther King leads bus boycott
 - Founds SCLC in 1957; SNCC founded 1960

11 **Bus Boycott – first major success**

12 **Politics of the 1950s**

13 **Dwight Eisenhower**

- Election of 1952
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14 **Eisenhower Republicanism**

- “Dynamic Conservatism”?
- Had to accept some of the New Deal
- Civil Rights (will discuss separately)
- Interstate Highway System

15 **Late 1950s to JFK**

- Second Term not as strong
- Heart Attack / part-time president?
- Teamsters & Jimmy Hoffa
- Election of 1960
 - Importance of TV debates
 - Kennedy's Catholicism
 - Close election
 - Eisenhower's Farewell: “military-industrial complex”

16 **On the Brink of the Cold War**

Problems and Defense in the 1950s

17 **End to the Korean War (discussed in Unit 11)**

- 1952 Election: Eisenhower promises to “go to Korea”
- Final truce in 1953 (after the death of Stalin)
- DMZ Established; still in effect today

18 **“New Look” Foreign Policy**

- Secretary of State John Foster Dulles

- Goal: Roll back gains of communism and liberate captive peoples
- SAC: Strategic Air Command
- BRAVO Test, 1955
- Hungarian Revolution, 1956 – Why did the U.S. not respond?
- Domestic Problem: How to cut national spending while building up defenses?

19 **Nuclear Arms Race**

20 **Duck and Cover Drill, 1950**

21 **Vietnam Issues**

- After World War II, French regain control of Indochina
- Nationalist leader Ho Chi Minh
- 1954 – French defeated at Dienbienphu
- 1955 Geneva Conference:
 - Split Vietnam on 17th parallel
 - Promised elections in 1957 (didn't happen)
 - North – Ho Chi Minh (communist)
 - South – Ngo Dinh Diem (nationalist)

22 **Cold War issues in Europe and the Middle East**

- Reaction to NATO: Warsaw Pact
- Geneva Conference, 1955
 - Good "spirit" between Khrushchev & Ike
 - Background on Khrushchev
 - SOURCE: John Lewis Gaddis, *The Cold War: A New History* (2005)
- CIA-led coup in Iran: Shah Pahlavi
 - Middle Eastern resentment
- 1957 Suez Crisis & Egyptian President Gamal Abdel Nassar

23 **Suez Crisis & The Middle East**

- Result of the crisis
- Oil issue
- 1957 Eisenhower Doctrine
 - Pledged US military and economic aid to Middle Eastern countries resisting communism
 - First application: 1958 in Lebanon
- 1960: Formation of OPEC

24 **Problems at the end**

- 1957 Sputnik
 - Reaction: National Defense and Education Act and NASA
- 1959 Visit to the United States
- Camp David Meeting, planned to meet again in 1960, then: U-2 Incident
- 1959 Cuban Revolution and Fidel Castro

25 **The End – EXAM 12A**

Have a Nice Easter Break! READ AND REVIEW!!!