

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

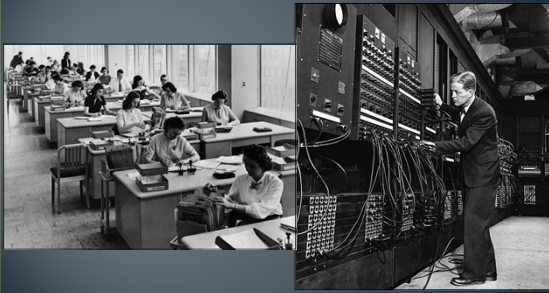
1950s Economy and Society
Conformity and Change

1950s Consumer Economy

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

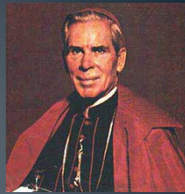


Images



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"



James Dean
Source: faculty.meredith.edu

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*)

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



(video link: livingroomcandidate.org)

NIB

1950s Civil Rights Movement

The beginning of the Modern Civil Rights Movement

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



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

Bus Boycott – first major success



Rosa Parks
Source: montgomeryschoolsmd.org



Martin Luther King in 1956
Source: mariononline.org

Politics of the 1950s

Dwight Eisenhower

- Election of 1952
 - Role of Television
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(video link: livingroomcandidate.org)

NIB

Eisenhower Republicanism

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



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"



On the Brink of the Cold War
Problems and Defense in the 1950s

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



Source: CBSNews.com
Inside the DMZ Conference Room (2008)

“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 **NIB**
- Hungarian Revolution, 1956 – Why did the U.S. not respond?
- Domestic Problem: How to cut national spending while building up defenses?

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 Nasser



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

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



Source: EisenhowerInstitute.org



SOURCE: UPI
Fidel Castro in 1959

