• Campaigned on university campuses for traditional values and to stop things such as contraception and abortions

**Impact of the Cold War on the Presidency**

• The power of the President increased
  - The CIA was created, reporting directly to the White House rather than to Congress
  - The president had the power to press the nuclear button and to move troops around without consulting congress
  - The President was the Commander in Chief

• Examples
  - Truman went to Korea without consulting Congress
  - Truman ordered the Berlin Airlift without permission from Congress
  - Kennedy didn’t consult Congress about the Bay of Pigs invasion of Cuba in 1961

**The Korean War 1950-53**

• During the Cold War
  - Communist North Korea wanted to invade South Korea so the US went to the UN to stop them
    - The UN forces were majority American
    - the USSR were boycotting this particular meeting over the refusal to let China join the UN so they couldn’t veto the decision

• Truman’s actions
  - Wanted to hold back information from the media to avoid further anti-communist feelings
    - However this meant that the media, desperate for information, made things up such as the fact that Truman wanted to use the Atom bomb on Korea
  - In the end he wanted to resolve the war rather than scale it up (there was pressure to do this)

• Outcome of the war
  - Korea was divided again at the 38th parallel as it had been before the war
  - It was expensive for America and at its peak, 14% of GNP was spent on defence

**The Vietnam War 1955-75**

• The war escalated out of control
  - Military spending was so high that it was blamed for the stagflation in the 1970s
  - The US was supporting a corrupt government in Vietnam just because it wasn’t communist and people stopped trusting their President because of the failure of the war
    - "Hey! Hey! LBJ! How many kids did you kill today?" (popular chant at protests against Johnson)
  - In the end the US withdrew from Vietnam in what many people saw as a shambolic helicopter evacuation
    - It was the first war that the US had lost and they had quite obviously been fighting dishonourably - a dirty war which was humiliating

• Unpopular Draft cards
Because of the inequalities that still existed during the New Deal, many black Americans protested against it and they had support from Communists who believed that relief funds should be allocated equally
- However their links to communism gave people another stick to beat the Civil Rights Movement with

As the government wasn’t supporting black Americans enough, black churches set up shops and restaurants which bought wholesale food and sold it at cheaper prices than white run stores to help the black population

**Impact of the Second World War**

- **Roosevelt passed an executive order banning discrimination in defence work**
  - 1942, only 3% of defence workers were black. By 1944 this was 8%.
  - Wartime migration to the North rose to higher levels than in the 1920s
  - A shortage of workers due to men in the army meant that black workers had to be trained in skilled labour

- **Truman passed an executive order integrating the military**
  - However his main focus was on fighting communism during the Cold War so he wasn’t too concentrated on fighting for Civil Rights despite his personal beliefs that lynching and segregation were wrong

**The Civil Rights Movement**

**Separatists**
- In addition to the mainstream Civil Rights Movement (below), there was also the Separatist movement which suggested that true equality in an integrated society was not realistic so black people should focus on making their separate facilities more equal to those of whites
  - This also included the likes of Marcus Garvey who suggested that the answer to racial inequality was for black Americans to go back to Africa

**The NAACP**
- National Association for the Advancement of Coloured People established in 1910
- Their aim was to challenge the law and take cases of discrimination to court
  - Focusing on the Supreme Court ruling that segregation had to mean separate but equal facilities. They tried to take cases of inequality to court
  - They won every case they took to court in the 1950s

**CORE**
- Congress of Racial Equality set up in 1942
- Was unusual in having both black and white members from the beginning
- They fought for Civil Rights focusing on non-violent protests such as sit ins, jail-ins and freedom rides

- Rules of Non-violent protest
  - You had to dress and behave respectfully
  - You couldn’t be loud or abusive
  - You couldn’t fight back if you were attacked
These illegal immigrants did face difficulties in the US as they were open to exploitation and couldn’t get help from the authorities, weren’t entitled to welfare, health care or education.

Attitudes to immigrants
- While Republicans were more likely to want to restrict immigration, Liberals like Kennedy were more inclined to accept immigrants and their cultures.
- Public opinion regarding immigration often changed with government policy.
- Immigrants and blacks were at the bottom of the heap, they were always the first to be fired and then they would require welfare.
  - This made the public hostile towards them, as they resented the fact that their taxes were going towards helping the immigrants and black people who in their opinion, didn’t deserve welfare.

Pop Culture
Cinema
- Through most of the 1920s, films did not have any way of recording sound so they were ‘silent’ movies with piano or orchestral accompaniment.
- The first ‘talkie’ was shown in 1927.
- Cinema became increasingly popular and by 1941, there was one cinema seat for every 12 people in the entire country.
- Hollywood stars became the centre of attention.
  - Magazines devoted to their lives and gossip.
  - Influence on fashion - e.g. Clara Bow’s haircut in the 1920s.
    - In her busiest year, Clara Bow made 15 movies and Shirley Temple earned $5,000 a week when the average salary was $2,000 a year.
  - The stars were expected to behave in a way that fit with their image on screen and were discouraged from partying and drinking a lot being scandalous. In the same way, male actors known on screen for being bachelors were discouraged from getting married and not allowed to admit to being gay in case put female fans off watching their films.

- Sponsorship and the big studios.
  - 90% of films made in the 1930s were made in Hollywood and all the big film studios worked together.
    - This meant that if you were a blacklisted actor, as you may have been during the red scares, it would be impossible for you to find work again.
  - Actors and studios could earn money through sponsorship. For example, a studio could make a deal with a company e.g. coca cola which would mean that all their actors and staff would drink coca cola during breaks and interviews.

- Regulation of the movies.
  - In the 1920s, there was criticism of the cinema as some people felt that films were glamourising sex and violence so the Hays Code was established in 1930 and all films had to conform to it:
    - No crimes could be presented in any way that they could be copied
    - Family life should be portrayed as good and adultery as bad
    - Seduction, sex and rape should be avoided and childbirth & sex between different races could never be shown.
    - No swearing or nudity.
LEISURE AND TRAVEL CHANGES

• It wasn’t until 1938 that there was a maximum number of hours you could work (40 hours a week) and a minimum wage

1920s and 30s

• People had no or very little leisure time. It was mainly for the middle classes and the poor either had to work longer hours or had no money to spend on leisure.
• The situation for people obviously worsened in the 30s through the Great Depression

The Leisure industry 1917-45

• Eating out became popular as did visiting illegal speakeasies where you could gamble and drink alcohol (banned during prohibition until 1933)
• Visiting the Cinema also became a popular leisure activity
  o By 1930 New York had hundreds of cinemas and this led to a booming film industry, especially in Hollywood
    • Created an employment boom for people working in the industry, the building industry and the service industries that fed and housed the workers
• Growing car ownership and better roads meant that people could go to parks to hike or camp
  o National Parks created a 'back to nature' experience
  o Amusement parks and kiddie parks were established for days out
• The radio industry grew rapidly as did the book market with the arrival of cheaper paperback books in the 1920s

• Spectator sports became increasingly popular and stadiums were built and enlarged to accommodate audiences
  o Broadcasts of sporting events, especially baseball games led to more people wanting to go and actually watch them. However, it did also mean that people could enjoy the game without paying the price of a ticket so some teams began to ban radios from broadcasting their matches.
  o Sports stars were often from working class backgrounds so sport was a way that they could come out of poverty and make money
    • Babe Ruth, one baseball star went from earning $20,000 in 1920 to $80,000 in 1930
  o During WW2, Roosevelt said that sports should continue to keep morale up as long as when called to the army, the players went.
    • Most players volunteered rather than waiting to be called up so during the war, women’s teams grew and were somewhat popular though they collapsed after the end of the war.

Leisure industry 1945-80

• In the 50s and 60s, there were more white collar workers than blue collar workers in America. This, and the fact that 40% of married women were now working, meant that families had a higher income. Along with the maximum of a 40 hour week, this meant that there was more time and money for leisure.
  o Women could work because they had more labour saving devices
  o Wages went further as mass production made goods cheaper so people spent around 1/6 of their wages on leisure
• Even the poor had time for leisure. They could listen to the radio and fast food chains which were cheaper meant that they could also eat out sometimes.
• Regan wanted to reduce federal involvement and therefore reduce taxes
• He believed in supply-side economics of ‘trickle-down’ theory
  o That by allowing the rich to get richer, they would invest more in business and jobs would be created, helping the poor.

**Reagan’s aims:**
• Cutting the federal deficit
  o He proposed cuts to domestic spending and aimed to cut the deficit from 22% of GNP in 1981 to 19% of GNP in 1986
  o However, the proposal had significant errors in it and included an ‘unidentified’ further cut of $74 billion
• Cutting personal and Business Tax
  o Accompanied by the Economic Recovery Tax Act which cut marginal income tax by 23% over 3 years
  o The highest income tax band rate fell from 70% to 50% and the lowest fell from 14% to 11%
• Deregulation
  o of state, industry and local government
• Planned control of the money supply
  o This was in an attempt to keep inflation low while expanding the economy

**Getting legislation passed**
• There was a republican majority in the Senate and almost a republican majority in the House of representatives which made it easier for Reagan to get legislation passed
  o Though some changes did have to be made to get it through the House and the proposed tax reduction was cut from 30% to 25%

**IMPACT OF REAGAN’S ECONOMIC POLICIES**

**Did they stop inflation and unemployment?**
• The money supply was restricted in order to stop inflation but once unemployment rose, Reagan didn’t ask for the restrictions to be lifted
  o This led to high interest rates which hit businesses that had to buy supplies on credit
• Inflation did begin to fall (from 13.5% in 1980 to 6.2% in 1982)
• However unemployment rose from 7.1% in 1980 to 9.6% in 1983. By 1988 it had fallen to 5.5% but there was a high number of people in part-time work and therefore not being paid fully etc. (they were cheaper for businesses to hire)

**Did the policies increase personal wealth?**
• Tax cuts made many people richer
  o However, the tax cut was greater for the richest so they benefited more

**Did the policies encourage people to save and invest?**
• Deregulation of the financial sector meant that financial organisations took more risks to win customers
  o This led to a stock market crash in 1987 and the Savings and Loans crisis 1983 which saw many people lose their savings and investments
  o The economy recovered more rapidly than in 1929 because people panicked less and banks were encouraged to lend each other money
The trade market

Reagan also wanted to reduce regulations on environmental issues - pollution and nuclear power plant working conditions - but Congress blocked this

Problems with deregulation

- It meant that when smaller companies began to struggle, there was nothing stopping big businesses buying them out. In the 1980s, big businesses expanded and independent businesses struggled
  - However, big businesses benefitted from deregulation of wages and working conditions and Reagan did try to help small businesses by allowing them to pay personal rather than corporate tax
- It also meant that businesses could set their own levels of safety and they were often lower than previous government regulations
- Initially, cutting regulations meant prices dropped as businesses tried to compete with each other but as big businesses expanded, they would fix a price structure so that they didn’t have to compete

CASE STUDY: SAVINGS AND LOAN COLLAPSE 1983

- When deregulation of the banks happened, banks could offer higher interest rates on savings in order to draw in customers. This was good for people who wanted to save but bad for businesses and people with long-term loans.
  - They couldn’t switch to the new low-interest loans on offer after deregulation.
- As they tried to compete with each other, banks and S&Ls (building societies or institutions that lent money for mortgages) made increasingly risky investments and the S&Ls failed through incompetence
  - The government was forced to provide money to cover that lost by failed S&Ls in 1987 through the Competitive Equality in Banking Act
  - This wasn’t enough money - by 1988 the S&Ls had lost $10 billion and in 1989 the property market collapsed
  - In 1989 Bush had to bail out some failing organisations and set up new federal regulators which cost $150 billion

Effects of deregulation on trade

- The government stopped intervening in the trade market
- As the balance of world trade shifted against the USA, foreign imports became cheaper to buy than American goods and American companies lost business as a result
  - e.g. the textile industry was hit hard. 1980-85, 250 textile plants were forced to close and 300,000 workers lost their jobs. 15% of jobs in manufacturing were lost under Reagan’s presidency
- Farmers struggled with falling prices and in the end, Congress forced him to pass the Food Security Act in 1985, giving federal help to struggling farmers.
  - Despite these negatives, some people argue that deregulation of trade was a good thing as it meant more imports and that meant that the customer had more choice
  - This also made the USA an attractive place to invest in. However, often when foreign countries bought up property and businesses in the US, they weren’t reinvesting the profits into America but into their own countries (e.g. Japan). This suggests that they were exploiting rather than benefitting the US.