

Ch 27 Section 3 Popular Culture

New Era of the Mass Media

The Rise of Television

- **Mass media**—means of communication that reach large audiences
- TV first widely available 1948; in almost 90% of homes in 1960
- **Federal Communications Commission (FCC)** regulates communications
- By 1956, FCC allows 500 stations to broadcast
- Programs: comedies, news, dramas, variety shows, children's shows
- Lifestyle changes: *TV Guide* is popular magazine; TV dinners

Stereotypes and Gunslingers

- Women, minorities on TV are stereotypes; few blacks, Latinos
- Westerns glorify historical frontier conflicts
- Raise concerns about effect of violence on children
- Criticism was based on its portrayal of an idealized society.
- White men benefited the most from the economy and culture of the 1950s

A Subculture Emerges

The Beat Movement

- **Beat movement**—writers, artists express social, literary nonconformity
- Poets, writers use free, open form; read works aloud in coffeehouses

African Americans and Rock 'n' Roll

Rock 'n' Roll

- Black musicians add electric instruments to blues—rhythm and blues
- **Rock 'n' roll**—mix of rhythm and blues, country, pop
- Has heavy rhythm, simple melodies, lyrics about teenage concerns
- Music appeals to newly affluent teens who can buy records
- Many adults concerned music will lead to delinquency, immorality
- Rock 'n' roll and the beat movement were viewed as forms of rebellion

The Racial Gap

- African-American singers like Nat “King” Cole, Lena Horne popular
- Many black artists play **jazz**, music characterized by improvisation
- African-American shows mostly broadcast on black radio stations
 - content, advertising target black audiences
- Important to black audiences with fewer TV sets, no presence on TV