

An Era of Social Change

Latinos, Native Americans, and women seek equality in American society. The ideals and lifestyles of the counterculture challenge the values and priorities of mainstream society.



An Era of Social Change

SECTION 1

Latinos and Native Americans Seek Equality

SECTION 2

Women Fight for Equality

SECTION 3

Culture and Counterculture



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Section 1

Latinos and Native Americans Seek Equality

Latinos and Native Americans confront injustices in the 1960s.



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SECTION

① Latinos and Native Americans Seek Equality

The Latino Presence Grows

Latinos of Varied Origins

- 1960s Latino population grows from 3 million to 9 million
- Mexican Americans largest group, mostly in Southwest, California
- 1960, almost 900,000 Puerto Ricans settle in U.S., mostly in NYC
- Cubans flee communism, form communities in NYC, Miami, NJ
- Central Americans, Colombians come to escape civil war, poverty
- Many Latinos encounter prejudice, discrimination in jobs, housing



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Latinos Fight for Change

The Farm Worker Movement

- César Chávez helps form United Farm Workers Organizing Committee
- 1965 grape growers do not recognize union; Chávez sets up boycott
- 1970 co-founder Dolores Huerta negotiates contract

Cultural Pride

- Puerto Ricans, Chicanos demand cultural recognition, better schools
- 1968 Bilingual Education Act funds bilingual, cultural programs
- Brown Berets organize walkouts in East LA high schools

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Continued Latinos Fight for Change

Political Power

- Latinos organize, help elect Latino candidates from major parties
- League of United Latin American Citizens works for rights since 1929
- **La Raza Unida** works on independent, Latino political movement
 - runs Latino candidates, wins in local races
- Reies Tijerina confronts government over farmers' rights in NM



Native Americans Struggle for Equality

Native Americans Seek Greater Autonomy

- Many Native Americans cling to their culture, refuse assimilation
- Native Americans poorest group, most unemployment, health problems
- Termination policy relocates, does not solve problems
- Native Americans call for economic opportunities on reservations
- 1968 LBJ establishes National Council on Indian Opportunity

Voices of Protest

- **American Indian Movement (AIM)**—Native American rights organization

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continued Native Americans Struggle for Equality

Confronting the Government

- 1972 AIM leads march in D.C.; protest treaty violations, seek:
 - restoration of land
 - end of Bureau of Indian Affairs; occupy it, destroy property
- 1973 AIM, Sioux seize Wounded Knee; violent confrontation with FBI

Native American Victories

- 1970s laws give tribes more control over own affairs, education
- 1970s–80s courts recognize tribal lands, give financial compensation



Section 2

Women Fight for Equality

Through protests and marches, women confront social and economic barriers in American society.



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2

Women Fight for Equality

A New Women's Movement Arises

Women in the Workplace

- Women shut out of jobs considered “men’s work”
- Jobs available to women pay poorly
- JFK’s Presidential Commission on the Status of Women finds:
 - women paid far less than men for doing same job
 - women seldom promoted to management positions

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NEXT

continued A New Women's Movement Arises

Women and Activism

- In civil rights, antiwar movements men discriminate against women
- Consciousness-raising groups show women pattern of sexism in society

The Women's Movement Emerges

- **Betty Friedan**'s *The Feminine Mystique* shows women's dissatisfaction
 - bestseller, helps galvanize women across country
- **Feminism**—economic, political, social equality for men, women



The Movement Experiences Gains and Losses

The Creation of NOW

- Civil rights laws, Equal Employment Opportunity Commission help women
- 1966 **National Organization for Women (NOW)** founded
- Presses for day-care centers, more vigorous enforcement by EEOC

A Diverse Movement

- Militant groups like NY Radical Women stage demonstrations
- **Gloria Steinem** helps found National Women's Political Caucus, Ms.

Continued . . .



NEXT

continued The Movement Experiences Gains and Losses

Legal and Social Gains

- Gender-based distinctions questioned—like use of husband's last name
- Higher Education Act bans gender discrimination if federal funding
- Congress expands EEOC powers; gives child-care tax break

Roe v. Wade

- Feminist support of woman's right to an abortion is controversial
- *Roe v. Wade*: women have right to an abortion in first trimester

Continued . . .



continued The Movement Experiences Gains and Losses

The Equal Rights Amendment (ERA)

- 1972 Congress passes **Equal Rights Amendment (ERA)**
- **Phyllis Schlafly** with religious, political groups launch Stop-ERA
 - think will lead to drafting women, end of child support

The New Right Emerges

- Conservatives build “pro-family” movement, later called New Right
- Focus on social, cultural, moral problems; build grassroots support
- Debate family-centered issues with feminists



The Movement's Legacy

The Movement Changes Society

- ERA defeated; only gets 35 of 38 states for ratification by 1982
- Women's movement changes roles, attitudes toward career, family
- Education, career opportunities expand
 - many women run into “glass ceiling”
- 1983, women hold 13.5% elected state offices, 24 seats in Congress



Section 3

Culture and Counterculture

The ideals and lifestyle of the counterculture challenge the traditional views of Americans.



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SECTION

③

Culture and Counterculture

The Counterculture

“Tune In, Turn On, Drop Out”

- **Counterculture**—white, middle-class youths reject traditional America
- Members of counterculture called hippies
- Feel society and its materialism, technology, war is meaningless
- Idealistic youth leave school, work, home
 - want to create idyllic communities of peace, love, harmony

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continued The Counterculture

Hippie Culture

- Era of rock 'n' roll, crazy clothing, sexual license, illegal drugs
- Some hippies turn to Eastern religion, meditation
- **Haight-Ashbury** neighborhood of San Francisco becomes hippie capital

Decline of the Movement

- Urban communes turn seedy, dangerous
- Some fall victim to drug addiction, mental breakdowns



NEXT

A Changing Culture

Art

- Pop art uses commercial, impersonal images from everyday life
 - imply that personal freedom lost to conformist lifestyle
 - movement led by Andy Warhol

Rock Music

- **The Beatles** most influential rock band, help make rock mainstream
- **Woodstock** festival gathers many of most popular bands
 - over 400,000 attend

Continued . . .



NEXT

continued A Changing Culture

Changing Attitudes

- Attitudes toward sexual behavior become more casual, permissive
- Mass culture addresses forbidden topics, like sex, explicit violence
- Some think permissiveness is liberating; others sign of moral decay
- Long term liberal attitudes about dress, lifestyle, behavior adopted



NEXT

The Conservative Response

Conservatives Attack the Counterculture

- Conservatives alarmed at violence on campuses, cities
- Consider counterculture values decadent
- Some think counterculture irrational, favor senses, lack inhibitions



NEXT

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lecture notes. Click the HOME or EXIT button.**



The screenshot shows a presentation slide with a red header bar. The title 'Three Worlds Meet' is at the top left. On the right of the header are three small circular icons: a house, a printer, and a close button. Below the title is a large red circle containing the number '1'. A vertical list of five sections follows:

- SECTION 1 Peopling the Americas
- SECTION 2 North American Societies Around 1492
- SECTION 3 West African Societies Around 1492
- SECTION 4 European Societies Around 1492
- SECTION 5 Transatlantic Encounters

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