

## Chapter 14.2 Reading Guide

The Affluent Society; Pg 349

Name \_\_\_\_\_

Pd \_\_\_\_

### Vocabulary

baby boom  
white-collar job

blue-collar worker  
multinational corporation  
franchise

rock'n'roll  
generation gap

### American Abundance

1. How had the average American family's income change between 1940 and 1955?

2. What **three** factors led to an increase in consumer spending during the decade?

A.

B.

C.

### The Growth of Suburbia

3. What were the *suburbs*?

\*4. What factors led to the growth of the American suburbs (despite the slow growth of America's urban centers)?

### The Baby Boom

5. "At the height of this \_\_\_\_\_, a child was born every \_\_\_\_\_ seconds."

6. What three factors encouraged young Americans to have families?

A.

B.

C.

### The Changing Workplace

7. Explain the difference between the terms *white-collar* and *blue-collar jobs*.

8. What was the advantage of having a *multinational corporation*?

9. Can you think of a company today that offers franchises? \*What advantage do franchises offer corporations as well as the franchisees?

10. What criticism were the authors of *The Lonely Crowd* and *The Organization Man* bringing against the new economy?

### Scientific Advances: Electronics and Aviation

11. What was ENIAC and UNIVAC?

12. What advancement made airline travel more affordable and common?

### Medical Breakthroughs

13. List FOUR medical breakthroughs were discovered and innovated during this decade.

### The New Mass Media: The Rise of Television

14. "In 1946 no more than \_\_\_\_\_ televisions were in use across the nation. By 1957, though nearly \_\_\_\_\_ million sets had been sold, and more than \_\_\_\_\_ percent of families on at least one television."

15. Write down the names of any television programs you recognize from the era. Why do you think you are aware of them some 60 years after they went off air?

### Hollywood Adapts

16. What impact did television have on the movie business? How did they compensate?

### Radio Draws Them In

17. Despite the success of television why did the number of radio stations more than double between 1948 to 1957?

### New Music and Poetry

18. What allowed teenage culture from this time to separate from the culture of their parents?

### Rock 'n' Roll

19. What made *rock 'n' roll* so popular with its younger listeners?

20. Defined the term *generation gap*.

### The Beat Movement

\*21. After reading this paragraph what other groups from American history might the *Beatnik*, remind you of?

### African-American Entertainers

22. In what areas of culture did minorities find the greatest level of acceptance?