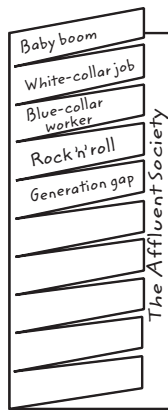


# The Affluent Society

## TOPIC SUMMARY

The post-World War II economy introduced a new prosperity for many Americans. The middle class grew. More people owned homes in the suburbs, and more people had expendable income. In his well-known book, economist John Kenneth Galbraith introduced the term *affluent society*, referring to the seemingly infinite variety of goods and services Americans could now buy. Many Americans did not share in the prosperity, however. Greater prosperity soon led some leaders to suggest that the government should do more to help those people unable to achieve “the good life.”

### Defining the Affluent Society



#### Vocabulary Book

Have students create their own list of 10 review terms for the affluent society of the 1950s by reviewing their text. Terms might include: *white collar job*, *baby boom*, *blue-collar worker*, *rock 'n' roll*, *generation gap*, *franchise*. Music titles, book titles, and famous people could also be included.

**Materials Needed:** one sheet of 8.5" by 11" paper.

### Categorizing Information

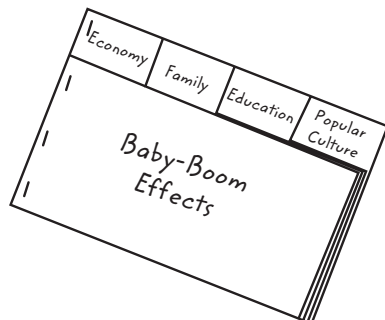
Popular Culture	1950s	Present
Mass Media Types		
Youth Culture		
Groups Represented in Media		

#### Folded Table

By creating a Folded Table on popular culture in the 1950s and the present, students will be able to think about some of the differences between the two eras, such as the issues of interest to young people, or how commercialized popular culture is now compared to then. Have students list the following for both time periods: data on the types of mass media and size of the audiences for them; characteristics of youth culture; groups represented in the mass media.

**Materials Needed:** one sheet of 8.5" by 11" paper.

### Analyzing the Postwar Baby Boom



#### Top-Tab Book

Students should review any relevant chapter material for the baby-boom of the 1950s and 1960s and then create the Top-Tab Foldable. The various tabs of the Foldable allows students to briefly explain the effects of the baby boom on various aspects of society—the economy, the family, education, and popular culture.

**Materials Needed:** three sheets of 8.5" by 11" paper.