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HIST 17C — Lecture Notes Lecture #3 — 4/5/13: Missing: The Range of Prosperity The 1920s: Era of Big Businesses Technological Growth Separation of Ownership and Management Spokespeople for Big Businesses Calvin Collidge \* Was famously rich, also known for being a great spokesperson Bruce Barton and The Man Nobody Knows \* Jesus as a businessman \* The Man Nobody Knows \* “ he recognized the basic principle that all good advertising is news" \* He understood that every word he uttered had to be used \* Business presented itself as the handmaiden of Christianity and justified itself by linking profitability to religion Cult of Productivity \* A cult of productivity accompanied the new business ethos \* Frederick Winslow Taylor Henry Ford \* Ford symbolized the cult of productivity during the 1920s \* “ Machinery is the new Messiah" \* On the side of tradition \* Hates immigrants, Catholics, Jews, etc. \* Ford introduced moving assembly line to automobile manufacture \* Cuts car prices so that more people can afford to buy it \* Raises wages so that workers are able to buy his products as well \* Realizes that in order for demand to continue, need to have people who are able to consume products \* Superficially, cult of productivity benefited workers \* Their wages were rising, and they could afford to buy cars and the new mass-produced items \* In fact, the cult of productivity meant they had to work at maximum capacity \* Ford opposed labor unions, and management’s profits were rising at a much faster rate than workers’ Workers Outside Ford Cult of Consumption \* Increased productivity and rising wages lead to the cult of consumption \* 9 of top 20 industries in late 1920s specialized in consumer goods Consumption! \* Consumption of Entertainment \* Particularly movies & films in the 1920s \* Became the favorite entertainment of Americans \* 1930s year after sound was introduced \* Growing popularity of the radio as well \* Model T cost $290 in 1925, about three months’ wages for workers \* Cars are able to be bought on credit \* Urged to buy on installment plan, makes the expansion of all this consumption possible \* Encouraged rise of suburbs & road building in the 1920’s Advertisers Create Demand \* Advertises lived off of, and created, the cult of consumption \* John Watson \* Alfred Sloan of GM introduced planned obsolescence \* Trying to make newer models a social necessity Themes Home \* Sanctifies relaxation \* Place where people are having fun \* Leisure \* Usually have a car and a dog \* Harmony = buying new things \* Ex. if you want friends, buy a fridge so that people will come over to look at it Romantic Love Advertisers believed they wer The Impact on Human Behavior: Sex Lecture #5 — 4/10/13: FDR and the New Deal \* FDR was thinking of freedom through the government \* FDR wins a huge victory in US \* The New Deal — Hoover The Election of 1932: Hoover vs. FDR \* FDR wins popular vote \* Creation of the modern democratic party FDR \* March 1933 took office \* Contracted polio, could never walk again \* Unspoken agreement in the media to never take a picture of FDR in a wheelchair \* Public thought that the polio just left him with a limp \* Affair with Lucy M? \* Family made a fortune with the opium trade Impact \* Not only did he have self-confidence and self-assurance, but he was able to relate it to others so that they would feel it as well \* Able to communicate all these characteristics at a time of need \* Mood of the country seemed to change over night \* Self-assurance \* Experimentalism — least rich president US has had \* Was willing to try anything; if it didn’t work, try something else \* Use of media — shaped public media through radio and public press \* Fireside chats, press conferences \* Eleanor Roosevelt — FDR’s “ eyes and ears" \* Served as the voice of the disempowered \* Visited everyone from sharecroppers’ shacks to South Pacific \* Redefined what it meant to be a first lady \* Before no first lady had ever been as visible Contemporaries \* Every president since FDR has felt as if he were standing in FDR’s shadow Successors: The Long Shadow \* FDR set the agenda for the postwar era, e. g. the debates over: \* The extension of Social Security \* US responsibility to defend democracies in the world \* The proper scope of Presidential power \* He created the FDR coalition that combined the South, urban working-class ethnics and African Americans \* He’s the barometer against which his successors are judged \* Jimmy Carter — his presidential term was a failure \* Engineers are not great presidents, like Herbert Hoover \* George Bush Senior — mocked him \* Nixon — stated that FDR was the one who started to record the Oval office \* Poll: who would you most like to have dinner with? \* Ronald Regan — FDR was his idol Significance \* Every president wants to be known as another FDR \* If not, you’re a Herbert Hoover \* Left the idea that the government can do good things for people \* FDR established a partial safety net for American people, aimed at providing them security: \* National Labor Relations Act/Wagner Act — guaranteed to workers the right to bargain collectively \* Giving them the right to join unions and organizations of their choosing \* Makes sure that management cannot punish them for joining unions \* Establishes protection for those that want to strike \* Strongly supported by Senator Robert Wagner \* FDR belatedly gets on the bandwagon \* Sponsors it at the last minute; isn’t completely fair to say he’s responsible for it due to the fact that he only supports it last minute (does happen during his term though) \* Work relief — new deal that gives everyone work relief \* Ex. Public Works Administration, Federal Emergency Relief Administration, etc. \* FDR is hugely responsible for bringing this into action \* Responsible for building roads, post offices, schools, etc. \* These programs together give the US an infrastructure \* Federal Government can provide jobs for people in a humane and efficient way \* Can make the opposite argument; can point to selective failures of the WPA \* Create makeshift jobs that sap the spirit of the American people \* Social Security \* FDR signs SS into Law @ 1935 \* Benefits paid for in part by employee, who already paid taxes on wages \* Millions left out, especially domestic servants and farm laborers because of southern veto \* Unemployment insurance and welfare benefits varied dramatically from state to state \* No national health insurance \* Should be identified with FDR \* Imperfect: \* FDR’s farm policy subsidized large landowning white farmers, at the expense of farmhands \* African American workers are standing by while the white farmers are getting checks Criticisms \* Work release \* Social security \* Farm program \* All flawed: uninvolved until the last moment \* The New Deal did not bring economic recovery, and its range of reforms were inadequate for future and perpetuated poverty and racial injustice \* New Deal was hardly perfect \* A lot of protest Lecture #6 — 4/12/13: The “ Second New Deal"; The Collapse of World Order Review — Previous Lecture \* New Deal did not bring the US out of the depression \* However, it did raise morale of the country Themes \* In the mid-1930’s, Franklin D. Roosevelt responded to growing criticism FINISH \* This “ second new deal" failed to end the Great Depression, but it cemented FDR’s hold on the elaborate \* By the late 1930s the nation faced a fresh set of challenges, as international order unraveled and global war loomed Challenges to New Deal, Mid-1930s \* American Liberty League — from conservatives (Anti-New Deal) \* Widespread perception \* From socialists and communists \* During “ Popular Front" period (1935-1939), Soviet government urged American communists to cooperate with “ anti-fascist" elements, including FDR administration \* Joseph Stalin \* In 1934, novelist Upton Sinclair ran for Governor of California on Democratic ticket (but socialist platform) \* Was defeated by a Republican \* Creation of political attacks (in media) \* Dr. Francis Townsend’s movement: \* Pensions \* Father Charles Coughlin: \* Used his radio channel to comment on political platforms \* Depression caused by bankers, especially those who ran the private reserve bank \* Called for dismantling of national bank system \* Formed National Union for Social Justice \* Senator Huey Long of Louisiana: \* Popular among impoverished people in Louisiana \* Oscar K. (“ OK") Allen \* Initially supported FDR \* “ Share Our Wealth" Plan — use the tax system to confiscate wealth from the richest Americans and redistribute that wealth to other households in need \* Alternative to the New Deal \* Long had presidential ambitions, might run as a 3rd party \* FDR: worried that he would take votes away from the democratic party \* 1935: \* In Schecter vs. US, supreme court ruled the NRA unconstitutional \* NRA = FDR’s creation \* “ Second New Deal": \* Continued to dispense relief and create jobs, but did so on larger scale and in more populist tones \* Revenue Act of 1935 \* Social Security Act, 1935 \* Those initially denied SS benefits: \* Domestic workers \* Farm laborers \* Growing concern on the elderly, impoverished, and the \* Works Progress Administration (WPA), 1935 — created jobs by putting people to work on government projects \* Federal government started to fund the arts for the first time \* Infuse arts with the democratic spirit and make it more accessible to the public \* National Labor Relations Act (Wagner Act), 1935 \* Senator Robert Wagner \* Made unions take a more active stance \* Helped FDR secure labor’s political support \* Fall 1935 — Huey Long assassinated, eliminating political threat to FDR \* Threat to FDR’s campaign eliminated \* 1936 — FDR defeated Governor Alf Landon in landslide Second Term Blues \* FDR’s “ Court-Packing" scheme, 1937 \* Proposed to add new judges for every old justice over the age of ? \* Opposition grew when this was suggested \* Chief Justice Charles Evans Hughes The Recession of 1937-1938 \* Scaled back/cut budgets for relief and job creations programs \* Unemployment rates started to go down, causing them to take this action Challenges from “ Revisionist" Powers \* 1935 — FINISH \* 1937 — Imperial Japan invaded China \* 1938 — Nazi Germany annexed Austria and demanded part of Czechoslovakia Munich Agreement, September 1938 \* Britain and France agreed to German annexation of part of Czechoslovakia \* Fear that US would be dragged into a war in which we didn’t have that much of a stake in American reactions to growing instability abroad \* Popularity of “ Merchants of Death" thesis \* Senator Gerald Nye — held hearing in the senate trying to elicit testimony trying to support this view \* Antiwar activism: \* Veterans of Future Wars demonstrate in New York City, 1936 \* Tendency to use humor and satire to talk about the growing request to go abroad Benito Mussolini Charlie Chaplin & Adolf Hitler \* 1940 — spoofed Adolf Hitler \* Underestimated threat posed \*