

# American culture in 1920s

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During the 1920's, the American national culture was reshaped dramatically. There were many things that helped reshape the national American culture. The two main things were advertising and entertainment, they shaped American national culture in the 1920s by appealing to a shared political and ideological heritage of democracy and western superiority.

The entertainment of the 20's is completely different from the entertainment of today. The 20's were known as the " Jazz Age. This decade was known as the " Jazz Age" because jazz was very popular and just beginning to show off the talents. This could have also been known as the turning point in music. There were many different people who changed music and the way people look at it. These people included: Louis Armstrong, Duke Ellington, George Gershwin, and Bessie Smith. There was more than just popular music artists that kept the people of this time entertained. There were cartoons, movies, books, and radio programs. A cartoon character that came out in the 1920's was Betty Boop.

Also the first Mickey Mouse cartoon came out in 1928. A book that was published was Winnie the Pooh. Everybody enjoyed this book and fell in love with this cartoon character. Also, the first talking movie produced by Warner Brothers came out, called The Jazz Singer. Amos and Andy, two famous disc jockeys came on the radio. Many traditions of the twenties entertainment carry on today. During the 1920's, what society thought was very important. Advertising, as we know it today, was born during the 1920's.

Advertisers took advantage people's insecurities, desires, and curiosity with their new ads. Advertising during the 1920's was geared toward getting American's to buy new inventions and to take advantage of the advent of <https://assignbuster.com/american-culture-in-1920s/>

buying on margin. Before the invention of the radio, advertising was limited to print, like magazines, posters, and papers. Jingles became the newest way to get the slogan out. Advertising was so effective in the 1920's; economists are still trying to get America back into the old habits of being thrifty.

The new era of advertising in the 1920's helped open new possibilities for advertising of the future. Many new advertising techniques developed in the 1920's were very effective and are still used to this day. The 1920's was a very important time for Americans. The entertainment and advertising we know today was formed. Advertising and entertainment shaped the American national culture in the 1920s by appealing to a shared political and ideological heritage of democracy and western superiority.