

Other Social Movements in the 1960's and 70's



The Women's Movement

- Aimed to change aspects of American life that had been accepted for decades
- Women had been expected to put home and family first
- Those who did work were expected to leave to start families once they married



Right to Vote = Equality?

- Women were given the right to vote in 1920, yet this changed remarkably little about American society



WWII

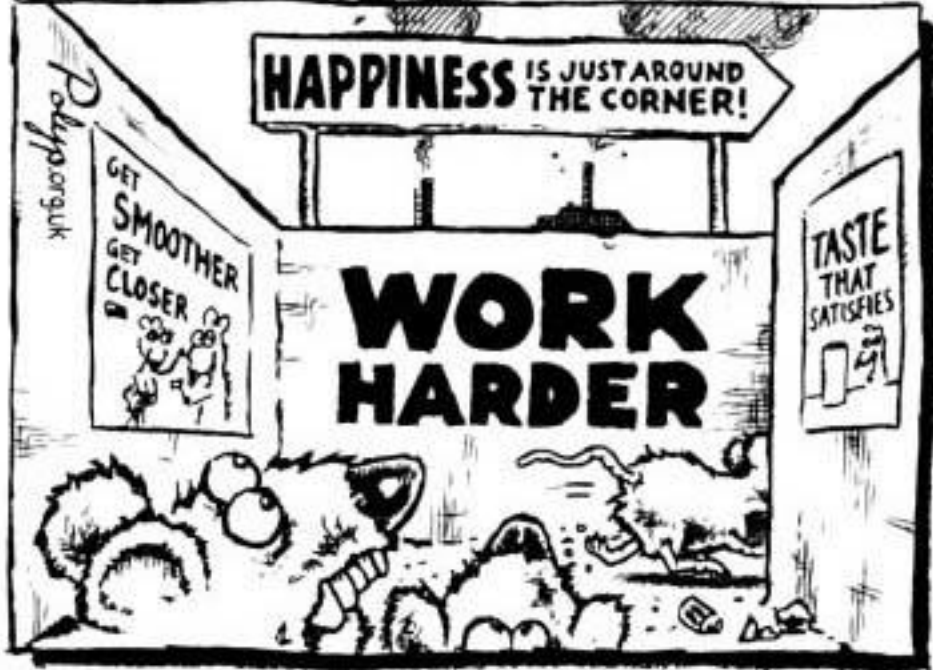
- Rosie the Riveter, the symbol of American womanhood during WWII, showed that **women could compete in traditionally male workplaces**
- Though they tasted freedom, **after the war most women quit their jobs, married returning soldiers, and settled into lives as homemakers**



Consumerism

- The advertising medium of television helped promote consumerism in the 60's
- Many women found it necessary to earn a **second income for their product-hungry families**





'RAT RACE'

Inspired by Civil Rights Movement

- The Civil Rights Movement aimed to give equality to African Americans and **inspired women by providing them with a model**
- Women also wanted **equal rights and equal opportunity**



Feminism

- The term **feminism** first came into recorded use way back in 1895 as a word to describe the theory of political, economic, and social equality of men and women
- **Feminists** were those who acted on behalf of this theory



Why do seem consider this a bad thing?

- Some people have come to view the term feminism negatively.
- Just as some thought that giving rights to blacks meant taking away rights from white during the Civil Rights Movement, some people viewed *giving equal rights to women as taking away rights from men.*



Anti-Men?

- Some men (and even some women) felt threatened by feminists
- Some viewed feminists as anti-men.
- Some became intimidated by strong women who were willing to speak up for their rights



YES + NO
I AM A FEMINIST I DON'T HATE MEN

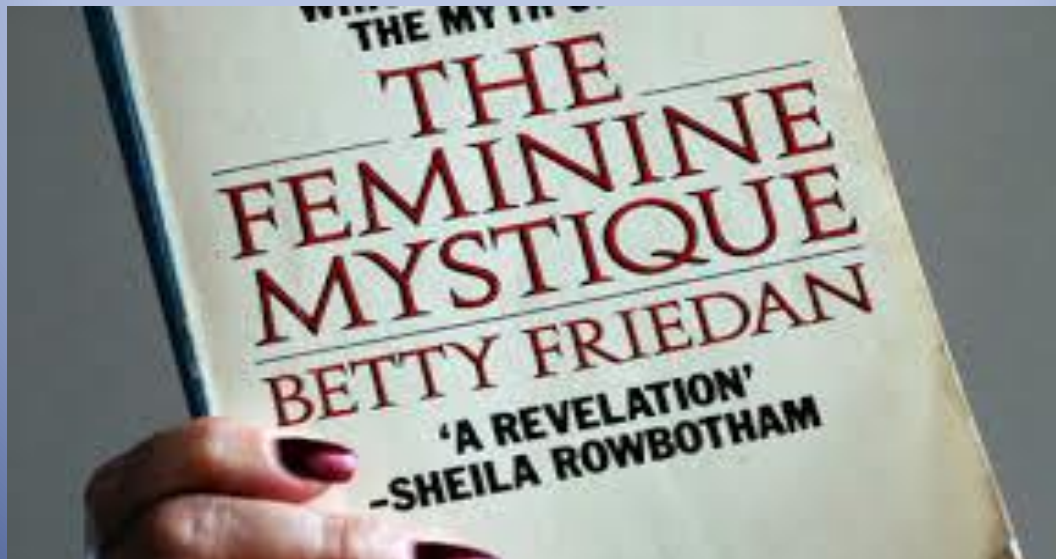
Burning Bras



- Some women marched on Washington and burned their bras in protest to symbolically show that women were being *constricted* by society
- Some radical feminists did reject men, marriage, and the idea of raising children
- This caused a split in the movement and some feared that these radicals would give the movement a bad name

The Feminine Mystique

- Book written by Betty Friedan in the 60's that challenged the myth that women could only gain satisfaction through marriage and having children
- Caused many women to reexamine their lives and the roles in which society had cast them



The Power of the Pill

- In 1960 the FDA approved the world's first effective oral contraceptive, the birth-control pill
- “The Pill” not only contributed to the sexual revolution of the 60's, but also **allowed women to choose to delay having children (or not to have them at all) and use the time to establish a career**



NOW

- The **National Organization for Women**
- **Formed to gain equal job opportunities for women**
- Became known as the “feminist movement”
- More popularly known as Women’s Liberation or “Women’s Lib”



ERA

- The Equal Rights Amendment (ERA) was a **proposed change to the Constitution that would provide a legal guarantee of equal opportunities for women**



Backlash

- Not everyone supported it
- Many conservative men and even many women **feared it would upset the natural (or God-given) order**
- Some said it would **de-feminize women** and **lead to the disintegration of the family**

Phyllis Schlafly



ERA Collapse

- Though it passed the House and the Senate in the early 70's, it failed to receive the $\frac{3}{4}$ majority of states to ratify it



Failure & Success

- Despite the failure of the ERA, more women today hold elected office and have managerial level positions
- However, women continue to earn, on average, significantly less than men
- The “glass ceiling” has prevented many women from being able to make it all the way to the top – the 1st woman President?



Though she didn't win, a woman was nominated as a major party's candidate for President for the first time in the last election

When will the first woman be elected President?

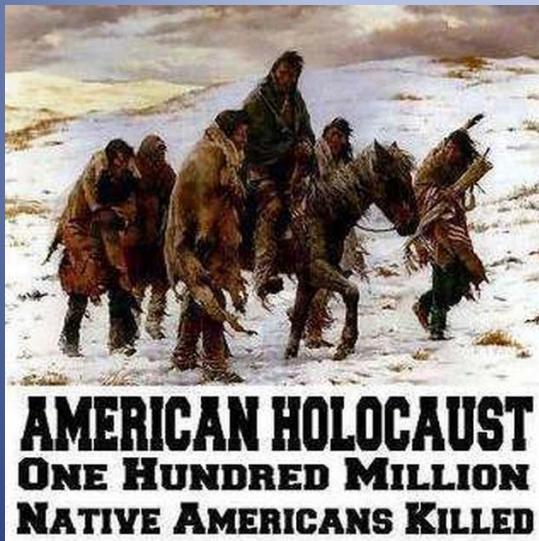


ERA Newspaper Editorial

- Write 2 brief newspaper editorials (4-5 sentences each).
- The 1st editorial should make an argument FOR the passage of the Equal Rights Amendment. You should include information from the powerpoint about the women's movement.
- The 2nd editorial should make an argument AGAINST the ERA. Again, use specific information from the powerpoint.

Annihilation of the American Indian

- In what is now referred to as the *Native American Holocaust*, vast numbers of American Indians were killed or forced on to reservations by white settlers as they expanded westward across the country
- By the late 1800's, Native American tribes had virtually disappeared from their original tribal lands



"The only good Indian
is a dead Indian."

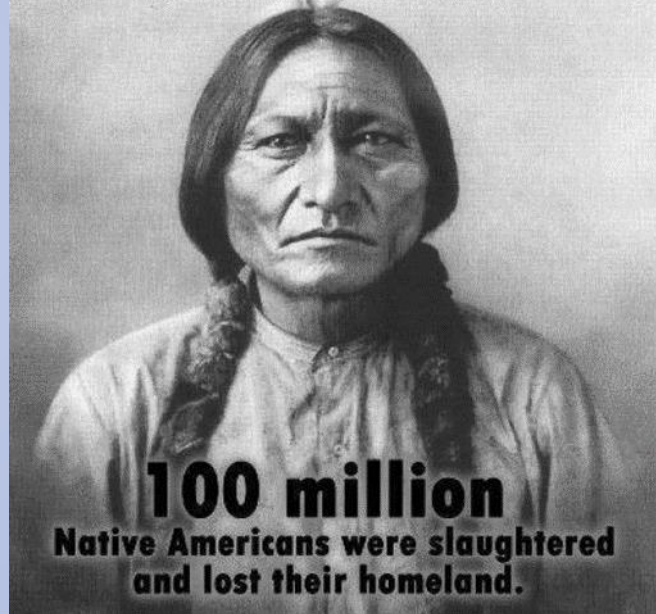
-General Phillip Sheridan
- U.S. Army

Native American Holocaust



Worst Holocaust of human history
100 Million Native
Americans Murdered

The biggest genocide in human history
didn't occur in Nazi Germany,
but on American soil.



100 million
Native Americans were slaughtered
and lost their homeland.

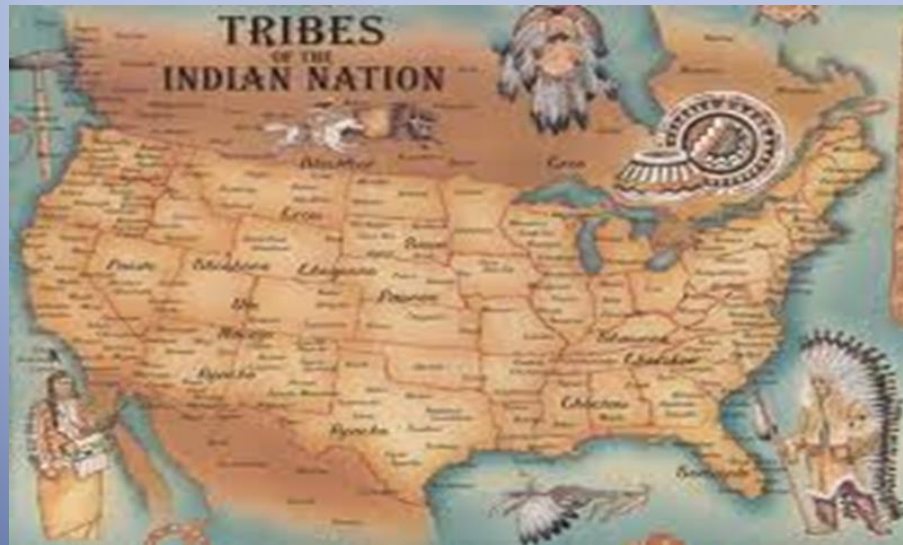
Native Americans

- Inspired by the civil rights movement to **seek equality and control over their own lives**
- **Shifting government policies had caused Native Americans great suffering over the years**
- **Activists began using legal challenges and direct action to reach their goals**

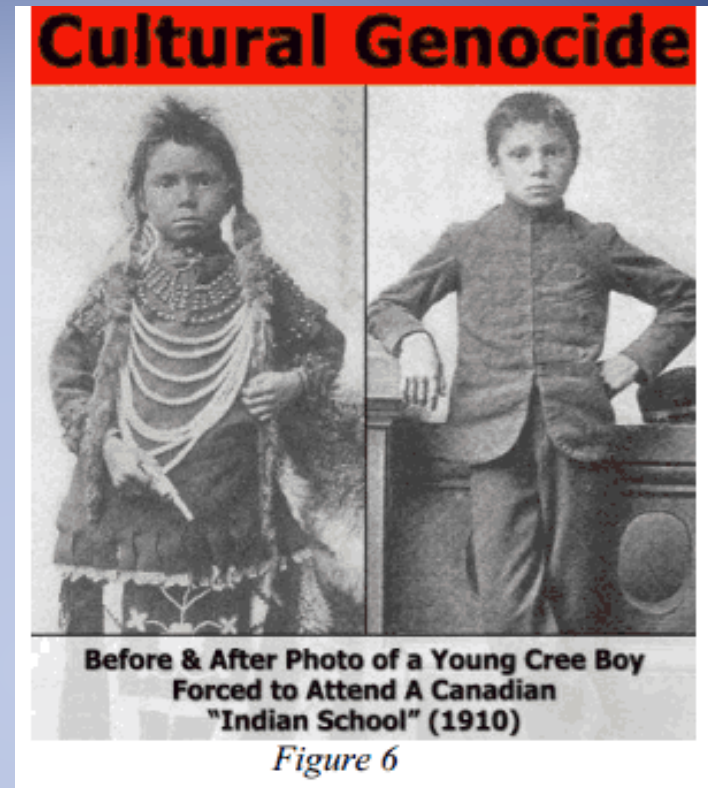


Not all the Same

- Although Indian cultures and languages varied among tribes, white society viewed them as one group
- There were actually over 500 different tribes/groups that made up the American Indians



Common Problems



- Despite the various tribes all being unique in many ways, they all faced the *same discrimination* from the American government that limited their self-government and worked to erase their traditional lifestyles.

Citizenship?

- By 1871 the United States no longer recognized Indian nations as independent powers, however, they were **not given full citizenship** either
- Today Native Americans are recognized as **citizens of both the United States and their own nations** or tribal groups (after 1924)



Denied Equal Rights

- Like African Americans , American Indians were also denied equal opportunities
- Finally given the right to vote in 1948



Poverty & Problems

- Higher rates of unemployment, alcoholism, and suicide than whites
- Shorter life expectancy as well
- Due to **poverty and poor living conditions**
- Victims of **centuries-old stereotypes reinforced by images in movies and TV**



Stolen Lands

- An important part of the Native Americans' way of life was **their ties to the land and what it stood for**
- State and federal governments continued to take over traditional tribal lands
- **A major goal in the 1960's was to protect what was left**



INDIAN LAND FOR SALE

GET A HOME
OF
YOUR OWN
EASY PAYMENTS



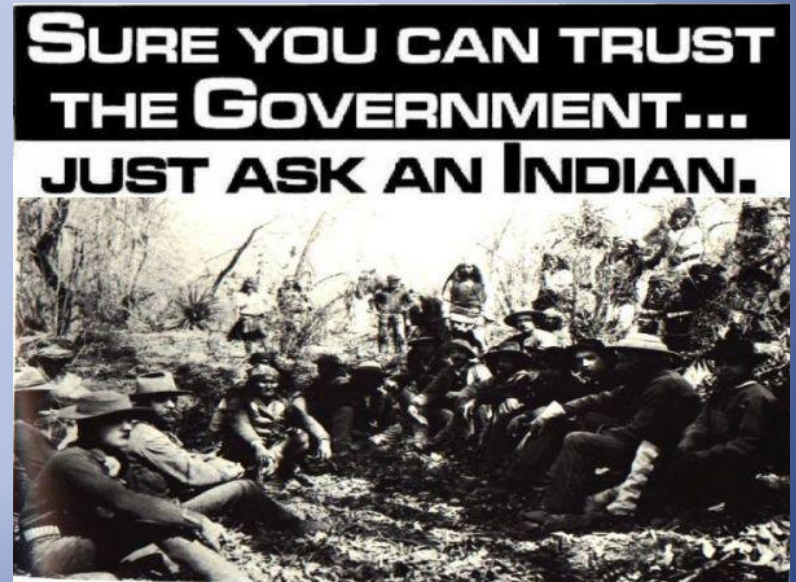
PERFECT TITLE
POSSESSION
WITHIN
THIRTY DAYS

FINE LANDS IN THE WEST
IRRIGATED IRRIGABLE GRAZING AGRICULTURAL DRY FARMING

IN 1910 THE DEPARTMENT OF THE INTERIOR SOLD UNDER SEALED BIDS ALLOTTED INDIAN LAND AS FOLLOWS:

Native American Treaty rights

- Lawsuits were brought against the government for **violations of treaty rights**
- **Lands were taken and promised payments were never given**



American Indian Movement (AIM)

- Was more about **better conditions** and **opportunities** for Native Americans than about money
- They began to fight for autonomy, or self-government, with respect to local matters, especially natural resources on Native American lands
- They also sought the restoration of lands that they believed had been illegally taken from them.



The Occupation of Alcatraz



- In 1969, 78 protesters from several Native American groups landed on Alcatraz island in San Francisco Bay on which stood an abandoned federal prison
- They claimed the 13-acre rock under the terms of a 100 year old treaty which said male Native Americans could file homestead claims on federal lands

National Attention

- The occupation failed when federal marshals removed the last protesters after a year and a half, but it drew national attention to Native American grievances



Confrontation at Wounded Knee

- In 1973 200 AIM members occupied Wounded Knee (the sight of the 1890 massacre) and refused to leave until the US govt. agreed to reexamine Native American treaty rights
- From time to time, gunfire broke out



The End Result?

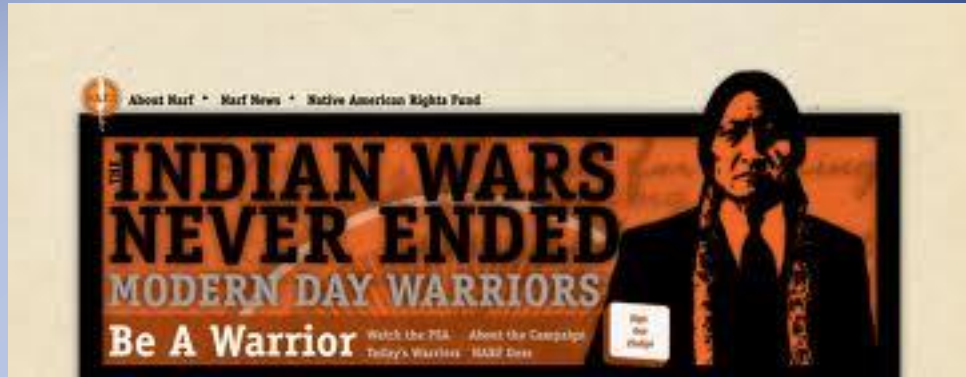


- As the siege went on FBI agents arrested over 300 people, including outside supporters
- Eventually the standoff ended when they agreed to surrender their weapons in exchange for the government agreeing to reexamine treaty rights
- During the siege, 2 AIM members had been killed and about a dozen people were hurt, including 2 federal marshals

Government Response

- The JFK and LBJ administrations tried to bring jobs and income to reservations
- **Great Society programs tried to help with housing, health, and education**
- Won some legal battles and regained some land rights, but **many still suffer today**





The Latino Population



- People whose family origins are in Spanish-speaking Latin America are called *Latinos*
- Latinos come from Puerto Rico, Cuba, Mexico, and other parts of the Americas
- They share the same language and some elements of culture, but Latinos have often been seen as outsiders in America.

Equal Opportunities?



- Like women and African Americans, Latinos have historically been *denied equal opportunities* in many aspects of life, including employment, education, and housing
- In the late 1960s and early 70s more and more people arrived from Central and South America
- Between 1970 and 1980 the number of Latinos in America rose from 9 million to 14.6 million

El Movimiento Chicano

Mexican Americans, often known as Chicanos, always have been the most numerous Latinos in the US

In the 1960s they began to organize against discrimination – became known as *el Movimiento Chicano* – the Chicano Movement

Activists began encouraging pride in Mexican American culture



Cesar Chavez

- He grew up a child of migrant farm workers, moving from farm to farm looking for work
- He saw, firsthand, how these farm workers were some of the most exploited workers in the country
- Chavez came to believe that unions offered the best opportunity to gain bargaining power



United Farm Workers (UFW)

- Cesar Chavez founded the *United Farm Workers*
- He and a group of loyal followers went door to door and field to field organizing a union
- Like MLK, Jr., Chavez believed in nonviolent action
- Became a hero to millions of Americans, both Latino and white



Consumer boycotts



- When the California grape growers refused to grant better pay and working conditions, Chavez organized a successful nationwide *consumer boycott of grapes* picked on nonunion farms
- Later boycotts of lettuce and other crops also won consumer support
- His efforts created many angry enemies and even brought him death threats
- In 1975 CA passed a law that required collective bargaining between growers and union representatives

The Environmental Movement

- In the 60's and 70's environmentalists demanded actions that would **preserve and restore the earth's wildlife, nature, and natural resources**



Rachel Carson

- In 1962 Rachel Carson writes *Silent Spring* warning Americans about the harmful effect of pesticides (chemicals sprayed on crops to kill insects)
- Said they were **polluting** the nation's land and water and **poisoning** animals and people



Mother Earth

- Carson said humans are part of nature and it is *our responsibility* to take care of and not destroy the earth, air, and water
- Warned that poisonous fumes in the air, oil spills on beaches, and toxic wastes buried in the ground threatened many species, including ourselves!





Government's Response

- As a result Nixon established the **Environmental Protection Agency (EPA)** to enforce laws designed to protect the environment
- **Clean Air Act** was passed by Congress to limit pollution caused by industries and car emissions



Other Changes

- **Clean Water Act** regulated the discharge of industrial and municipal wastewater and provided grants to build better sewage-treatment facilities
- First **Earth Day** celebrated April 22, 1970



Backlash

- Many industry leaders worried that the **new regulations would be too costly to business and would result in the loss of jobs**
- Debate continues today over **balancing jobs and environmental protection**



The Consumer Movement

- Pure Food & Drug Act of 1906 was an early effort to protect the public
- In 60's and 70's pushed for more safety regulations to protect consumers from unsafe products and dishonest manufacturers



“Nader’s Raiders”

- Ralph Nader shed a light on **consumer health and safety issues**
- Pushed for **automobile safety and regulations** in other industries (meat safety, baby food, etc.)
- Scores of volunteers, called “Nader’s Raiders” signed on to help



Social Movements

Editorial

- Choose either the **American Indian Movement**, the **Environmental Movement**, or the **Consumer Movement**
- Play the role of an activist and write a half page letter to the editor arguing for your cause
- You must use and underline at least 3 facts from the section