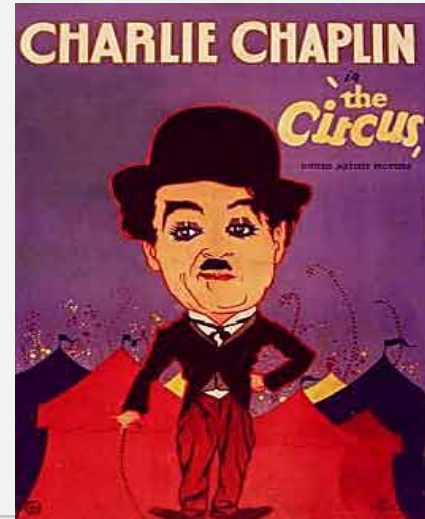
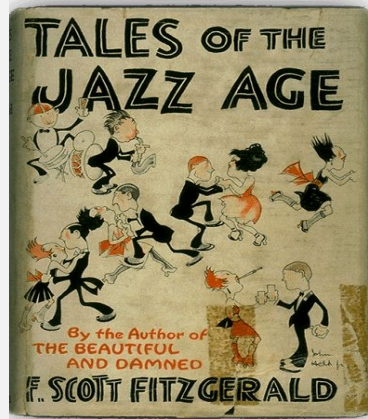
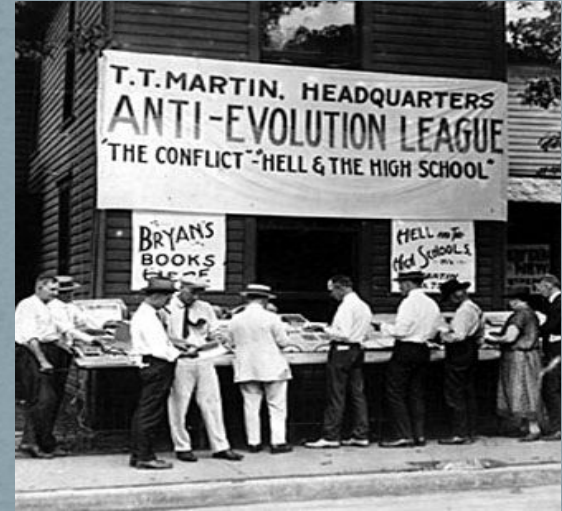


# The Jazz Age



# Traditionalism and Modernism Clash

- For the first time, census data reflected that more people lived in the cities than in rural areas.
- A tension developed between modernists and traditionalists
  - Modernists = usually urban, those open to scientific theories and social change
  - Traditionalists = usually rural, those who wanted to preserve the beliefs and customs of the past
    - Fundamentalists = usually rural, reactionary group to modernists, believed/ taught that every word of the Bible was literal truth*
- Often nicknamed, “The Scopes Monkey Trial,” the Scopes Trial was a culmination of this tension. A Tennessee teacher was accused of violating a law banning teaching evolution in class. The ACLU defended him, while William Jennings Bryan led the prosecution.



# Ford and the Automobile



- Henry Ford's first car was the Model T, nicknamed the Tin Lizzie
- The Model T made automobiles more affordable for ordinary Americans and sparked cultural change as the country became more united by highways
- He made the assembly line more efficient (with mass production).
  - By having the product move and not the worker, he could produce products much more quickly.

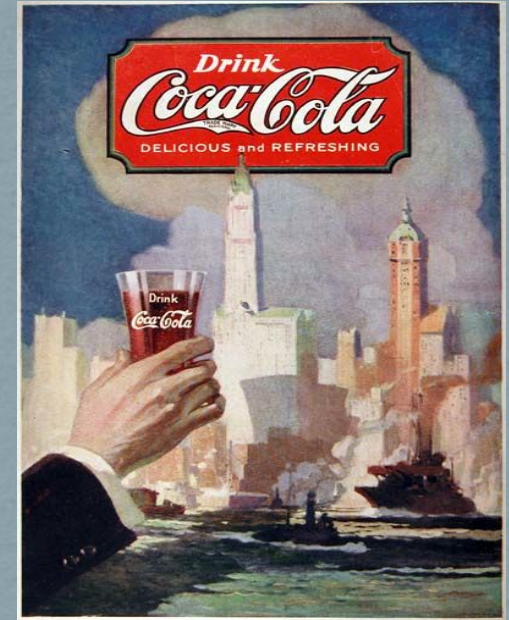


# Consumer Culture

- New opportunities to buy appliances, automobiles, and even stylish clothes caused a cultural shift away from the thrifty ideals of the previous generation

*Labor saving devices made housework easier and contributed to leisure time for women.*

- Buying with installment plans grew in popularity throughout the 1920s
  - 60% of all furniture and 75% of all radios were bought on installment plans
- Spending and borrowing became the norm
- New advertising techniques using psychology to appeal to people's passions, emotions, and insecurities to convince them to buy products



# Movies



- Between 1910 and 1930 the number of theatres rose from 5,000 to 22,500.
- Before 1927, all movie were silent. Charlie Chaplin Clip
- *The Jazz Singer*, the first movie with sound was released in 1927. The Jazz Singer Clip
- Movies with sound were known as "talkies."
- People went to the movies to try and forget about their problems.



# Radio

- Before 1920, radio barely existed.
- In 1922, NBC was created to reach more people with national programming.
- Because of NBC and other networks, radio became a medium for the masses.



# The Jazz Age

- Jazz features improvisation, where the musician makes up the music as they are playing.
- Jazz developed in New Orleans, Louisiana
- The Great Migration of World War I brought Jazz to Northern cities
- It grew out of the Blues and Ragtime.
- Louis Armstrong, nicknamed Satchmo, was the most famous performer of the time



# The Red Scare

- After the Bolshevik Revolution during WWI, a fear of Communism and Socialism developed in the US.
- The communists in Russia were called the "Reds"
- After they took over Russia, people in America feared that the communists were going to try and take over the USA too.





# After WWI, nativism grew stronger for many reasons:

- Many Americans believed that people from foreign countries could never be fully loyal to the US.
- Americans often blamed the problems of cities on the immigrants.
- Workers feared immigrants might take their jobs away from them.
- The intolerance toward immigrants empowered the KKK to grow to its peak of influence in the 1920s.

# Limit Immigration



- Quota -a numeral limit on immigrants from each foreign nation.
- Emergency Quota Act of 1921
- Immigration Act of 1924
- Asian immigration was banned all together.

*\*Remember, the Chinese Exclusion Act had already banned all Chinese immigration in 1882.*



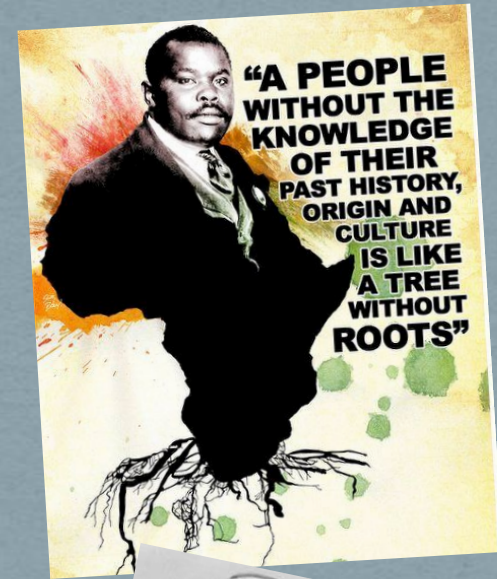
# The Harlem Renaissance

- For African Americans, the cultural center of the US was New York City's Harlem.
- In the 1920s, it was the home of an African American artistic and literary awakening.
- The famous writers are Langston Hughes, Claude McKay, and Alain Locke.
- The Harlem Renaissance celebrated Black Consciousness and the experience of Black Americans in Jim Crow America
- Poets like Langston Hughes brought attention to inequality and injustice while celebrating Black culture



# Marcus Garvey

- Organized the Universal Negro Improvement Association that was comprised of as many as 1 million or more members between the US, Caribbean, and Africa during the 1920s
- Immigrated to New York from Jamaica in 1916
- Advocated for the end of imperialism and creating modern, urban, economically robust black communities in Africa
- Black Star Line, international shipping company, created to promote black business growth in Africa and America
- Jailed and eventually deported in 1927 after extended investigation by FBI (J. Edgar Hoover) charged him with fraud
- Lived in London until his death in 1940, never able to reunite the UNIA





# Irving Berlin and Tin Pan Alley



- Berlin was one of the most successful songwriters in American history and a "Second Wave Immigrant," immigrating from Russia in 1893.
- He wrote *God Bless America*, *White Christmas*, *Anything You Can Do*, and *There's No Business Like Show Business*.  
*\*Ask Mrs. Thompson to sing these to you, and you know she will.*

Tin Pan Alley was an area of New York City where many of the popular songwriters of the time lived during the 1910s and 1920s.

*The sound of out of tune pianos banging at the same time was compared to tin pans.*

- Sheet music produced from Tin Pan Alley became popular hit music in the 1920s

# Lost Generation

- Some talented American writers were disillusioned by the changes in modern America
- Intellectuals questioned the materialism and extravagance of the 1920s, and were regarded to be “lost” in the superficial nature of modern times.
- Modern warfare had horrified them, and the “return to normalcy” advocated for by President Harding after the war seemed centered upon middle-class conformity.
- Some expatriated to Europe, or relocated to live and work somewhere else to seek new ideological influences.



*Above are Ernest Hemingway and F. Scott Fitzgerald. Can you recognize any influential texts by either of these men?*



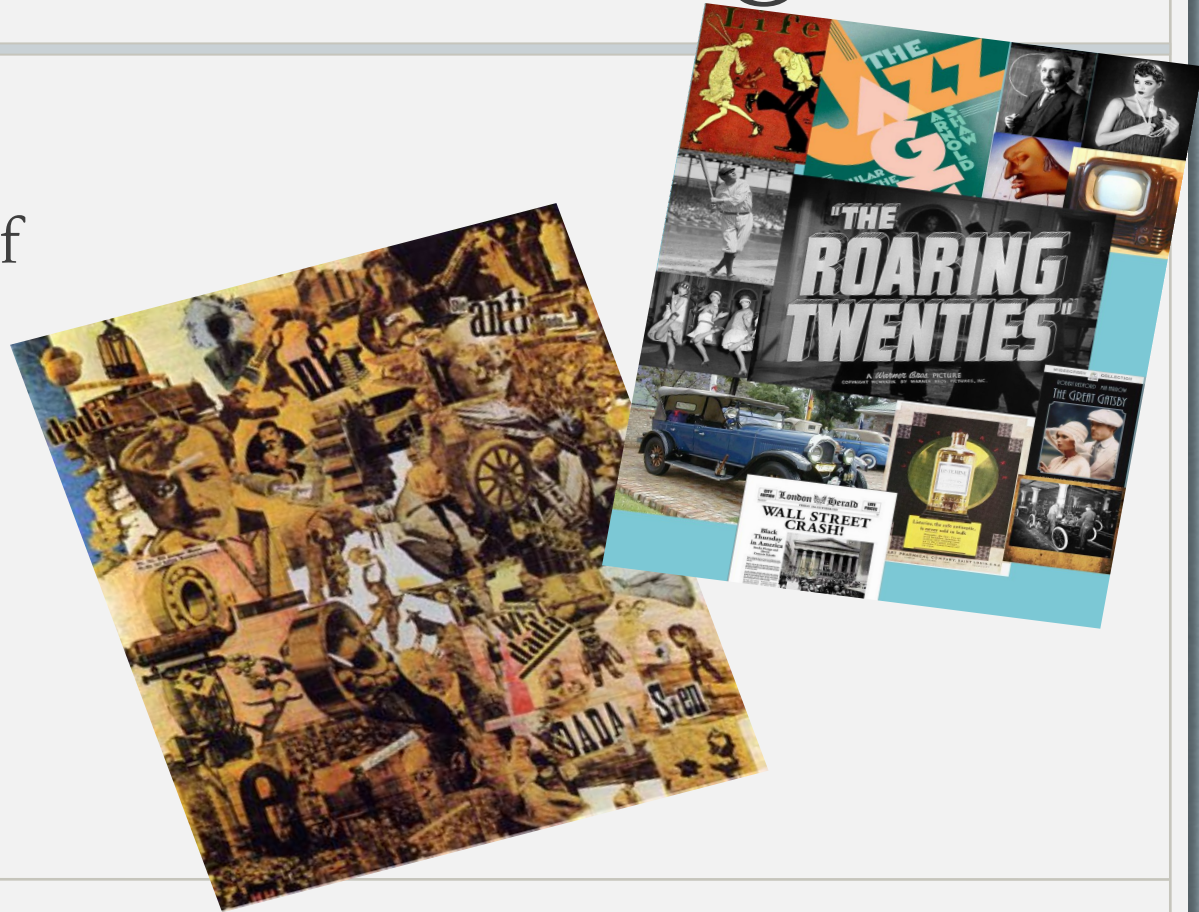
# Create a Magazine Cover... or

- Design a magazine cover to showcase one cultural feature of the 1920s. CHOOSE 1 from your guided notes.
- Integrate the logo (TIME, THE NEW YORKER, LIFE, or VOGUE) and the publication date (ex. September 1923) on the cover.
- Write a paragraph of at least six sentences explaining your design choice.  
Describe why the design



# ...or Create a Collage

- You may also create a collage that features ALL of the cultural features from your guided notes
- Hand-drawn and/or digital images are acceptable
- On the reverse, summarize the



# Success Criteria

- **Magazine Cover:**

Design illustrates a cultural feature of the Roaring '20s /30

Integrates a logo and publication date relevant to the time period /10

Design featured is described accurately /20

Significance of design featured (in context of the 1920s) described /30

Work ethic, quality and craftsmanship /10

- **Collage:**

Design illustrates all cultural features of the Roaring '20s discussed in class