

A rustic wooden sign with the word 'WELCOME' in white, block letters is mounted on a teal-painted wooden plank wall. The sign is made of weathered wood with a rough, hand-cut edge. A thin wooden stick is attached to the top of the sign, forming a triangular shape. A vibrant red rose with green leaves is tucked behind the right side of the sign. The teal background has a distressed, peeling paint texture.

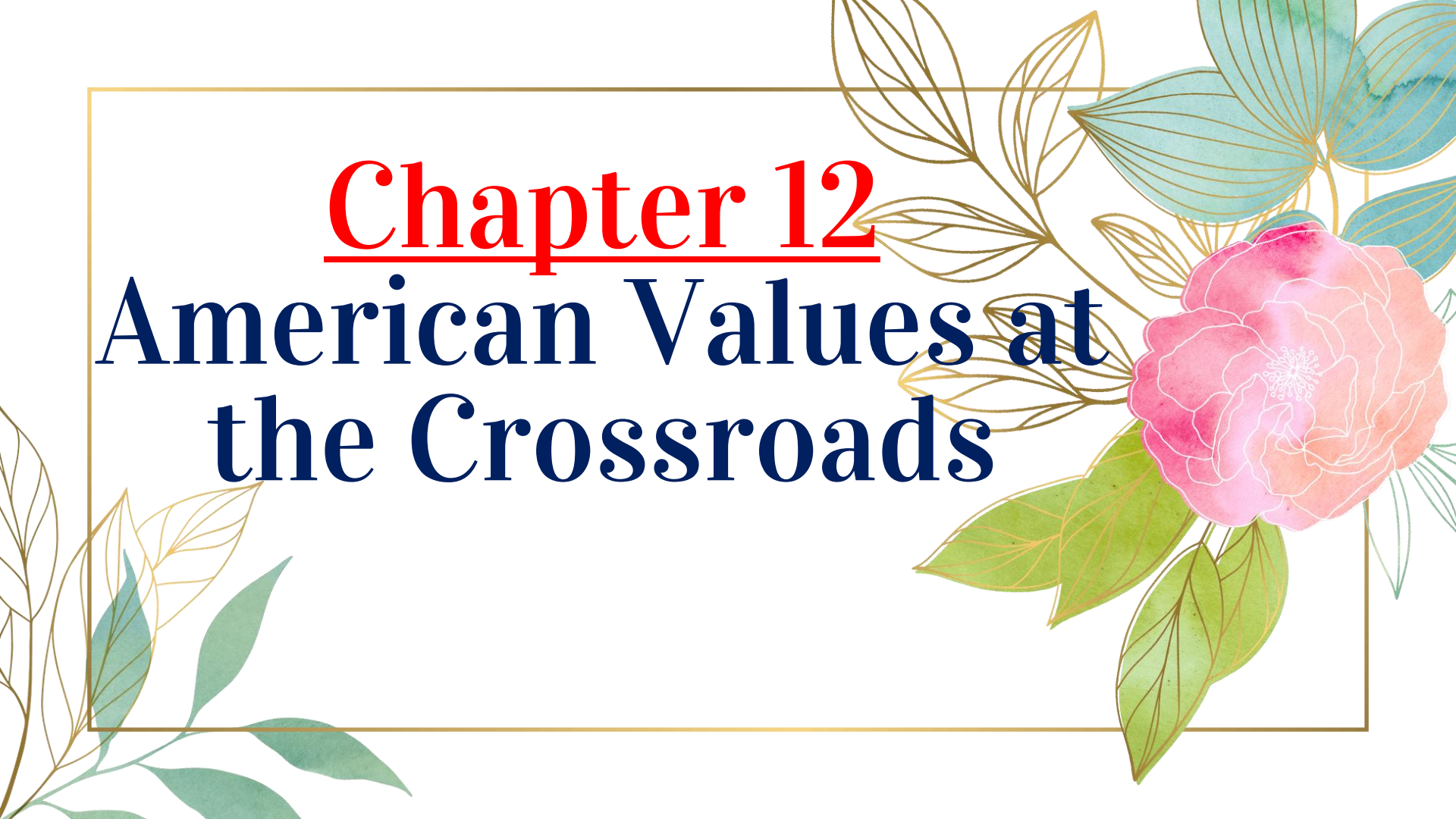
WELCOME

American Culture 2

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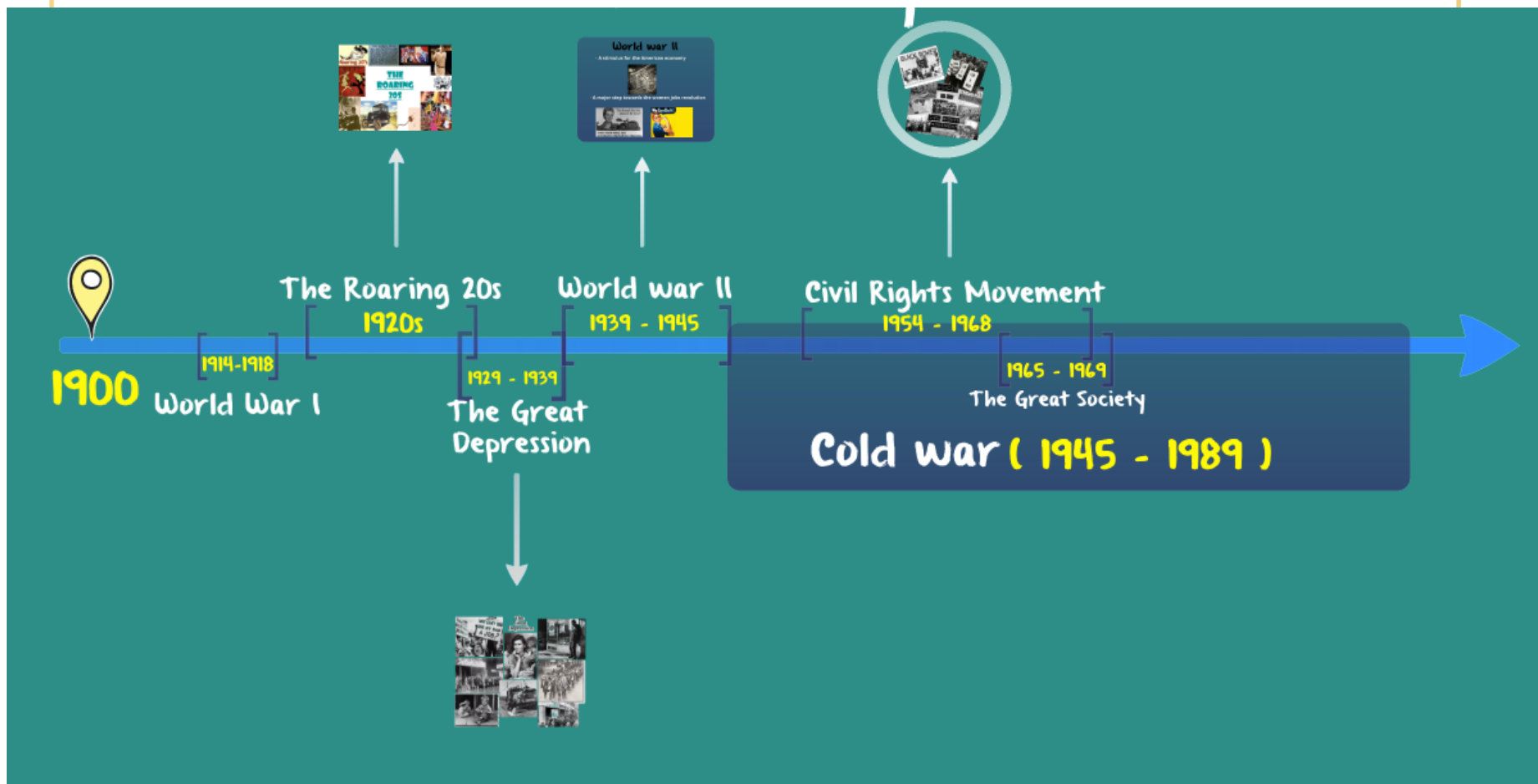
Chapter 12
American Values at
the Crossroads

America in the 20th century

▷ <https://www.youtube.com/embed/c28L5Bbi2RU>



The major historical events in the United States



The Roaring Twenties



The Roaring Twenties

- ▶ The new woman
- ▶ Mass Communication and Consumerism
- ▶ The Jazz Age
- ▶ Wine prohibition



The new woman



Mass Communication and Consumerism



"TAKES ALL THE DRUDGERY OUT OF WASHING DAY"

Read what Mrs. Wheldon of Ferryhill, Durham, writes about the marvellous

New HOOVER ELECTRIC WASHING MACHINE

"I have been using my new Hoover Electric Washing Machine," writes Mrs. Wheldon, "and I would like to say what a grand little machine it is. I am absolutely delighted with its performance. It certainly does all you claim for it and has taken all the drudgery out of washing day."

It is a worthy companion to my Hoover Cleaner."

Demand for the Hoover Electric Washing Machine is very heavy so order now from your Authorized Hoover Dealer. Small enough to stand under average dressing board, yet does full weekly wash for a large family. Works on entirely new principle. Extremely gentle with the clothes. Economical with soap—

£25 Plus £6.5.0 purchase tax

(All purchases in tax are now available through many Hoover Dealers.)

AND IT'S MADE BY **HOOVER** Trade Mark

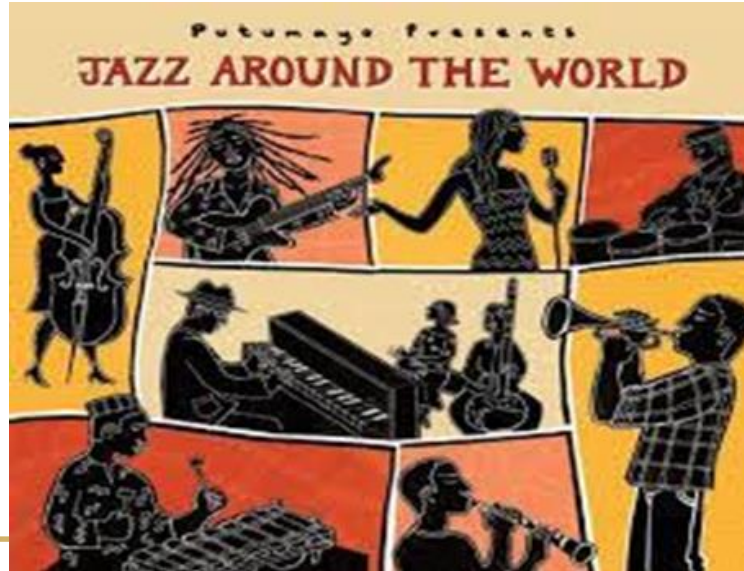
MAKERS OF THE WORLD'S BEST CLEANERS



Jazz Age

▶ <https://www.youtube.com/watch?v=psch9N4PmO>

4



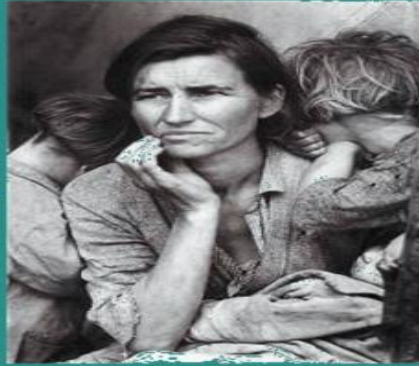
Prohibitions



The Great Depression (1929-1939)



The Great Depression





World War (1939-1945)

World war II

- A stimulus for the American economy



- A major step towards the women jobs revolution



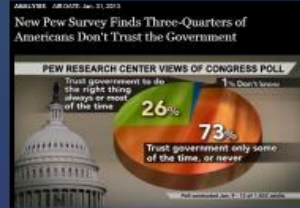
Cold War (1945-1989)



Factors that affect American history



1
The US had a racially and ethnically diverse population



2



Have a strong distrust of their government and a strong faith in its design

3



The right of free speech and the existence of a free press

4



A long tradition of isolationism

5



The US goes through different political and economic phases

The Biggest Events In American History In The 21st Century



On September 11th, 2001, there was a terrorist attack performed by hijacking planes and crashing them into the World Trade Center, and also the Pentagon



The Iraq War in 2003



Iphone



On January 9, 2007, at Macworld Steve Jobs unveiled the iPhone. The iPhone would go on to change the way we communicate.

The First Black President



Barack Obama was elected as U.S. President on November 4th, 2008, and he became the first African-American president. He was also re-elected for a second term in 2012.

The six basic values

- What holds the United States together **is a common set of VALUES**



INDIVIDUAL
FREEDOM

- SELF-RELIANCE



EQUAL
OPPORTUNITY

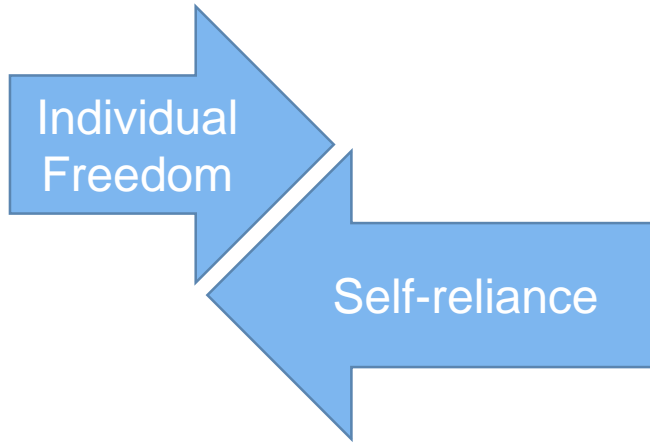
- COMPETITION



MATERIAL WEALTH

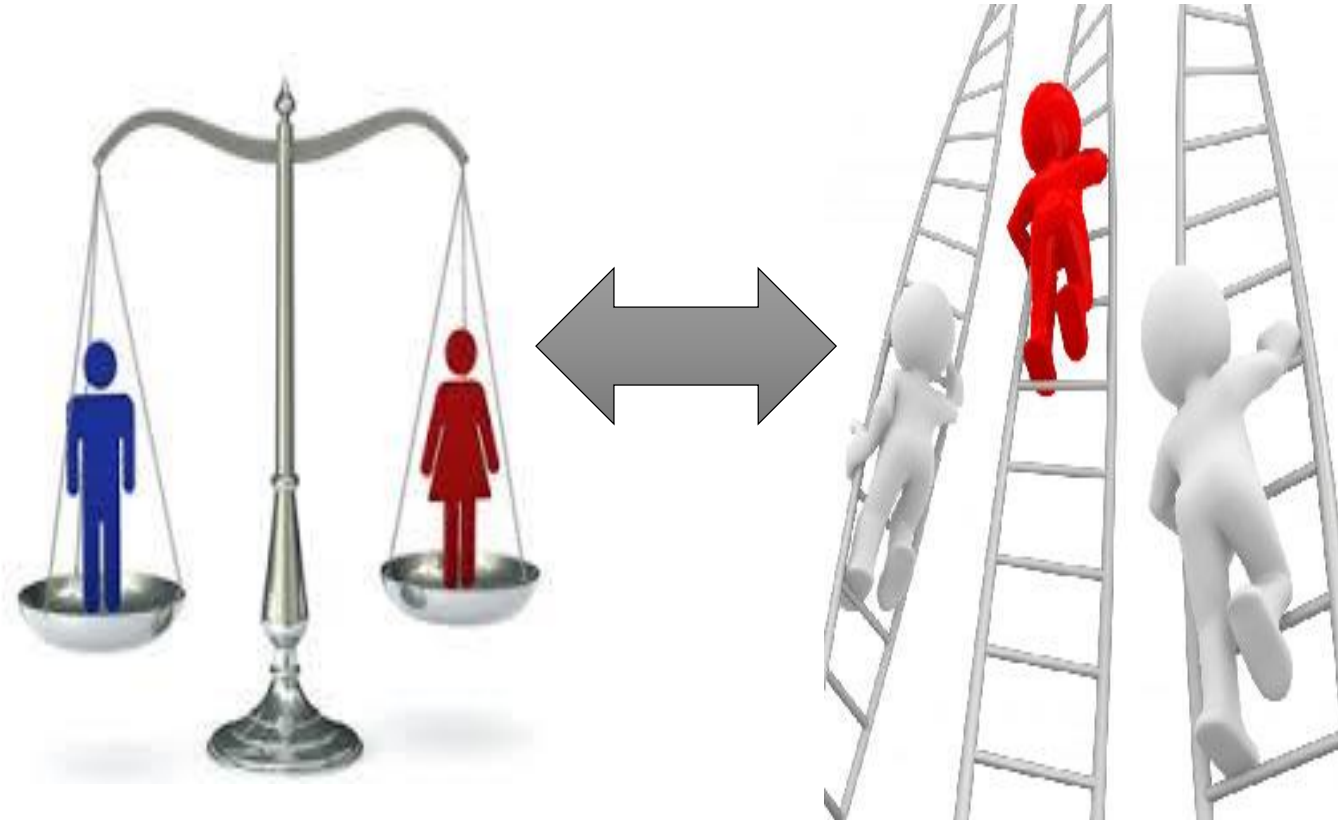
- HARD WORK

Individual Freedom and Self-reliance

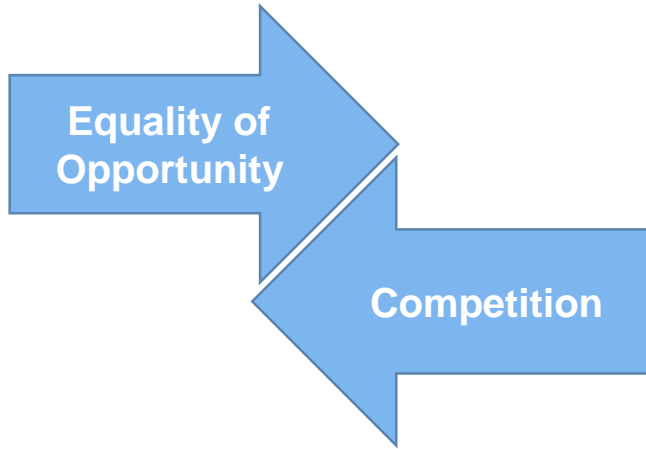


- I.F. = the desire & right of all individuals to control their own destiny without outside interference (government, ruling noble class, the church, etc.)
- Price: Self-reliance—people must take care of themselves and be independent, or risk losing their personal freedom.
- Everybody should stand on their own feet.
- EX. at 18-21 years old, Americans are financially and emotionally independent from their parents.

Equality of Opportunity and Competition

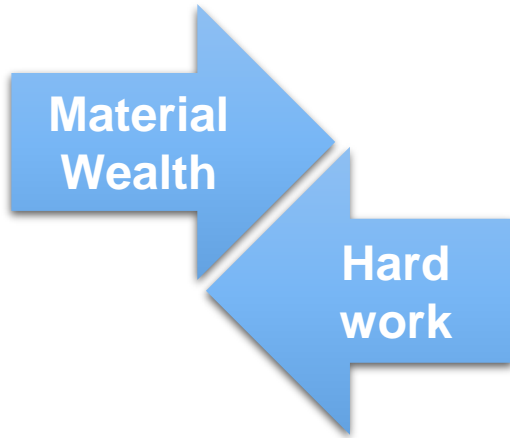


Equality of Opportunity and Competition



- Equality of Opportunity= everyone should have equal chance to succeed.
- Rooted in early immigrants belief that everyone has a chance to succeed in America and many proved their dreams were fulfilled.
- Price: competition. This makes Americans are urged to match their energy, intelligence, and creativity with their neighbors. They honor

Material Wealth & Hard Work



- Material Wealth = the indicator of one's social status in society (due to the rejection of hereditary aristocracy and titles of nobility)
- Price: hard work. This makes some Americans work compulsively and become workaholics.
- Americans viewed their material possessions as the natural reward for their hard work
- Belief in the value of hard work: it was necessary to work hard to convert natural resources into material goods
- Americans can raise standard of living because of the abundant natural resources



**What will happen to American values
in the 21st century?**

Being saturated in culture due to the large amount of immigrants

The economy faced some continuing long-term challenges.

4. What will happen to the American values in the 21st century.

Crime

Environment

Thank
You

