

## Chapter 3

### USA AT THE END OF THE 60'S

*How is the American model contested at the end of the 60's ?*



## I- The American model in the 1960's

In the second half of the 20<sup>th</sup> century, USA is considered as a *superpower*

The USA are leading the capitalist block in the context of the cold war and are incarnating a political, social, economical model and are willing to make it universal.

*But what is exactly the American model?*



# A- The American political model

The heritage of the American revolution : a liberal democracy



# Document 1. The Declaration of Independence (1776)

## ***The unanimous Declaration of the thirteen United States of America, voted by Congress, July 4, 1776.***

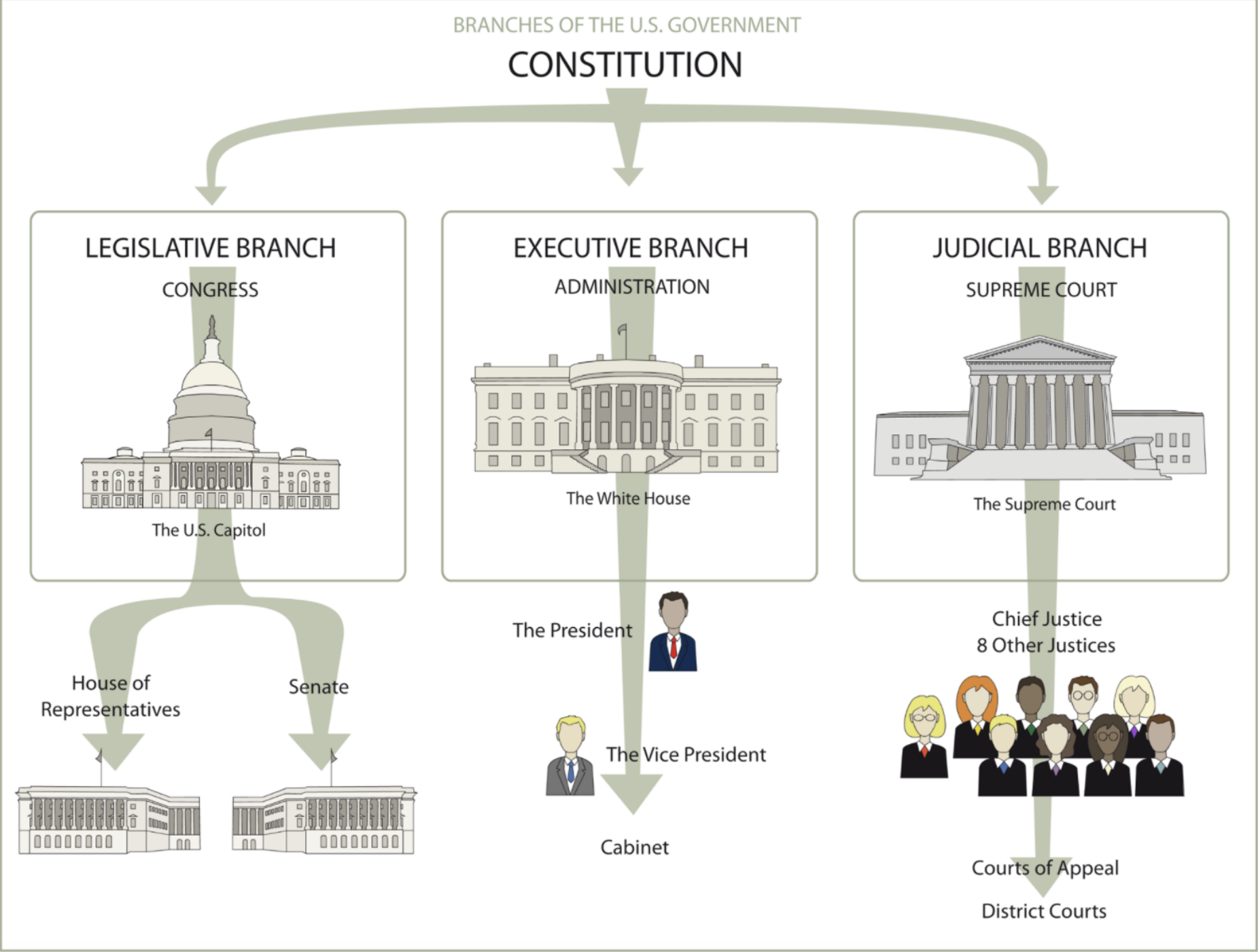
We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.

That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed, that whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government [...] The history of the present King of Great Britain is a history of repeated injuries and usurpations, all having in direct object the establishment of an absolute Tyranny over these States.

[...]  
We, therefore, the Representatives of the United States of America, in General Congress, Assembled, appealing to the Supreme Judge of the world for the rectitude of our intentions, do, in the Name, and by Authority of the good People of these Colonies, solemnly publish and declare, That these United Colonies are, and of Right ought to be Free and Independent States. [...]



# The American Constitution



# The American international policy since the Monroe Doctrine

From non-intervention state to the myth of the american savior.

The attack of Pearl Harbor in 1942 changed the american international policy



## Diplomatic domination after the war

W. Churchill (UK), F. Roosevelt (USA) and J. Staline at the Yalta conference in february 1945 to discuss the postwar reorganization of [Germany](#) and Europe after the war.



C. Attle (UK) H. Truman (USA) and J. Staline (USSR) at the Postdam conference in July 1945 to decide how to administer Germany



**1945**

## UN headquarters in New York City

Role : guarantee peace and international security was created. members : USA, France, GB, USSR, China with a veto right as permanent members of the security council



**1949**

## The creation of NATO

(North Atlantic Treaty Organization)– military alliance which gathered together all of the nations that felt more aligned with United States



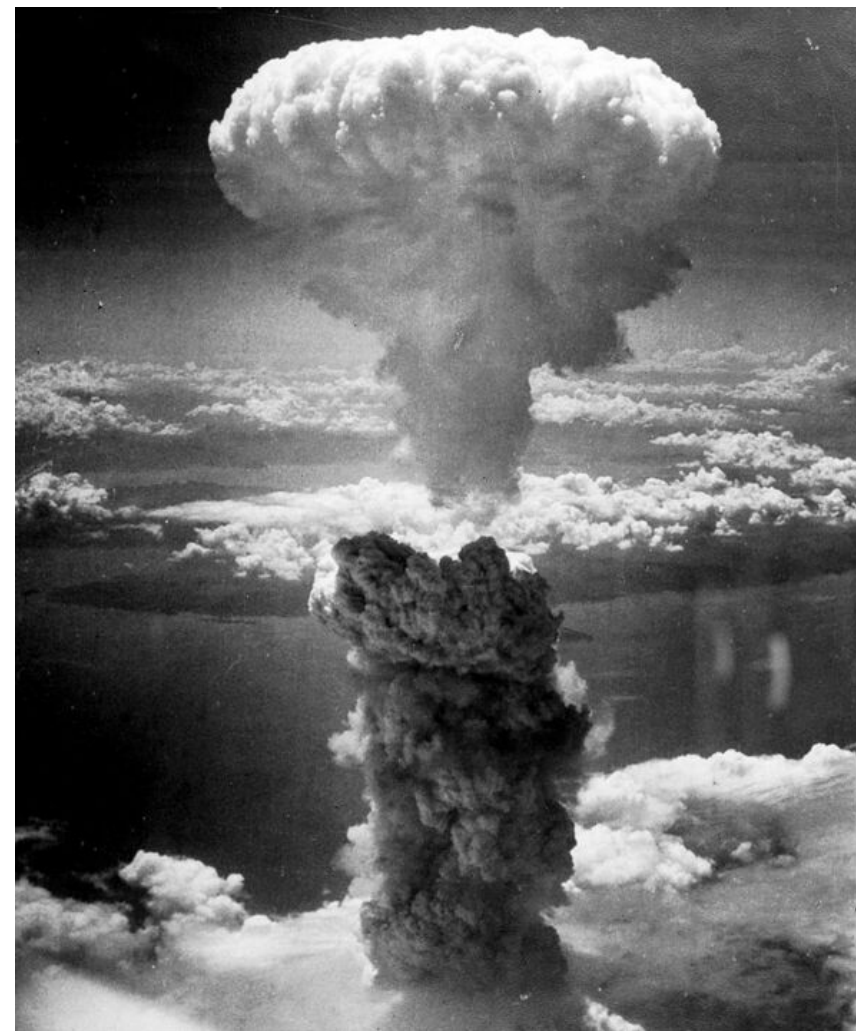


After the war, the United States seemed irresistible : its economic, military and technological power was absolutely unparalleled. This earned them the title of "Superpower."

## Economical power

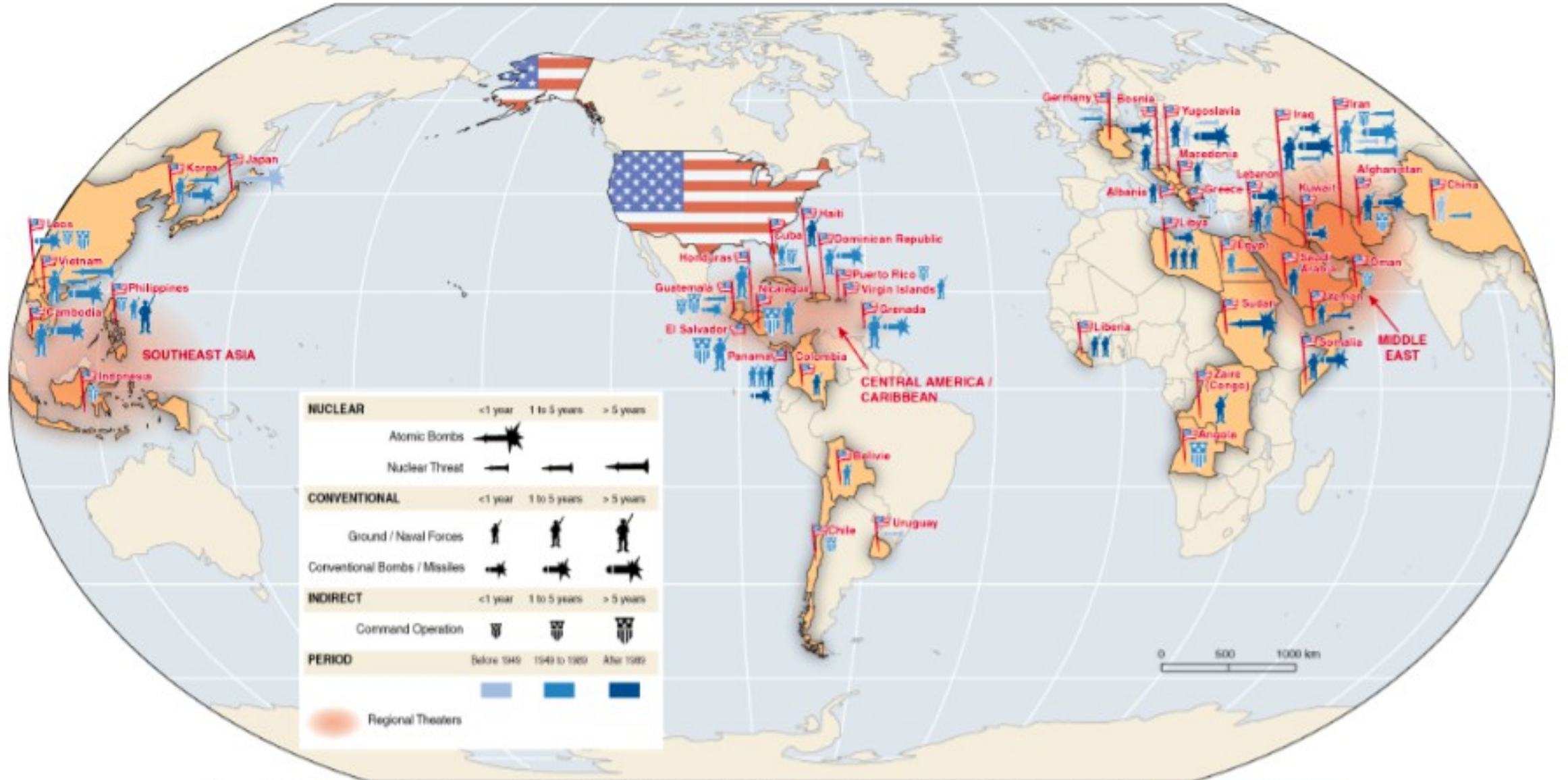


## Technological power



# A police state since the second world war

## UNITED STATES MILITARY INTERVENTIONS THROUGHOUT THE WORLD SINCE 1945



Source : Data for this map derived from Groseman, Zoltan, 2003, Let the Bloody Truth be Told: A Chronology of U.S. Imperialism. From Wounded Knee to Iraq. (<http://www.netnet.com/left/invoke.htm>)

Realization: Cartography Laboratory, Department of Geography, Laval University

## B- An economical and social model

The revolution of American industry  
+ a liberal and capitalist state



After the first world war – the  
golden age of the industry





## A country of immigration

**The myth of the American Dream :** is a national ethos of the United States, the set of ideals (democracy, rights, liberty, opportunity and equality) in which freedom includes the opportunity for prosperity and success, as well as an upward social mobility for the family and children, achieved through hard work in a society with few barriers.





# A social model of accomplishment

- Development of consumption credits
- The American consumption of goods



A vintage advertisement for Coca-Cola. The top half of the image shows two women in a kitchen. One woman, wearing a blue dress, is smiling and holding a tray with six Coca-Cola bottles. The other woman, wearing a pink dress, is looking at her and holding a plate of food. The kitchen has a white refrigerator and floral decorations. Below the image is the text "Hospitality in Your Hands" in a serif font. Underneath this text is a paragraph of smaller text: "Everybody makes hospitality - the popularity of the season that refreshes with ice-cold Coca-Cola. You can get Coke in the 6 bottle carton or in the 24-bottle case." To the right of this text is a red Coca-Cola logo with the word "Coke" underneath it, and a small image of a 6-bottle carton of Coca-Cola.







### 3) Behind the American model

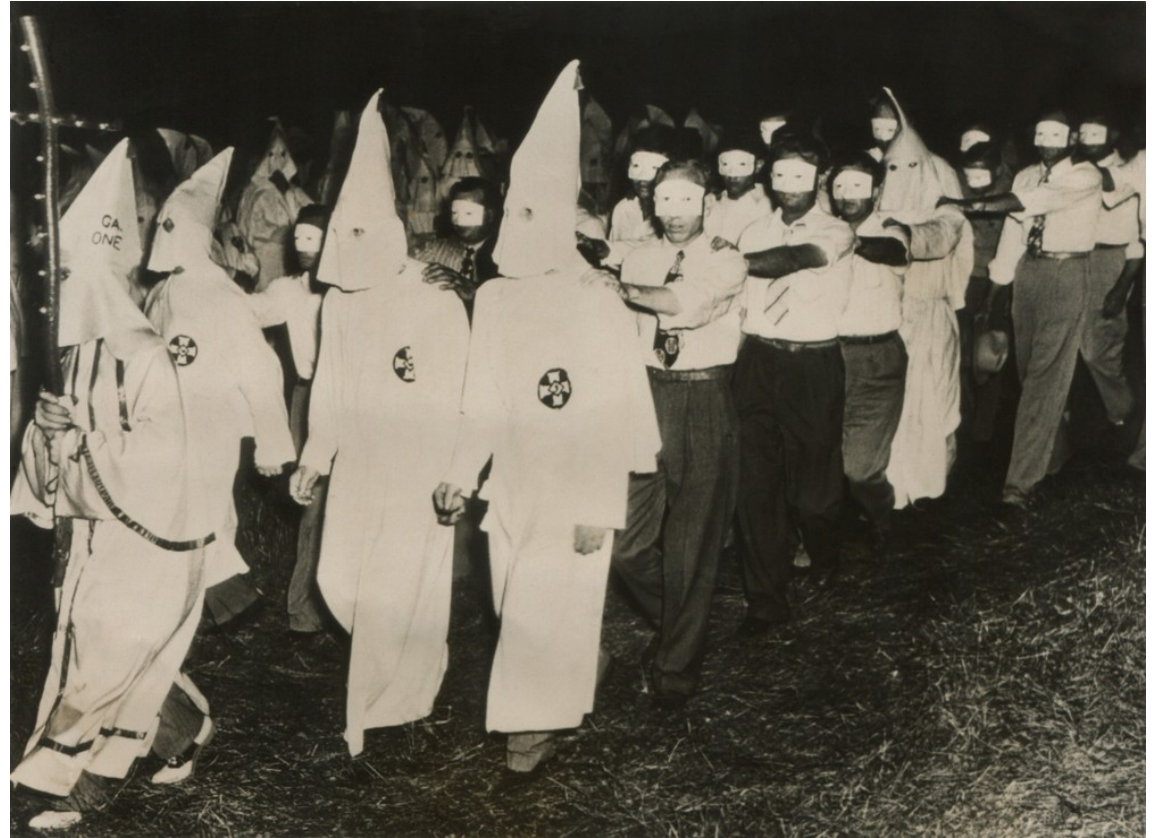
Poverty and inequalities



60% of the Americans were under the line of poverty avec the crisis of 1929

## - Racism and segregation

Racial segregation is the [segregation](#) of facilities and services such as housing, medical care, education, employment, and transportation in the United States along [racial lines](#).



## Political intolerance : the McCarthyism

- Against the « red scare » and socialism

political repression and persecution of left-wing individuals, and a campaign spreading fear of alleged communist and socialist influence on American institutions and of espionage by Soviet agents.



in 1953, the Rosenberg (Ethel and Julius) have been executed after being accused on spying for USSR.

**AMERICANS . . . . .**  
**DON'T PATRONIZE REDS!!!!**

**YOU CAN DRIVE THE REDS OUT OF TELEVISION, RADIO AND HOLLYWOOD . . . . .**

**THIS TRACT WILL TELL YOU HOW.**

**WHY WE MUST DRIVE THEM OUT:**

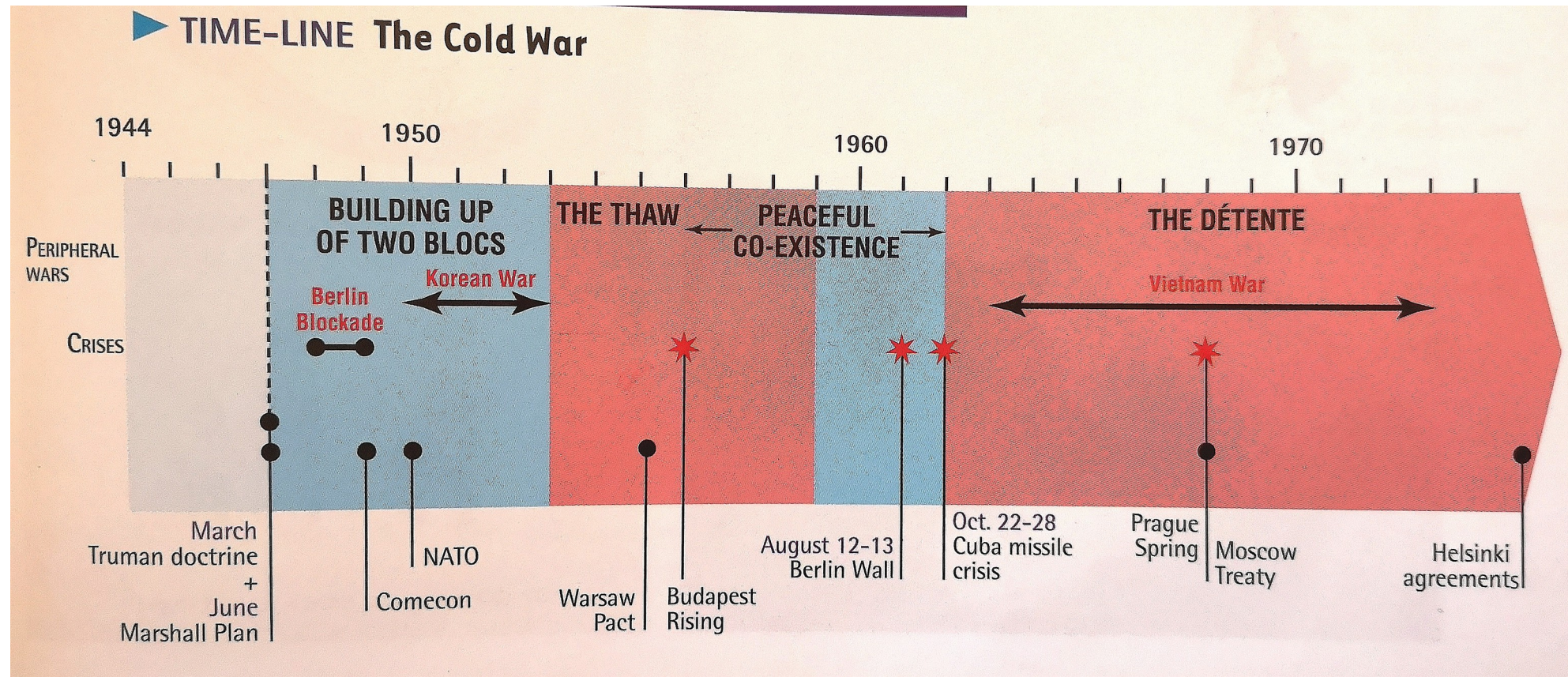
1) The REDS have made our Screen, Radio and TV Moscow's most effective Fifth Column in America . . .  
2) The REDS of Hollywood and Broadway have always been the chief financial support of Communist propaganda in America . . . 3) OUR OWN FILMS, made by RED Producers, Directors, Writers and STARS, are being used by Moscow in ASIA, Africa, the Balkans and throughout Europe to create hatred of America . . . 4) RIGHT NOW films are being made to craftily glorify MARXISM, UNESCO and ONE-WORLDISM . . . and via your TV Set they are being piped into your Living Room—and are poisoning the minds of your children under your very eyes !!!

So REMEMBER — If you patronize a Film made by RED Producers, Writers, Stars and STUDIOS you are aiding and abetting COMMUNISM . . . every time you permit REDS to come into your Living Room VIA YOUR TV SET you are helping MOSCOW and the INTERNATIONALISTS to destroy America !!!

# II- USA in the cold war

**What the cold war ?** an undirect conflict between USA and USSR which is why it lasted for so long (1945-1991). During this period, their rivalry showed through undirect conflicts but also through propaganda, economical and technological rivalry.

**Why ?** Because the threat of a nuclear attack and of a third world war was terrifying.





**THE WESTERN BLOC**

- The bloc leader : the USA
- Its allies
- Main pacts
- Main overseas US military bases

**THE EASTERN BLOC**

- The bloc leader : the USSR
- Its allies and satellite states
- Military pact
- Main overseas Soviet military bases

**THE BREAK UP**

- The Iron Curtain
- Cold War hot spots and peripheral conflicts
- Soviet missiles range from Cuba
- US naval blockade

**REFUSAL OF BIPOLARISM**

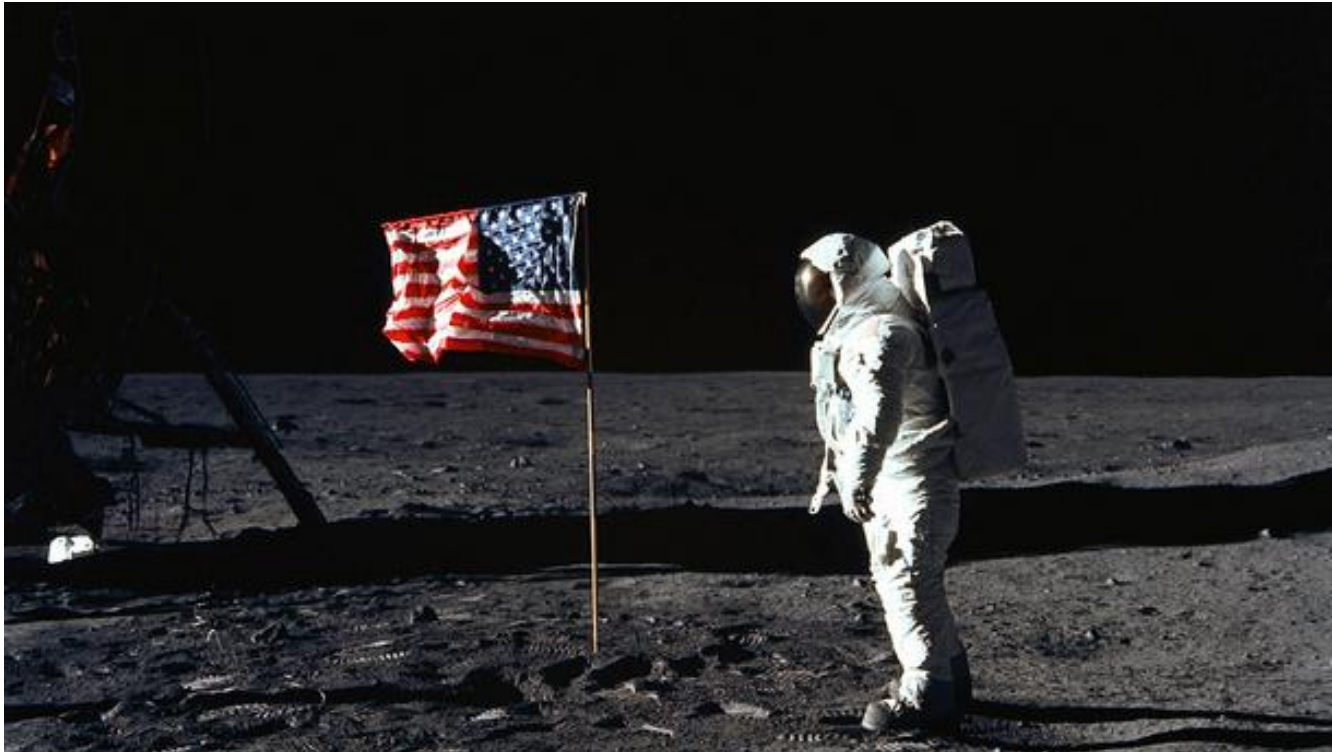
- Neutral countries
- Communist countries outside Soviet influence
- Participants to the 1961 Belgrade Conference (Non-Aligned movement)

## 1) The opposition of two political / ideological models and the building of two blocks

	USA	USSR
Doctrine	Truman doctrine	Jdanov doctrine
Model	Capitalism, American way of life, democracy, human rights, (see I/)	Communism
Allies	Western Europe (GDR) + colonies, Canada, south America, South Korea	Eastern Europe (FRG) – China – Cuba – North Korea
Institutions or treaty	NATO, UN, Marshall Plan in Europe	Varsow Pact
Undirect conflict - crisis	Berlin blockade ; Cuban missiles crisis ; Vietnam war ; Berlin wall	
Competition	Nuclear Arms race ; technological competition (space race) ; cultural competition (cinema ; movie ; propaganda) ; economical ; diplomatical etc.	

## 2) The example of 2 undirect conflicts

### a. Space race



#### **Chronology :**

1957 : 1<sup>st</sup> soviet satellite launched in space : sputnik

1958 : 1<sup>st</sup> American satellite launched in space

1958 : President Dwight D. Eisenhower signed a public order creating the National Aeronautics and Space Administration (NASA), a federal agency dedicated to space exploration.

1959 : soviet space program

1961 : Soviet Yuri Gagarin became the 1<sup>st</sup> man to orbit earth

1966 : 1<sup>st</sup> soviet probe (Luna 9) on the moon

1969 : Armstrong lands on the moon (mission apollo 11) : 1<sup>st</sup> American man on the moon



## B- a violent military intervention : The Vietnam War



### Key dates :

1962 : President Kennedy sends troops to Vietnam to assist South Vietnam  
1964 : President Johnson orders bombing attacks in North Vietnam  
1965 : President Johnson sends US combat troops into battle in Vietnam  
1967 and 1969 : Major anti-war protests take place in Washington  
1973 : North Vietnam and the USA reach a peace agreement  
1975 : The Vietnam war officially ends as Vietnam becomes a united communist country.

**But the war in Vietnam pushed the USA's power to its limits in many ways :**



# The use of Napalm in Vietnam



Associated Press photographer Nick Ut photographed terrified children running from the site of a Vietnam napalm attack in 1972. A South Vietnamese plane accidentally dropped napalm on its own troops and civilians. Nine-year-old Kim Phuc, center, ripped off her burning clothes while she ran. The image communicated the horrors of the war and contributed to growing U.S. anti-war sentiment. After taking the photograph, Ut took the children to a Saigon hospital.



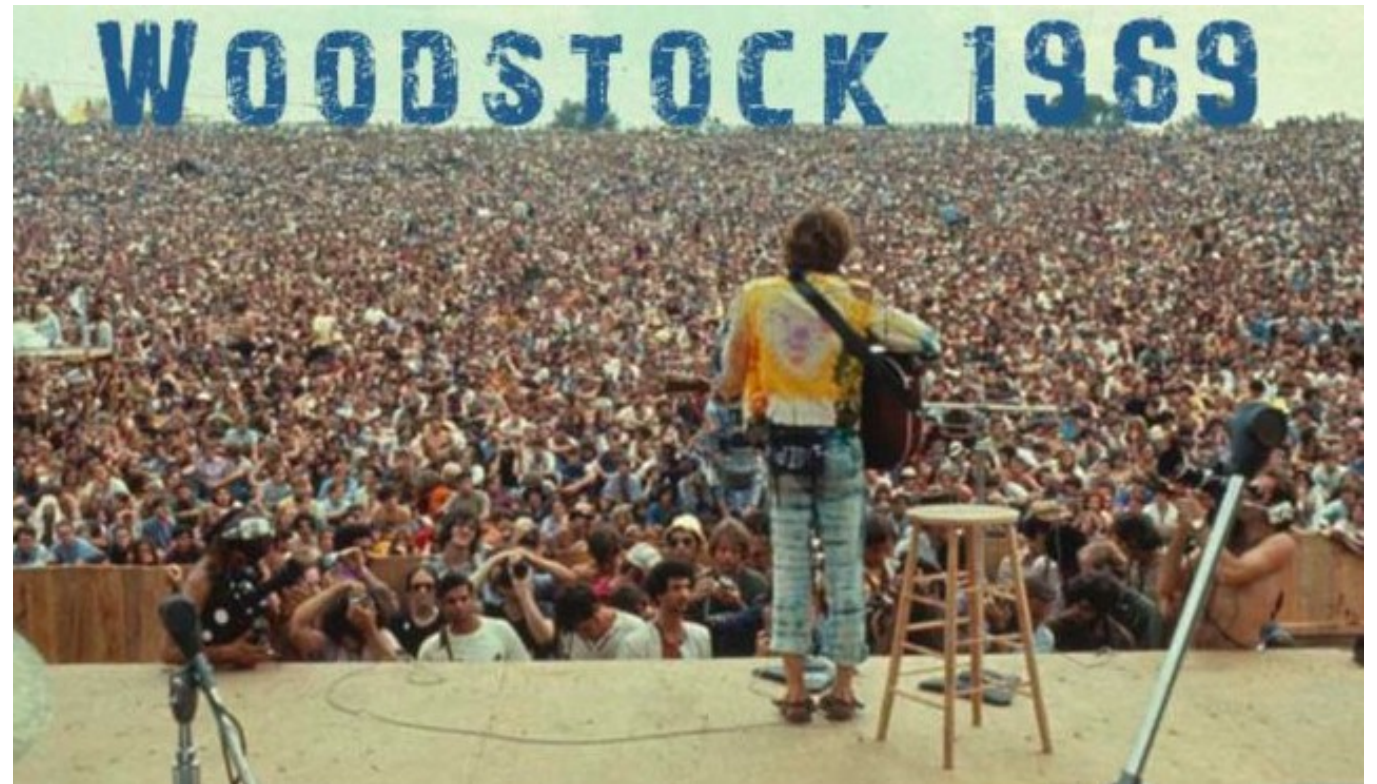
## **III- The American model is contested in the 60's**

# Protests against the Vietnam war : the counter culture in the 60's



# The american counter culture and the emblematic festival of Woodstock, 1969

<https://www.youtube.com/watch?v=HKdsRWhyH30&list=PL5jPQshWo8ryFVgGF2ddNsv5UL-CqakOB>



Jimmy  
Hendrix



# The civil rights movement



# Préparer l'exposition

Context  
USA in the cold  
war  
  
What is the  
American model

Counter culture  
Hippies  
Music  
Woodstock

The Vietnam  
war and the  
pacifist protests

Civil rights  
  
Feminism



Space race



