

## **Chapter 23 Social Change**

### **•Latinos of Varied Origins**

- 1960s Latino population grows from 3 million to 9 million
- Mexican Americans largest group, mostly in Southwest, California
- 1960, almost 900,000 Puerto Ricans settle in U.S., mostly in NYC
- Cubans fled communism, form communities in NYC, Miami, NJ
- Central Americans, Colombians come to escape civil war, poverty
- Many Latinos encounter prejudice, discrimination in jobs, housing

### **The Farm Worker Movement**

- César Chávez helps form United Farm Workers Organizing Committee
- 1965 grape growers do not recognize union; Chávez sets up boycott
- 1968 Bilingual Education Act funds bilingual, cultural programs, Cost millions
- Brown Berets organize walkouts in East LA high schools

### **Native Americans Seek Greater Autonomy**

- Many Native Americans cling to their culture, refuse assimilation. Native Americans poorest group, most unemployment, health problems
- 1972 AIM leads march in D.C.; protest treaty violations, seek:
  - restoration of land
  - end of Bureau of Indian Affairs; occupy it, destroy property
  - 1970s laws give tribes more control over own affairs, education, gaming begins in 90's
  - 1970s-80s courts recognize tribal lands, give financial compensation

### **The Women's Movement Emerges**

- Betty Friedan's *The Feminine Mystique* shows women's dissatisfaction
- bestseller, helps galvanize women across country
- Feminism—economic, political, social equality for men, women
- A Diverse Movement
  - Militant groups like NY Radical Women stage demonstrations
  - Gloria Steinem helps found National Women's Political Caucus, Ms.

### **Legal and Social Gains**

- Gender-based distinctions questioned—like use of husband's last name
- Higher Education Act bans gender discrimination if federal funding
- Congress expands EEOC powers; gives child-care tax break
- *Roe v. Wade*
  - Feminist support of women's right to an abortion is controversial
  - *Roe v. Wade*: women have right to an abortion in first trimester

### **The New Right Emerges**

- Focus on social, cultural, moral problems; build grassroots support
- Debate family-centered issues with feminists

## **The Counterculture—"Tune In, Turn On, Drop Out"**

- **Counterculture**—white, middle-class youths reject traditional America
  - Members of counterculture called hippies
  - Feel society and its materialism, technology, war is meaningless
  - Idealistic youth leave school, work, home
  - want to create idyllic communities of peace, love, harmony
- **Hippie Culture**
  - Era of rock 'n' roll, crazy clothing, sexual license, illegal drugs
  - Some hippies turn to Eastern religion, meditation
  - Haight-Ashbury neighborhood of San Francisco becomes hippie capital
- **Decline of the Movement**
  - Urban communes turn seedy, dangerous
  - Some fall victim to drug addiction, mental breakdowns

## **A Changing Culture**

- **Art**
  - Pop art uses commercial, impersonal images from everyday life
  - imply that personal freedom lost to conformist lifestyle
  - movement led by Andy Warhol
- **Rock Music**
  - The Beatles most influential rock band, help make rock mainstream
  - Woodstock festival gathers many of most popular bands
    - over 400,000 attend*
  - Attitudes toward sexual behavior become more casual, permissive
  - Mass culture addresses forbidden topics, like sex, explicit violence
  - Some think permissiveness is liberating; others sign of moral decay
  - Long term liberal attitudes about dress, lifestyle, behavior adopted
- **The Conservative Response**
  - **Conservatives Attack the Counterculture**
    - *Conservatives alarmed at violence on campuses, cities*
    - *Consider counterculture values decadent*
    - *Some think counterculture irrational, favor senses, lack inhibitions*