



Welcome to US History Talks

The “Me Decade”

Module 6: Master of the World

Talk	Title	Time Period	Date of Talk	
44	The Reagan Revolution	1981-1988	October 20th	✓
45	Reagan and the world	1981-1998	November 3rd	✓
46	Master of the World	1998-1992	November 17th	✓
47	US culture and society 1980's	1980-1992	December 1st	
48	Democratic Conservatism	1992-1998	January 19th	
49	US and the post Cold War World	1993-2001	February 2nd	
50	US culture and society 2100	1981-2001	February 16th	

Talk 47: The “Me Decade” US Culture & Society 1980

- A Changing society
- Cars, clothes, movies and music
- De-industrialisation
- Information Age
- Consumer Christianity
- Summary



Changing Society

US Population Change 1960-1980

.....increasingly diverse

	1970	1980
White	83%	76%
Black	11%	12%
Hispanic	5%	9%
Asian	1%	3%
Other (mixed, Indigenous)		2%
Total population	203m	248m + 13%

Mexico & Cuba
Vietnam, China

Concentrated in New York, Houston, Florida, & California

Income recovers from 1970's, inequality increases

Earnings based in 2024\$

	1970	1980	1990
Average household income	\$61,000	\$60,000	\$67,000
Gini Coefficient US	.39	.40	.43
Gini Coefficient UK	.28	.25	.34

Average earnings increase by 12% vs flat/ decline during 1970s

Sharp rise in inequality in both US and UK during 1980's

.....greater awareness of differences fuelled by mass media

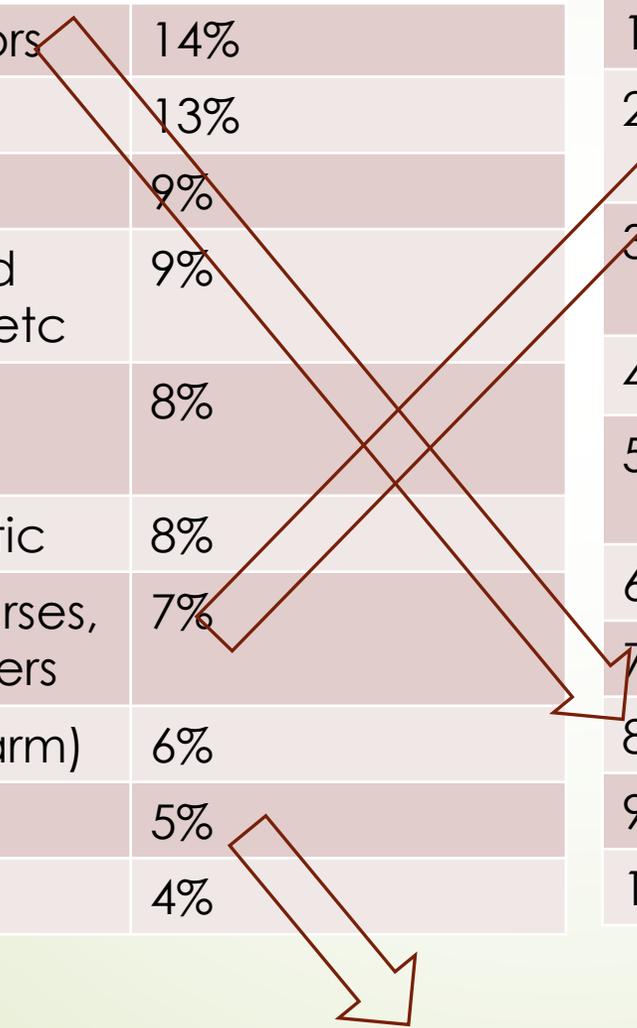
....."winners"...those who consume and seen to consume defines

Shift to services and professionals

...rise in police and fire...farmers very few

Top 10 Jobs 1970		
1	Machine operators	14%
2	Clerical workers	13%
3	Sales (all types)	9%
4	Craftsmen/ Skilled trade. Plumbers, etc	9%
5	Managers & Administrators	8%
6	Service & domestic	8%
7	Professionals : (nurses, teachers, engineers)	7%
8	Labourers (non farm)	6%
9	Farmers	5%
10	Transport	4%

Top 10 Jobs 1990		
1	Administration/Clerical	15%
2	Professionals (teachers, Engineers, nurses)	14%
3	Managers and Administrators	12%
4	Sales	11%
5	Service and domestics	11%
6	Precision production	9%
7	Operators, repair	9%
8	Executive, admin support	8%
9	Technicians	6%
10	Police and fire	3%



Big changes to family structures

	1970	1980
Traditional 2 parent families with children	40%	26%
Percent Married	72%	62%
Single parent households	11%	27%
Women working	43%	58%
Living alone	17%	25%

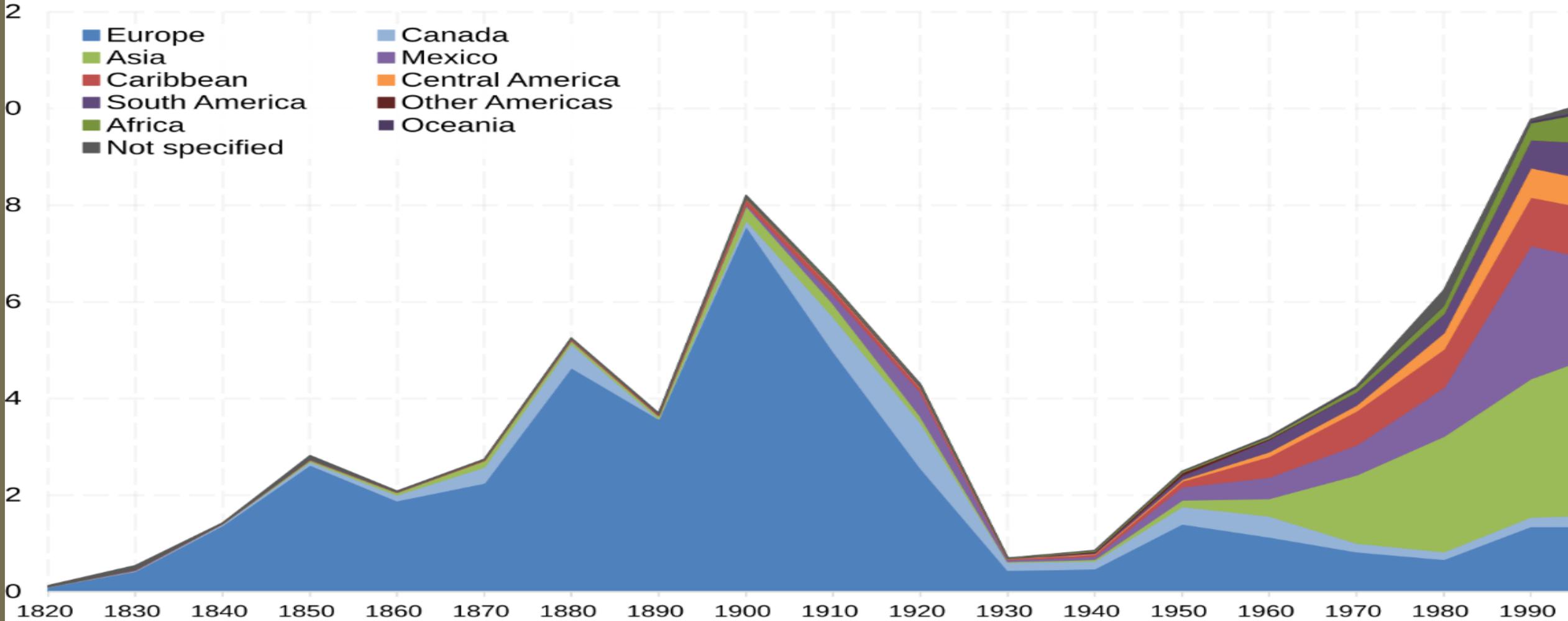
Later marriage, Higher divorce, Fewer children

Return to high immigration rates of 19th century

.....Shift from Europe to Asia & Mexico

.....Caused by Hart Celler Immigration Act

Immigration to the United States by region (millions)



A more integrated society
.....greatly reduced inter-racial violence
.....elimination gross discrimination

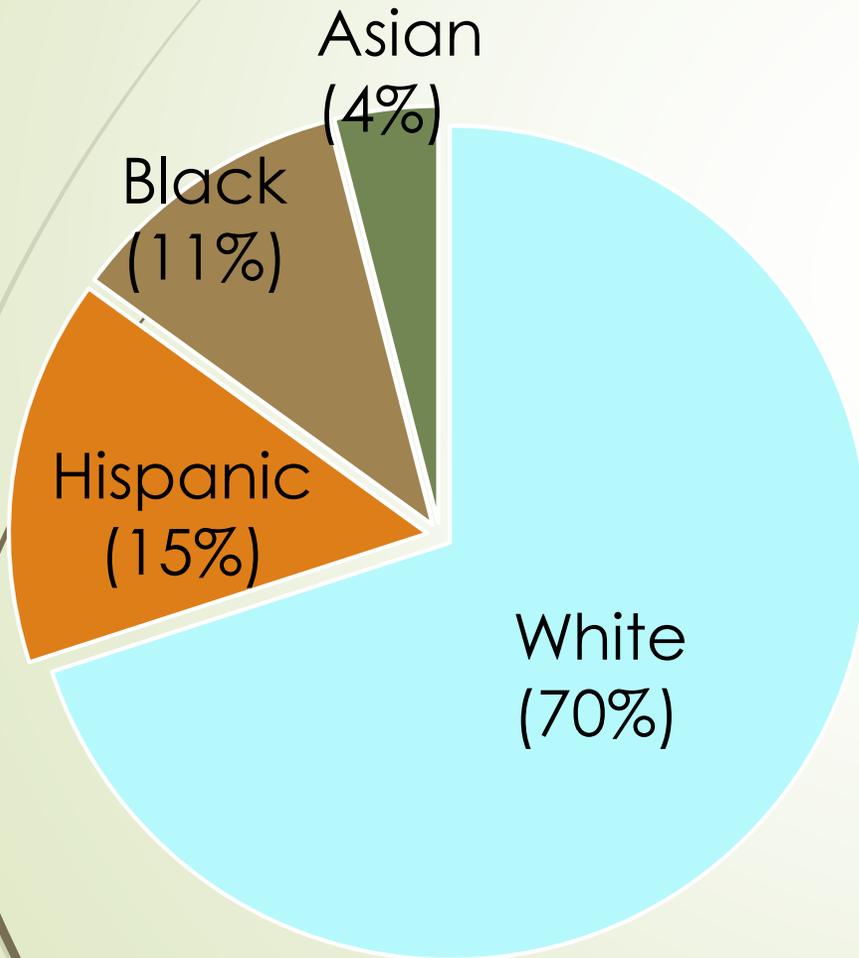
	1960	1970	1990
% Black children integrated schools	1%	25%	40%
Inter-racial marriages	<1%	2%	6%
White children in college	25%	33%	45%
Black children in college	10%	15%	30%

Surge in Asian population....higher % than Jewish by 1990

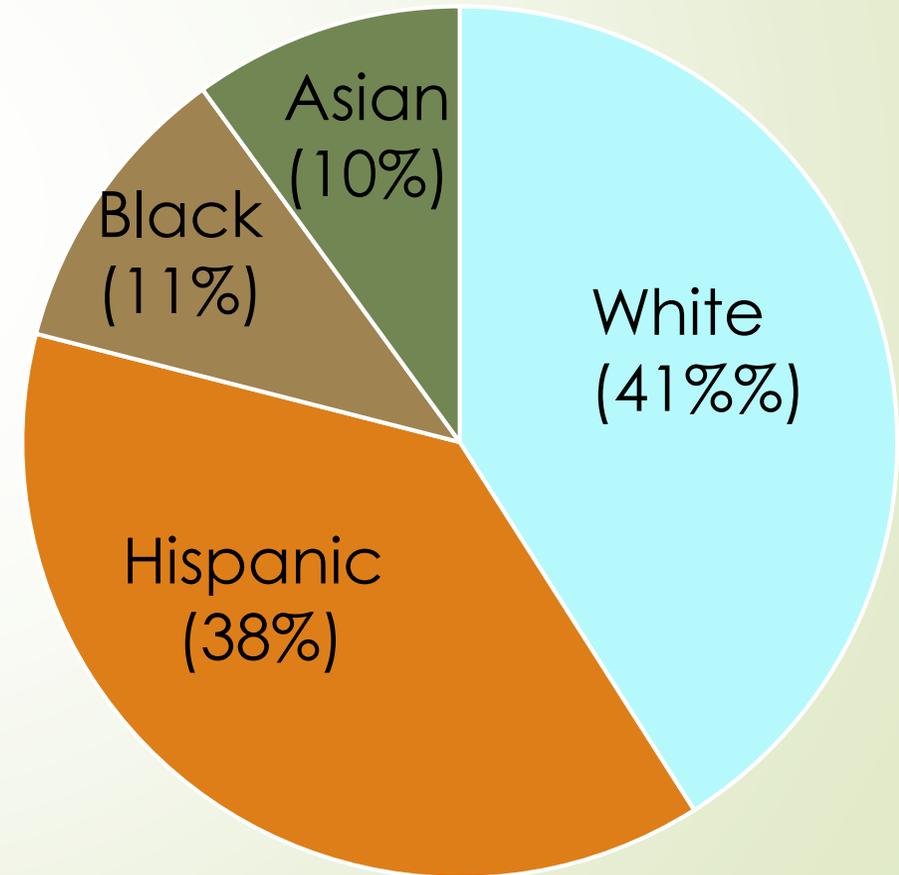
	1960	1970	1990
Asian Population	0.8m	1.4m	6.9m
Asian % total	.4%	0.9%	2.8%

A more diverse nation: example Los Angelesseparate cultures, languages, heavily armed

Los Angeles 1970, 7 million

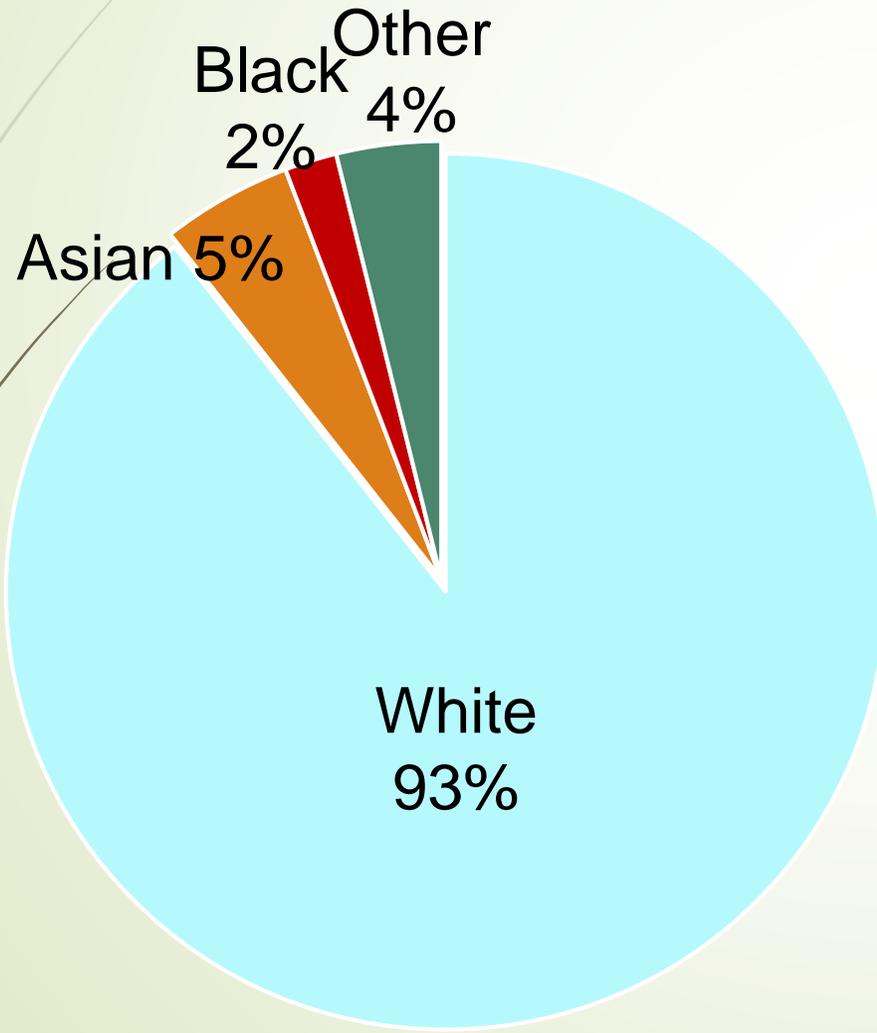


Los Angeles 1990, 9 million

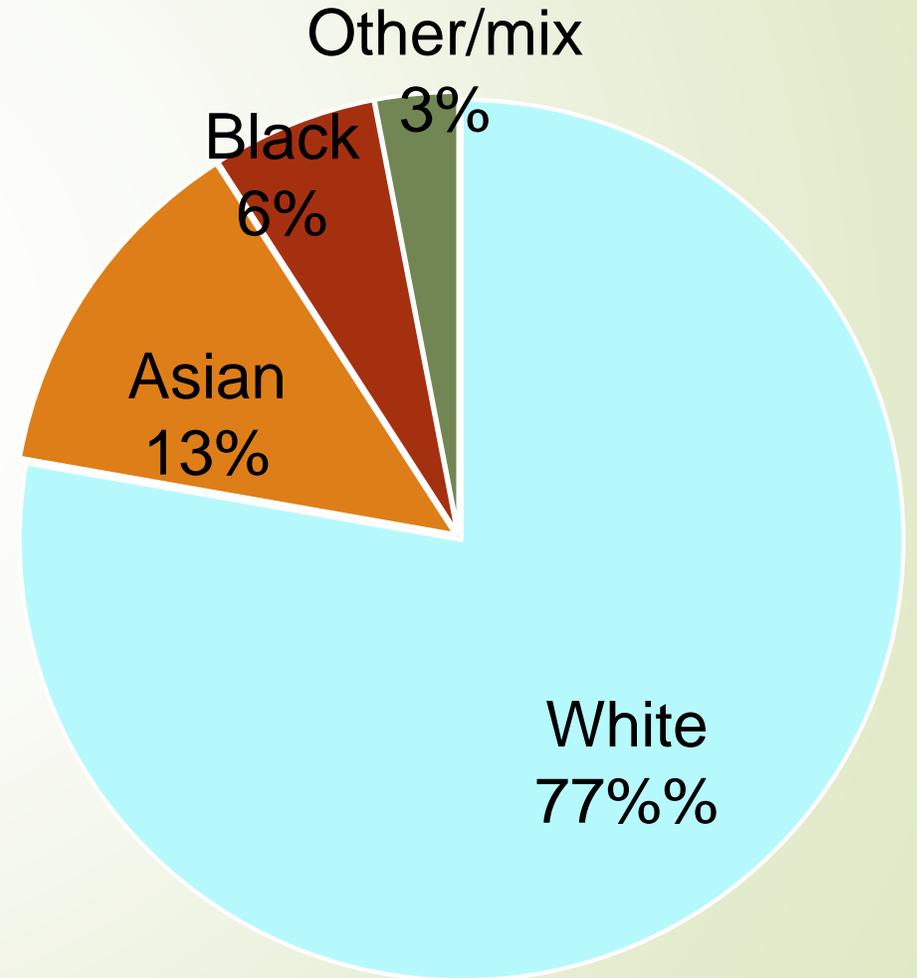


Global phenomena: Birmingham UK ...separate cultures, language...less well armed

Birmingham 1970 1.3 million



Birmingham 1990, 1.1 million



Americans 1990

...less religious, less high, less smoking & drinking
...a high home ownership, untraveled society

	1970	1990	UK 1990
Attend Church regularly	40%	35%	12%)
Owned a passport	5%	10%	48%
Home owner	63%	64%	70%
Smoke cigarettes	38%	28%	30% (50% 1970)
Regular drinker	52%	47%	70%
Regular marijuana user	13% (late 70's)	6%	2%

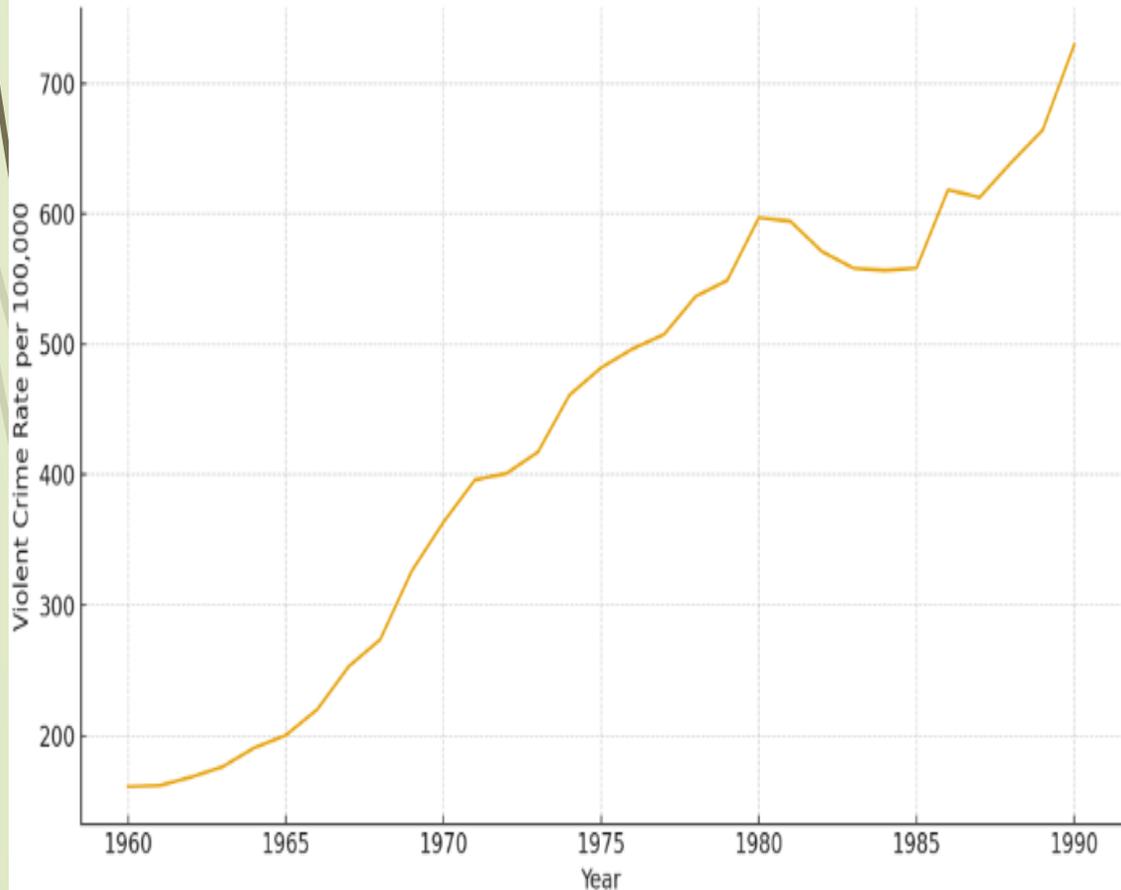
Less drug use overall, but Cocaine usage increases to 3%

.....due to "crack cocaine" in Black communities

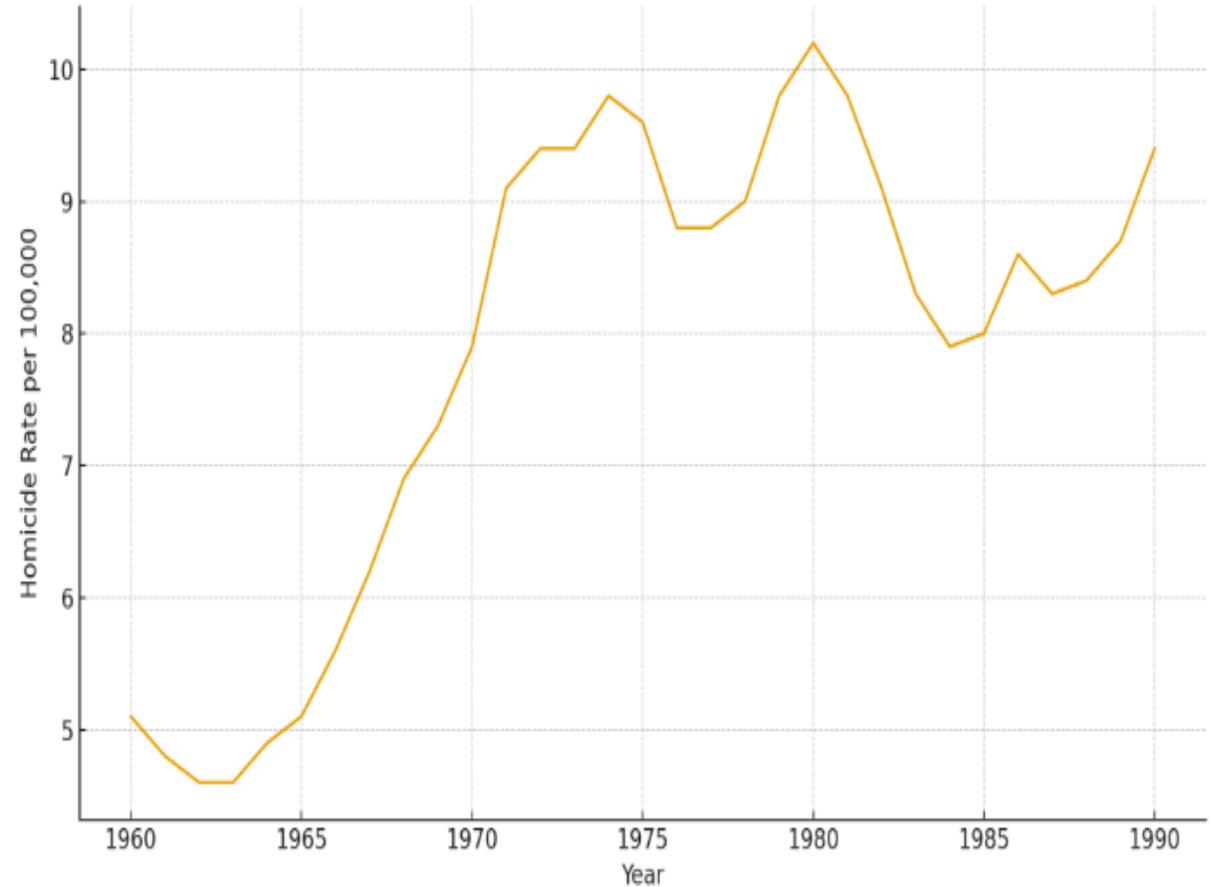
...usage of "powdered cocaine" in white community declined from 1% to 1/2%

Society more violent than 190
...violent crime doubled
...homicide rate increase 50%

U.S. Violent Crime Rate (1960-1990)



U.S. Homicide Rate (1960-1990)

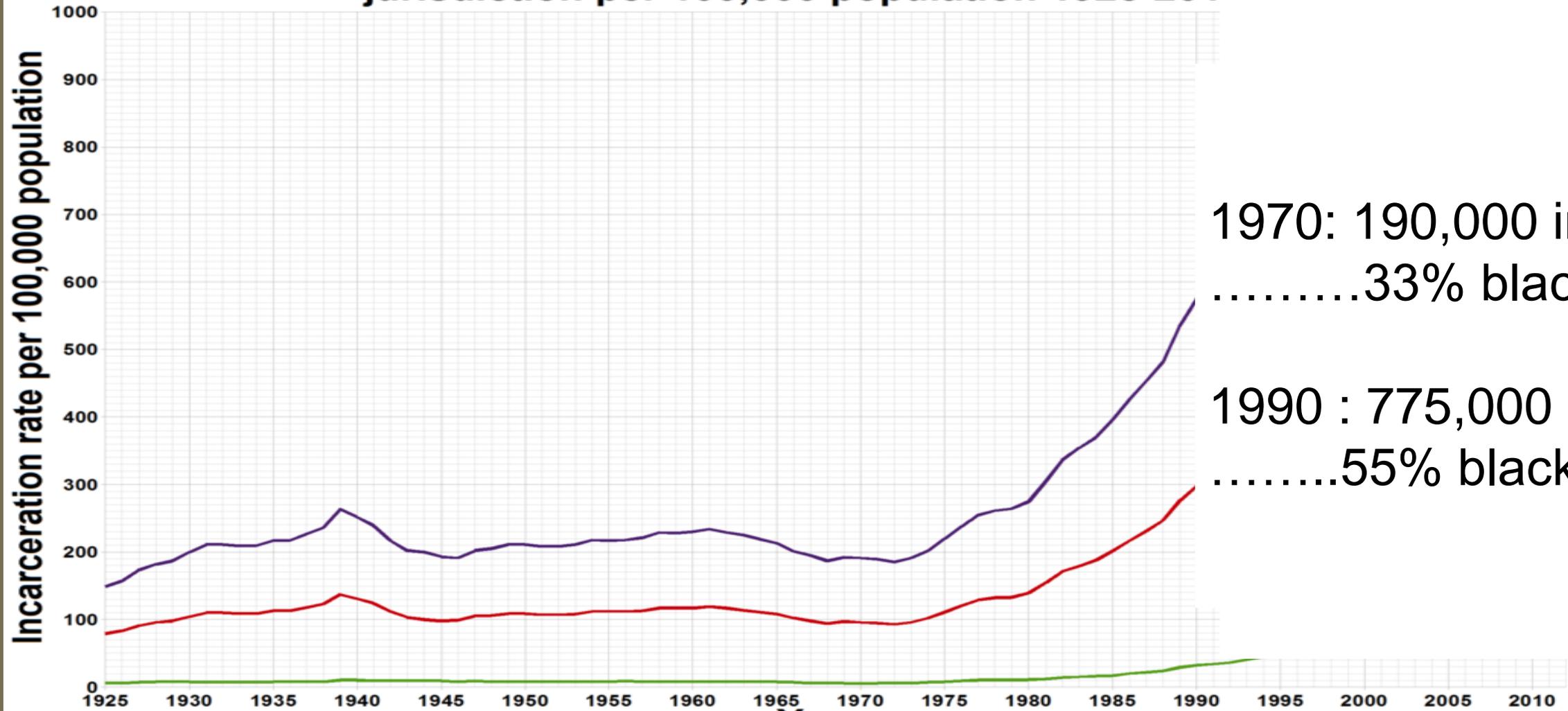


Soaring prison population ...Anti Drug Act 1965-68

.....Increase police budgets, mandatory sentences 1968

.....skewed sentences: 10 years for crack cocaine, small fine if powdered

Incarceration rate of inmates incarcerated under state and federal jurisdiction per 100,000 population 1925-2011



1970: 190,000 in prison

.....33% black

1990 : 775,000 in prison

.....55% black



Cars, Clothes, Movies, Music

Top Selling Cars USA

...1970 all US, 1990 5/10 Japanese

...Toyota, Honda, Nissan plants in USA

	1970
1	Ford Galaxy
2	Chevrolet Impala
3	Chevrolet Chevelle
4	Ford LTD
5	Pontiac Catalina
6	Oldsmobile Delta
7	Dodge Charger
8	Chevrolet Nova
9	Ford Mustang
10	AMC Javelin

	1990
	Honda Accord
	Toyota Camry
	Ford Taurus
	Chevrolet Cavalier
	Ford Escort
	Chevrolet Lumina
	Honda Civic
	Toyota Corolla
	Dodge Dynasty
	Nissan Maxima



Tougher market, import competition, flat demand

- More aggressive : attack competition, creative financing
- Use of celebrities to sell success, success = nice car
- New Technology: fuel injection, turbo charging, digital dashboards
- More commercials attacking foreign models

Chevrolet Camaro

Today's Chevrolet

Hotter than Texas chili.

Camaro Z28. "Hot." A three-letter word that's synonymous with Z28 in the vernacular of the enthusiast.

What's so hot about Z28? Everything. Styling. Performance. Comfort.

Powered by a track-proven small-block V8,* Z28 delivers throaty bursts of power when you need it. And the optional High Output Package gives Z28 even hotter credentials.

It goes around corners, too. Thanks to a refined torque-arm rear suspension and new, precise front geometry with special upper and lower control arms, Z28 has recorded a lateral acceleration figure of .85g on the GM Proving Grounds.

Simmering shape. Z28 looks as quick as it goes. Sleek, curving lines and a 62-degree raked windshield help provide a low drag coefficient of .339. And Z28's deep front air dam helps reduce nose lift, while aiding steering response.

Take it to your next cookout. So if you've got a taste for something hot, get a Z28. You'll find it's hotter than Texas chili.

Today's Chevrolet. Bringing you the cars and trucks you want and need. That's what Taking Charge is all about.

*Some Chevrolets are equipped with engines produced by other GM divisions, subsidiaries, or affiliated companies worldwide. See your dealer for details.

 Let's get it together...buckle up.



"Lookin' so hot, so good...so much thunder under the hood."

That's the music of 12 identically race-prepared Camaro Z28s, piloted by 12 of the fastest drivers ever to turn a wheel, all geared up to prove who's best. It's time to IROC and Roll with the International Race of Champions, and you can go along for the ride on CBS Sports Saturday February 15. (Check local listings for television broadcast times.)

After the race, check out the street car that's inspired by the race series, Camaro IROC-Z. In spirit, it's the closest thing to an IROC race car you can buy. Available 5.0-liter tuned-port fuel-injection engine, standard Goodyear Eagle VR50s and the Delco/Bilstein-tuned suspension.

So tune in or climb in. It's time to IROC. **Camaro. The Heartbeat of America.**

TODAY'S CHEVROLET 

Cadillac: the ultimate in status

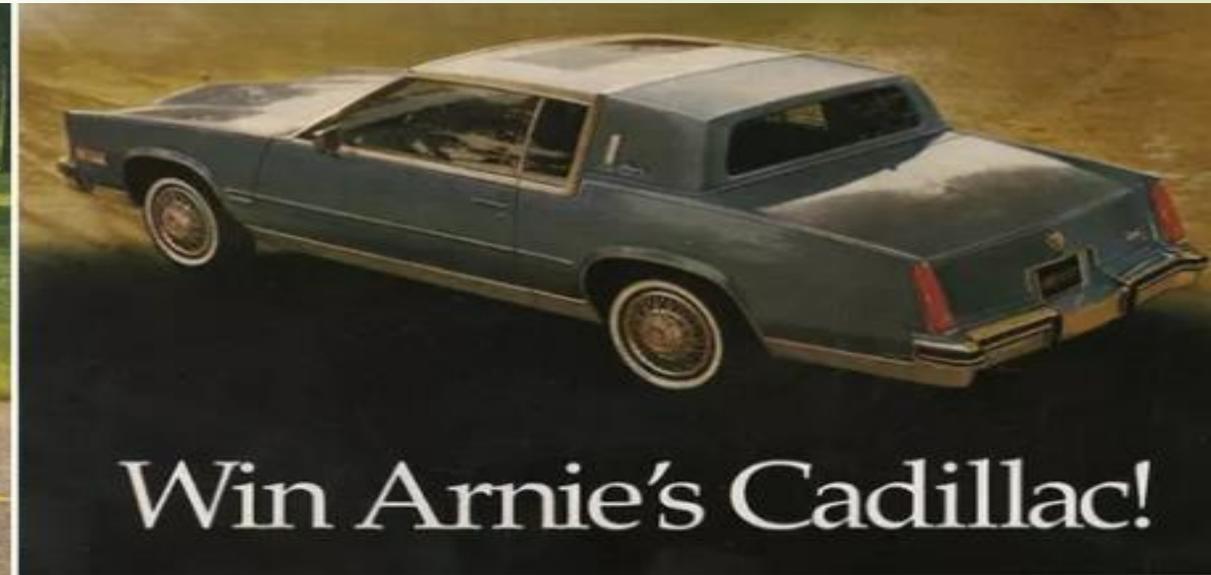


There's luxury in the air.

The wide-open fun of a convertible and the sporty elegance of an Eldorado come together in the 1985 Eldorado Biarritz Convertible. So if you're looking for open-air driving pleasure, get the Cadillac that truly brings luxury out in the open.

1985 Eldorado Biarritz Convertible.

Best of all...it's a Cadillac.



Win Arnie's Cadillac!



Enter Cadillac's "Match The Masters" contest and win Arnold Palmer's personal car... a 1983 Cadillac Eldorado!

All you do...
Just guess the winner of the 1983 Masters and his 72-hole total, and you'll automatically become eligible to win the following:

Grand Prize:
It's Arnold Palmer's own 1983 Cadillac—a Balboa Blue Eldorado Biarritz with leather seating areas, power Astrorooft, Twilight Sentinel and more. Original sticker price: \$27,649. Cadillac will send you to Latrobe, PA, where you will meet Arnie, get a free set of his autograph golf clubs and golf balls, and take delivery of your 1983 Eldorado Biarritz! (Or, if you prefer, Cadillac will fly you home and have the car shipped to you.) But that's not all...

Special Bonus Prize for taking a demonstration drive:
If you win the Grand Prize, and you've taken a Cadillac demonstration drive during the contest period, you'll also receive a trip for two to the 1984 Masters! And there's even more...

500 Runner-Up Prizes:
The next 500 correct entries will receive Official Masters Tournament Golf Hats.

See your participating Cadillac dealer for entry forms and contest rules:

But do it soon. The entry deadline is April 6, 1983. No purchase required. Where prohibited by law. One entry per person. Licensed drivers over 18 only, please. Residents of Washington state enter between March 31 and April 6 and Residents of Ohio (only may mail a plat 3" x 5" card with their name, address, a code and their choice of the winner and exact 72-hole score handprinted in the lower left-hand corner of the envelope Match the Masters, c/o The Independent Judging Organization, Inc., 575 Lexington Avenue, New York, NY 10022. Entries must be postmarked by midnight, April 6 and received by April 13, 1983.



And be sure to watch Cadillac and the Masters April 9 and 10 on CBS-TV.

Roll with the Cadillac

CADILLAC MOTOR CAR DIV.

The car for cool dudes.....Ford

**THE BOSS:
ONE HOT PIECE
OF AMERICAN
STEEL.**

1983 FORD MUSTANG GT



Mustang GT for 1983.
It begins in a river of red-hot steel. It's cast and crafted and bolted together to be the Boss. This year, the 5.0 liter High Output engine has a new four-barrel carburetor for even more muscle. 175 horsepower. It's sprung with a performance suspension and packs 247 lb.-ft. of torque @ 2400 rpm* and a four-speed transmission.

It comes complete with a real bad attitude about being anything but the Boss . . .

Mustang GT for 1983. It's one hot piece of American steel. Get it together. Buckle up.

*Net torque and horsepower as measured by SAE standard J1349



HAVE YOU DRIVEN A FORD...LATELY?



Dodge: Yesterdays car for yesterday people



2-door SE, as shown \$7999.

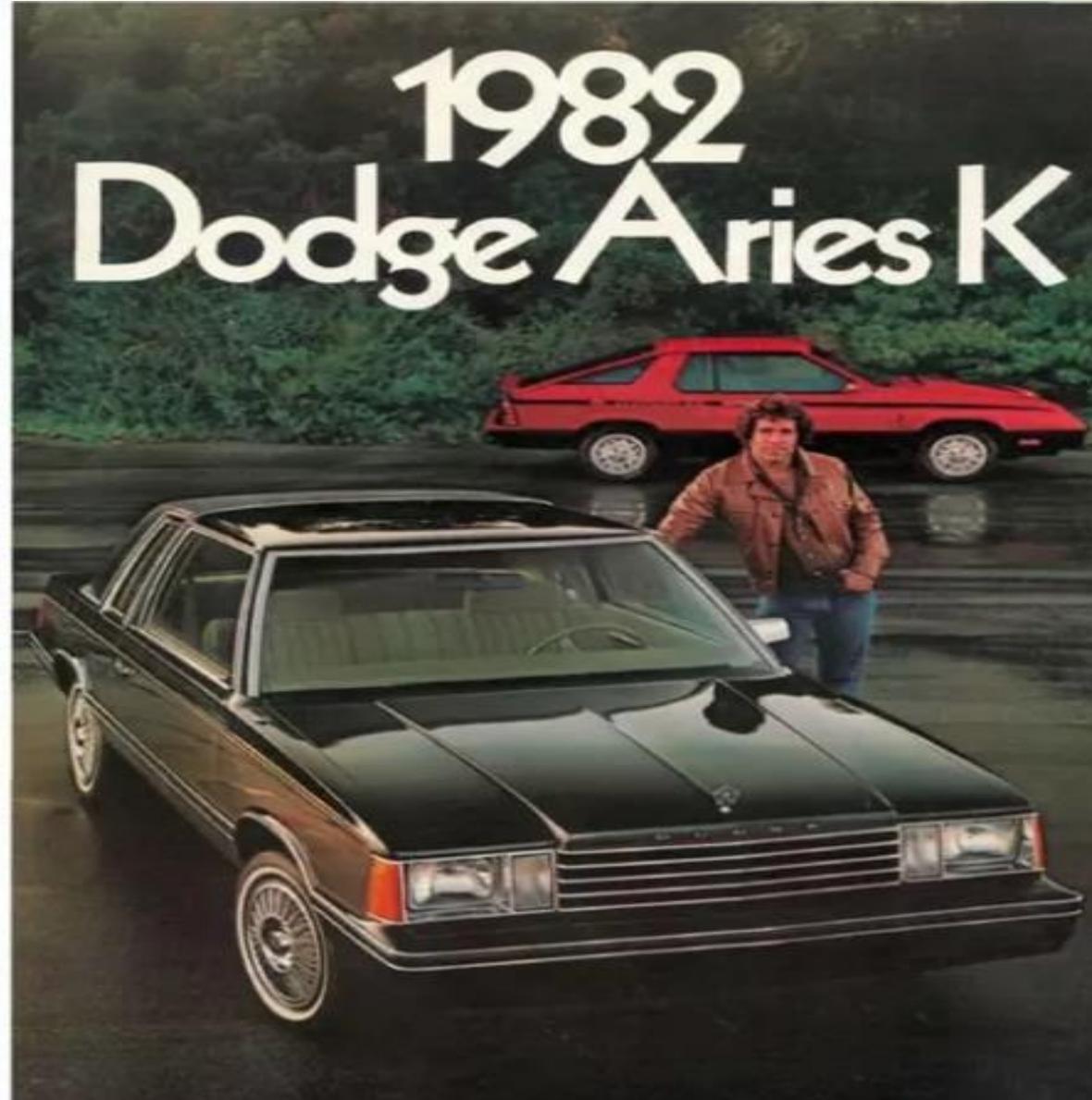
K for 1984. Match it! (If you can.)

The 5/50 Reliant K: Match it for price. Reliant K is the lowest priced 6-passenger front-wheel drive car in America. And standard are power disc brakes, an electronically tuned radio with digital clock, a new instrument panel displaying more vital information including voltmeter and trip-odometer, steel belted tires and more. And with 5/50 protection, that's a great deal to match.

The 5/50 Reliant K: Match it for resale value! Reliant K's resale value is the highest of any American compact. Combined with Reliant K's lowest price and 5-year or 50,000 mile protection, you've got a lot to match. The 5/50 Plymouth Reliant K: Match it! (If you can.) Buckle up for safety.

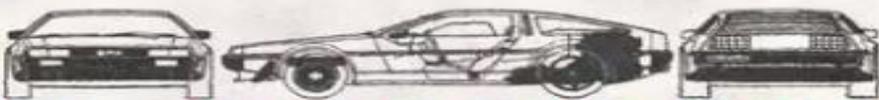


Reliant K. A product of The New Chrysler Technology.



The DeLorean
 ...a dream yes, but not a good one
the bird that never flew

THE DE LOREAN DMC-12
 THE NEXT GENERATION
1981



De LOREAN DMC-12

After 25 years of spectacular personal accomplishments in the automotive industry, John Z. DeLorean was convinced that it was possible to build a car with a useful life of more than just a few years. A total performance car that would be economical to run and safe to drive, without compromising quality and comfort for price. With the founding of the DeLorean Motor Company in 1975, he set out to prove it could be done. It was an ambitious project, and only experts were called to the task. Top engineers and designers rendered the DeLorean concept with vision and foresight using common resistant materials and new technology, and in just a few short years the dream began to take shape. There is a *new* car on the road today. A car built with great care and commitment, a car that defies convention and challenges the future.

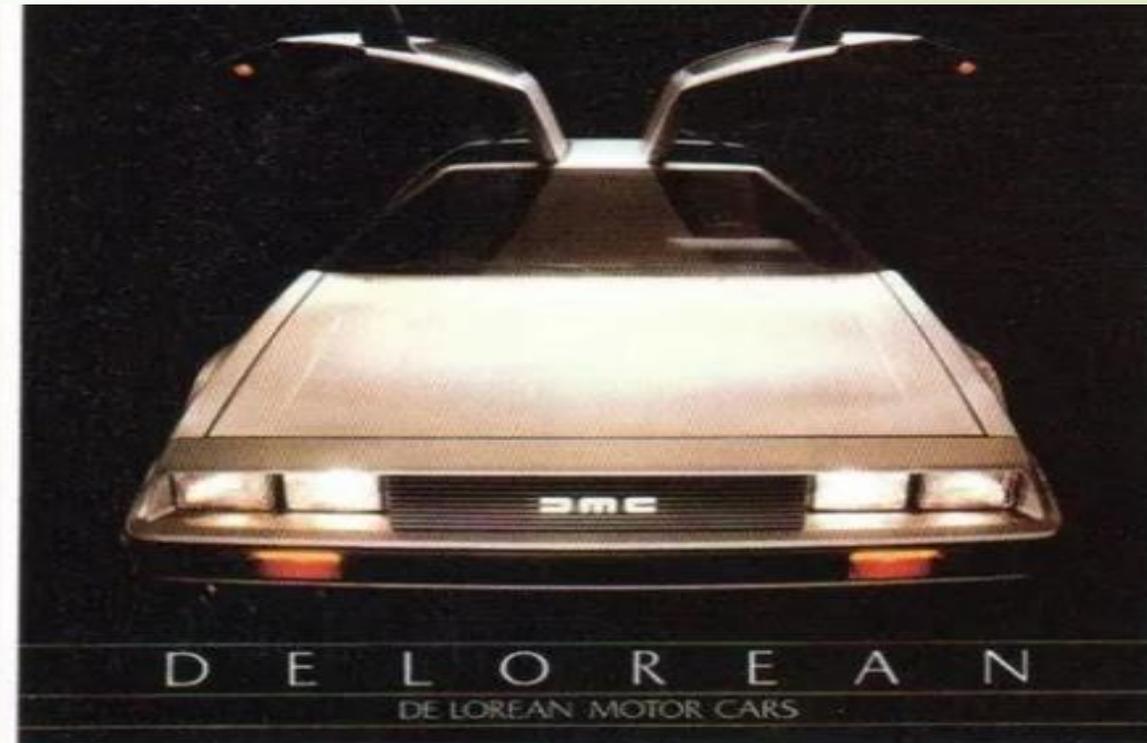
1981



1981

THE DE LOREAN DMC-12
 THE NEXT GENERATION

The clean, uncluttered lines of the DeLorean's elegant low-profile bear the unmistakable touch of true classic styling. Complementary protective side trim runs the length of the automobile. Halogen headlights, side markers and high intensity backup lights provide maximum visibility and safety while driving after dark. Even the serrated bumpers have been endowed with a "memory" which helps them return to their proper shape after a minor mishap. All of these, and more, are only part of DeLorean Motor Company's serious commitment to total driver satisfaction.



**THE
 DE LOREAN.
 LIVE THE
 DREAM.**

Of course, everyone stares as you drive by. Sure, they're a little envious. That's expected. After all, you're the one Living The Dream. Start living it today at a dealer near you.

A dealer commitment as unique as the car itself. There are 345 DeLorean dealers located throughout the United States. Each one is a stockholder in the DeLorean Motor Company. This commitment results in a unique relationship which will provide DeLorean owners with a superb standard of service.

For the dealer nearest you, call toll free 800-443-4900 - 311-800-333-4400

Honda Civic.....winning brand

your driving
needs are today.
And what your
needs will likely

be in the future.
The New Car,
the Civic CRX

HONDA



BMW: New professional status symbol

THE BMW M3. BECAUSE ANYTHING WORTH DOING IS WORTH DOING FANATICALLY.

For all of you to whom driving is an obsession as opposed to simply a means of transportation, we introduce a car built by people who share your zeal: The new BMW M3.

The brainchild of BMW's elite Motorsport racing division, the M3 is not only for spirited street use—but to arm professional drivers for battle in the European Group A Touring Car Championship. Both of which are accomplished by a stunning new 16-valve, four-cylinder, 192-horsepower engine. A power plant that in Formula One form has proven its worth with nine Grand Prix victories.

Naturally, the M3's chassis has been redesigned to accommodate such prodigious power. With upgraded springs and gas pressure shocks

for unparalleled response. Huge high-performance tires mounted on 15" x 7" BBS™ wheels. A stiffer rear anti-roll bar to counter enormous cornering forces. And massive 11" anti-lock brakes to take the drama out of stopping.

Even the body has undergone extensive modifications. Flared wheel housings, integrated front air dam and a completely rebuilt rear deck, including a wing and a more steeply-raked rear window, reduce lift and increase high-speed stability. And to further enhance stability, the entire car is a full inch lower than the 3-Series sports sedans.

Not lowered to racing standards, however, is the M3's interior. Equipped as it is with leather sports seats, dual-position sunroof, M-Technic leather steering wheel, electric windows and anti-theft cassette stereo.

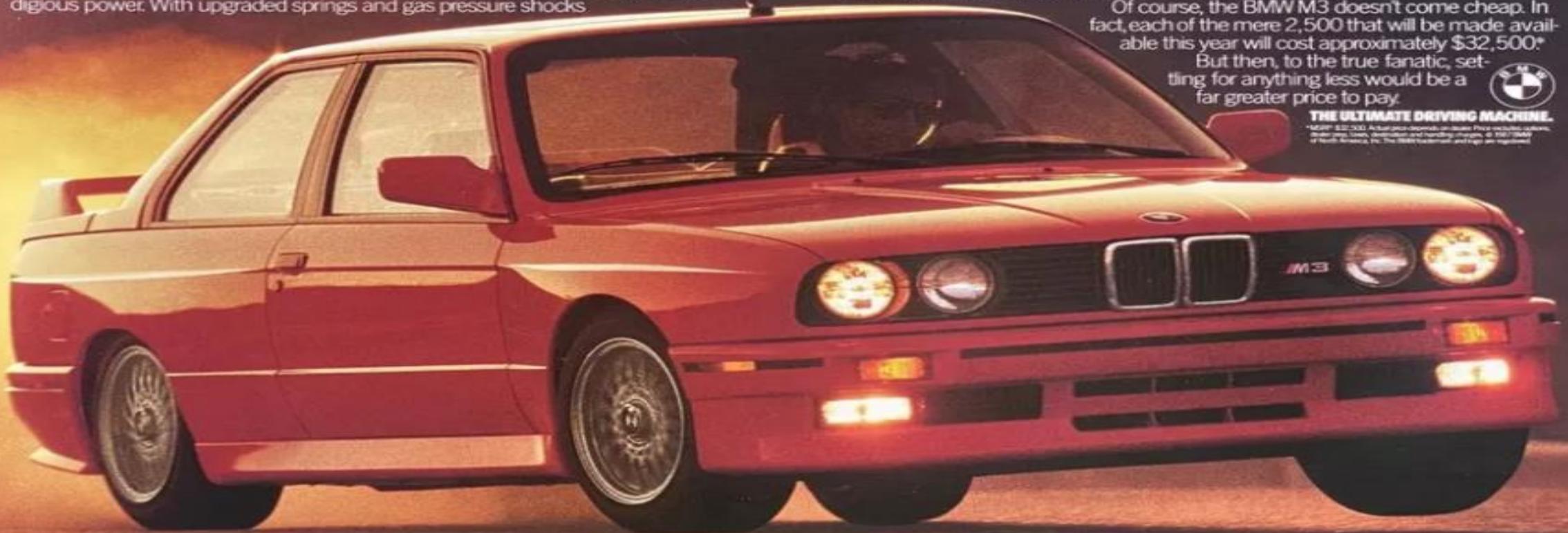
Of course, the BMW M3 doesn't come cheap. In fact, each of the mere 2,500 that will be made available this year will cost approximately \$32,500*.

But then, to the true fanatic, settling for anything less would be a far greater price to pay.



THE ULTIMATE DRIVING MACHINE.

*MSRP \$32,500. Actual price depends on dealer price including options, dealer prep, taxes, destination and handling charges. © 1991 BMW of North America, Inc. The BMW trademark and logo are registered.



The safer family man option....and my wife's



SEDAN

 **FORD** 1986 **TAURUS**



WAGON



1986
C&D DRIVER
BEST

1987
C&D DRIVER
BEST

1988
C&D DRIVER
BEST

1989
C&D DRIVER
BEST

Some of our best advertising isn't advertising.

If good press makes good advertising, Ford Taurus has had some of the best. Every year since Taurus was introduced, *Car and Driver* magazine has included it on their exclusive "Ten Best Cars" list. They have also said, "Cars as good as the Ford Taurus roll forth once per generation."

We appreciate such rave reviews, but we also seek another type of recognition that's even more important. The one that comes from the buying public. And year after year the public, like the press, keeps casting its votes for Taurus.

So, considering the glowing praise and consistent sales success, we've come to a simple conclusion. One of the best advertisements for Ford Taurus is Ford Taurus itself.

Transferable 6/60 Powertrain Warranty. Covers you and future owners, with no transfer cost, on major powertrain components for 6 years/60,000 miles. Restrictions and deductible apply. Ask to see this limited warranty at your Ford Dealer.

Quality is Job 1. Our goal is to build the highest quality cars and trucks in the world.

Ford Taurus
Have you driven a Ford... lately?



Toyota Camry



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1980's Women's fashions

- Power Dressing:/Shoulder pads, Tailored suits, Designer brands,
- Bright colours, bold patterns: geometric prints, animal patterns, neon hues
- Pop culture: Madonna, MTV look
- Fitness craze: athletic leggings. Spandex, leotards, headbands
- Denim everywhere
- Big Hair

Rise in women's presence in work, consumerism, new media
..... Youth culture...reaction to 1970s natural, bohemian look

The executive look



Office people



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Credit: Tom Kelley Archive

Not office people





That casual look



The getting fit phenomena

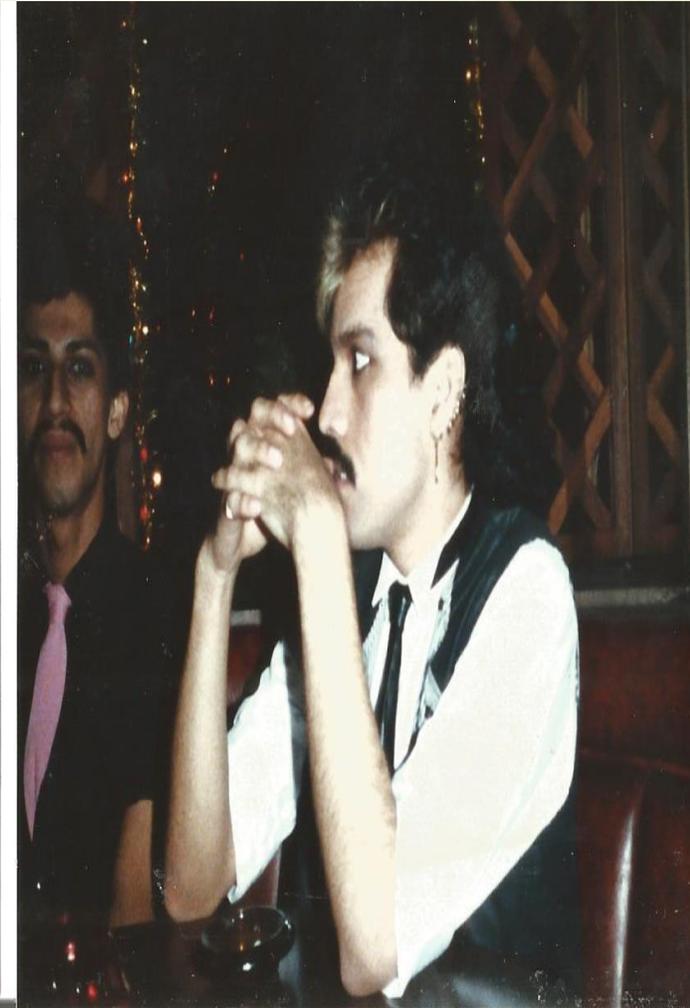




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Credit: Nick Dolding

Mrs Lewis en route to Aids Marathon Hollywood 1984 Hollywo

Dance partner Enmanuel Mora



Men's fashion

- Power Dressing: Wall street look, wide panelled shoulders, bold colours
- Casual “preppy” style: Polo shirts, pastel sweaters, denim as mainstream
- Rock and pop influence: Michael Jackson, Prince, tight pants
- Sportswear
- Accessories....Ray ban sunglasses, chunky watches, feathered hair

Increase wealth and inequality, individualism, reaction to rising influence of women, rise of new tech..... Need to project success

Business like...but cool



Gordon Gecko look.....Wall Street





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Credit: FilippoBacci

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Credit: Hirurg

Bold colours.....plain denim



The age of “Big Hair”



Films

- Shift from more gritty realistic 1970s to polished optimism
- From nuanced to binary characters...hero vs anti hero
- Faster paced, use of special effects
- More franchise based & formulaic....use of sequels
- Increasingly integrated, but minorities primarily stock characters

Financial superstars: Wall Street 1987

...supposed to be satire. Becomes aspiration

...Oliver Stone "Gordon Gecko speech becomes anthem



"The point is, ladies and gentleman, that greed -- for lack of a better word -- is good. Greed is right.

Greed works.

Greed clarifies, cuts through, and captures the essence of the evolutionary spirit.

Greed, in all of its forms -- greed for life, for money, for love, knowledge -- has marked the upward surge of mankind.

And greed -- you mark my words -- will not only save Telaar Paper, but that other malfunctioning corporation called the USA.

Sci Fi fantasy, escapist





A STEVEN SPIELBERG FILM

E.T.

THE EXTRA-TERRESTRIAL
IN HIS ADVENTURE ON EARTH

A STEVEN SPIELBERG FILM E.T. THE EXTRA-TERRESTRIAL
DEE WALLACE · PETER COYOTE · HENRY THOMAS AS ELLIOTT · MUSIC BY JOHN WILLIAMS
WRITTEN BY MELISSA MATHISON · PRODUCED BY STEVEN SPIELBERG & KATHLEEN KENNEDY
DIRECTED BY STEVEN SPIELBERG · A UNIVERSAL PICTURE · SCORE TRACK AVAILABLE ON MCA RECORDS AND TAPES
READ THE BERKLEY BOOK © 1982 UNIVERSAL CITY STUDIOS, INC.

CC (Color Screen) PG (Parental Guidance Suggested)

Macho Man...all problems solved by killing



Violence commoditised

Twelve terrorists. One cop.
The odds are against John McClane...
That's just the way he likes it.



BRUCE WILLIS
DIE HARD

TWENTIETH CENTURY FOX PRESENTS A GORDON COMPANY/SIDER PICTURES PRESENTATION A JOHN McFERRAN FILM BRUCE WILLIS DIE HARD
ALAN RICKMAN ALEXANDER GODOYNY BONNIE BEBELLA MICHAEL KAMEN RICHARD EDLUND FRANK J. URUSKIE
JOHN F. LINK JACKSON DeGIOVA JAN DeBONT CHARLES GORDON JEB STUART STEVEN E. de SOUZA
RODERICK THORP LAWRENCE GORDON JOEL SILVER JOHN McFERRAN

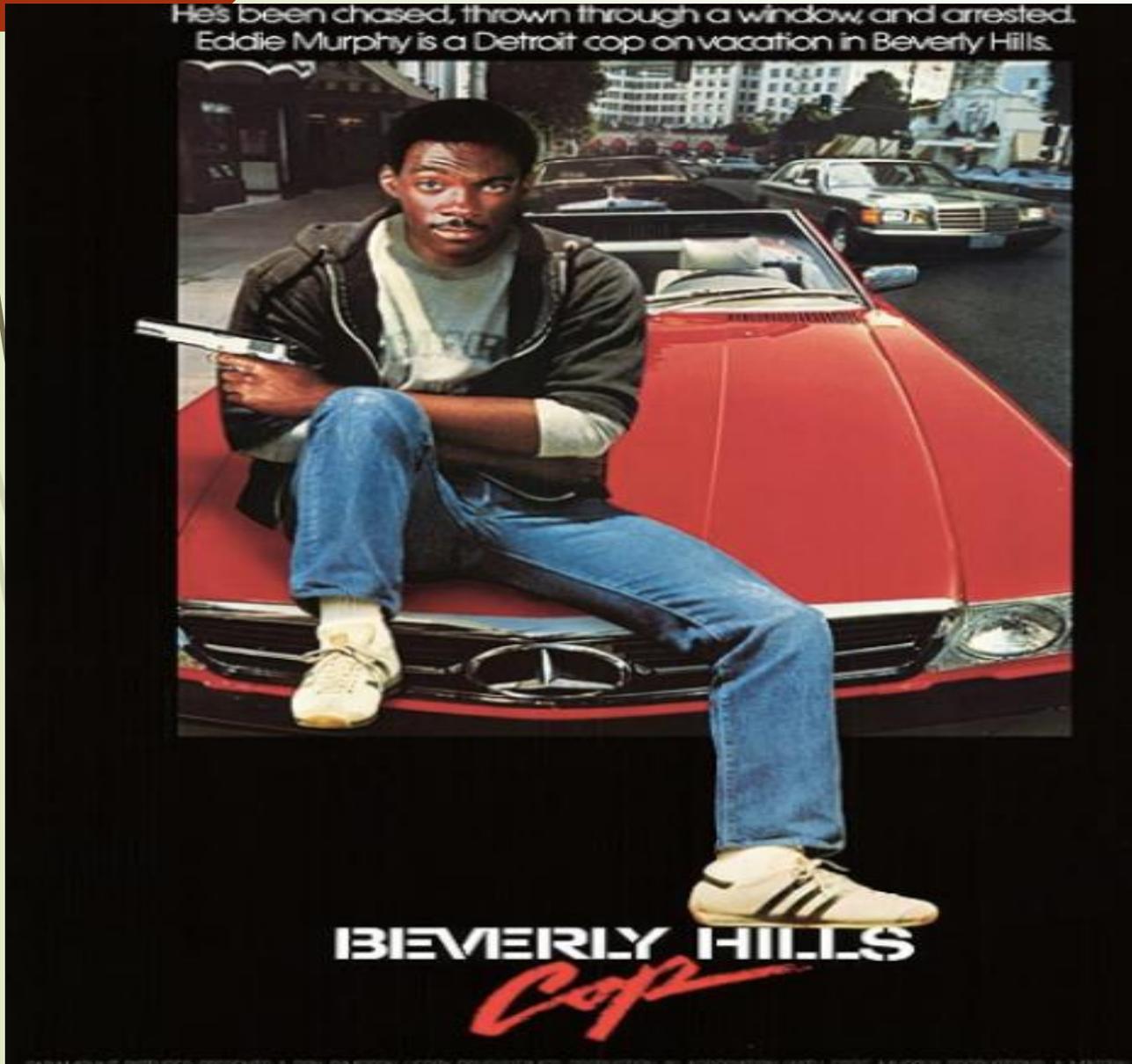
PART MAN,
PART MACHINE,
ALL COP.



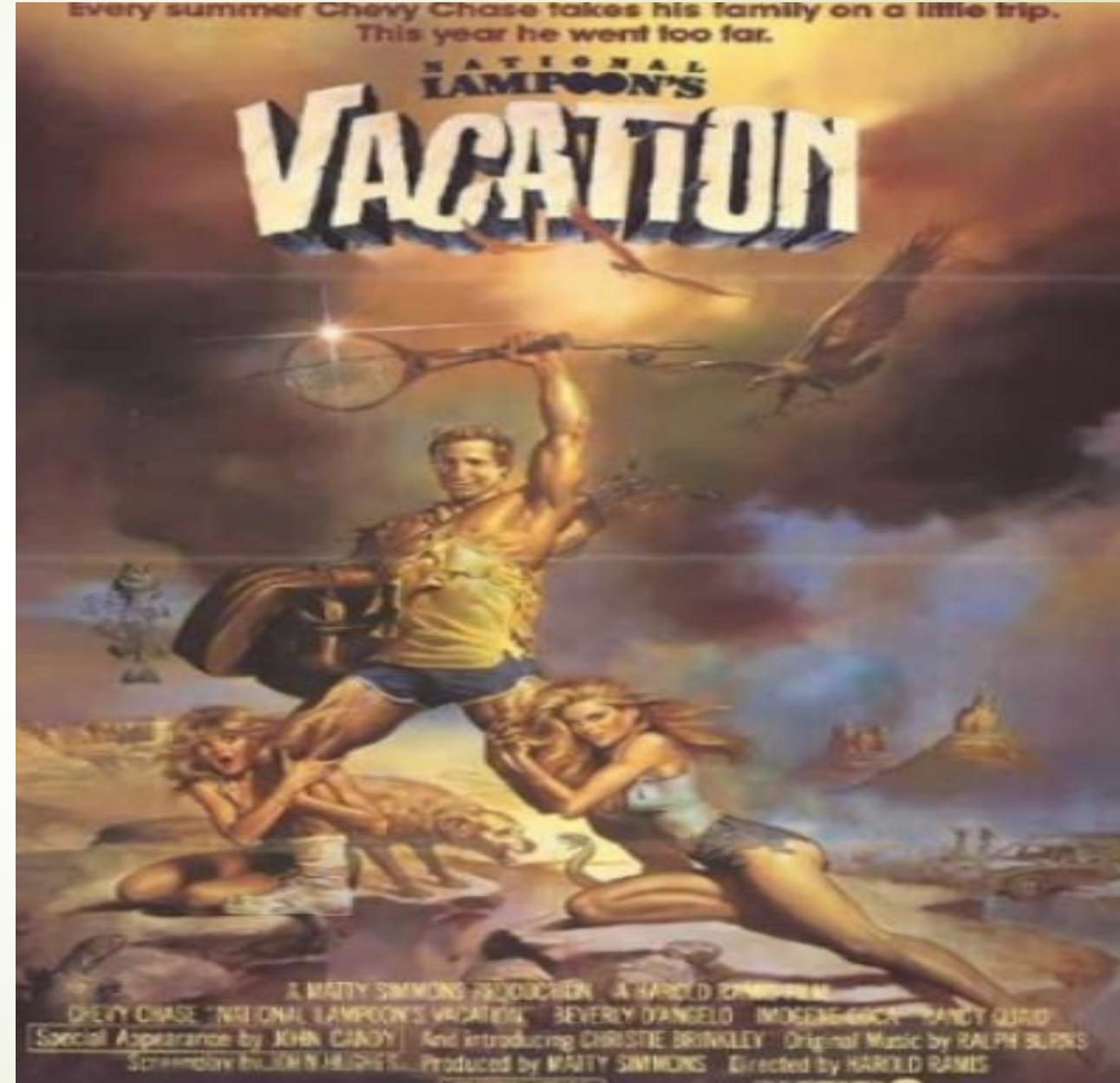
ROBOCOP
THE FUTURE OF LAW ENFORCEMENT

A Jon Davison PRODUCTION - A Paul Verhoeven FILM - Peter Weller - Nancy Allen - RoboCop - Daniel O'Herlihy
Bobby Cox - Karlwood Smith - Miguel Ferrer - MUSIC BY Basil Poledouris - DIRECTOR OF PHOTOGRAPHY Jost Viscaro
FILM EDITOR Frank J. Uruskie - ROBOCOP DESIGNED BY Rob Bottin - EXECUTIVE PRODUCER Jon Davison
WRITTEN BY Edward Neumeier & Michael Miner - PRODUCED BY Arne Schmidt - DIRECTED BY Paul Verhoeven
R ORION

Stock characters, violence & chaos as fun



Comedic parodies of the every day



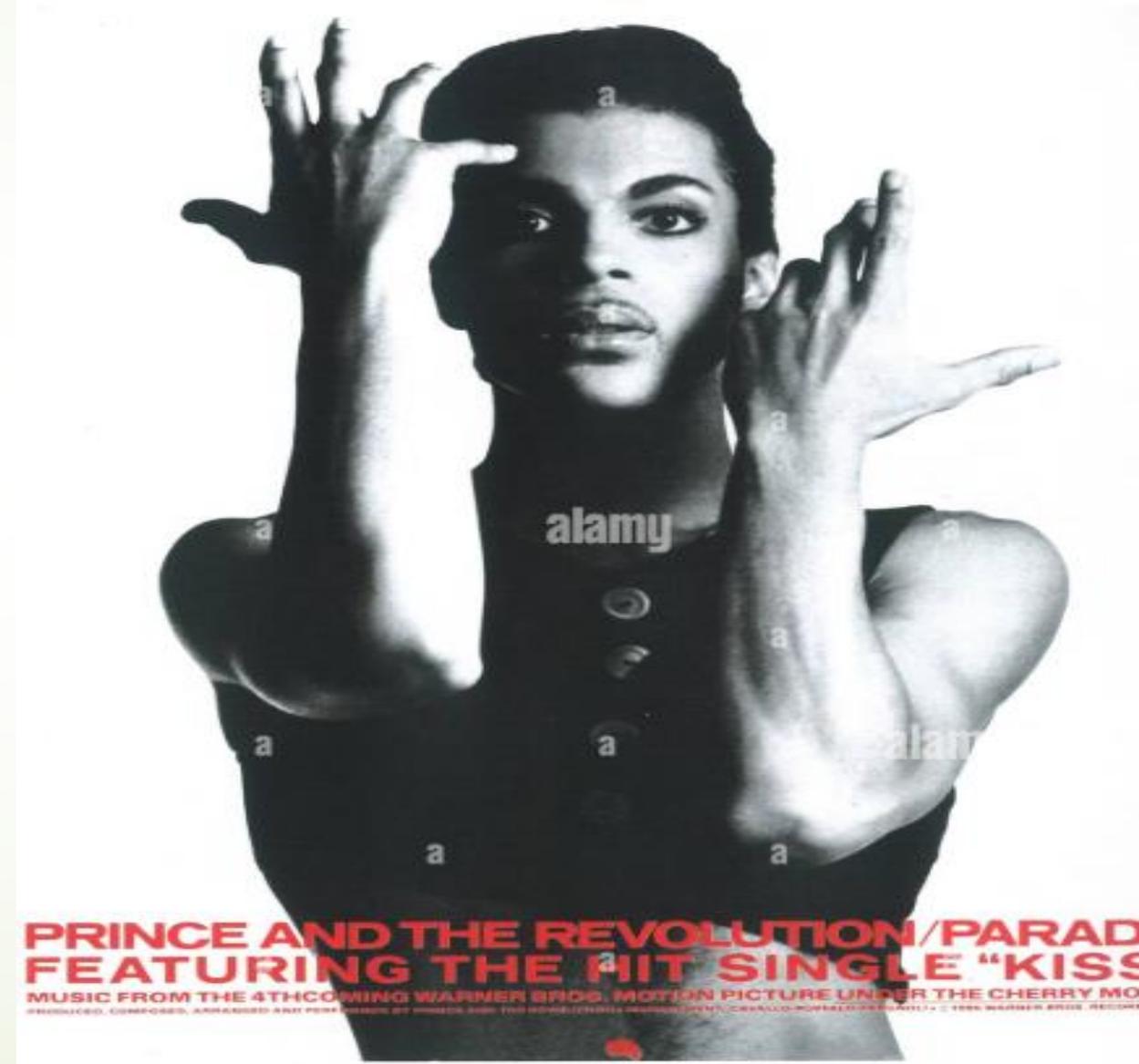
Many exceptions....thoughtful, nuanced



Music

- Escapism and optimism: Madonna "Girl just want to have fun"
- Technology and future: Eurhythmics, Kraftwerk,
- Individualism, self expression: Michael Jackson "Man in Mirror" Madonna "express yourself"
- Excess and glamour: Prince, Duran , Bon Jovi
- Love, desire, heartbreak @ Journey, Bonni Tyler
- Rebellion, social commentary: Punk, Bruce Springsteen "Born in the USA"

Vulnerable, androgynous men
...Michael Jackson/ Prince (Rogers Nelson)



Flamboyant men...Prince



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Credit: Icon and Image

Self confident women

Tina Turner



Pat Benatar



Macho men...bring back something lost



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Loud, unconstrained, flashy

Van Halen

Aerosmith



Madonna 1987



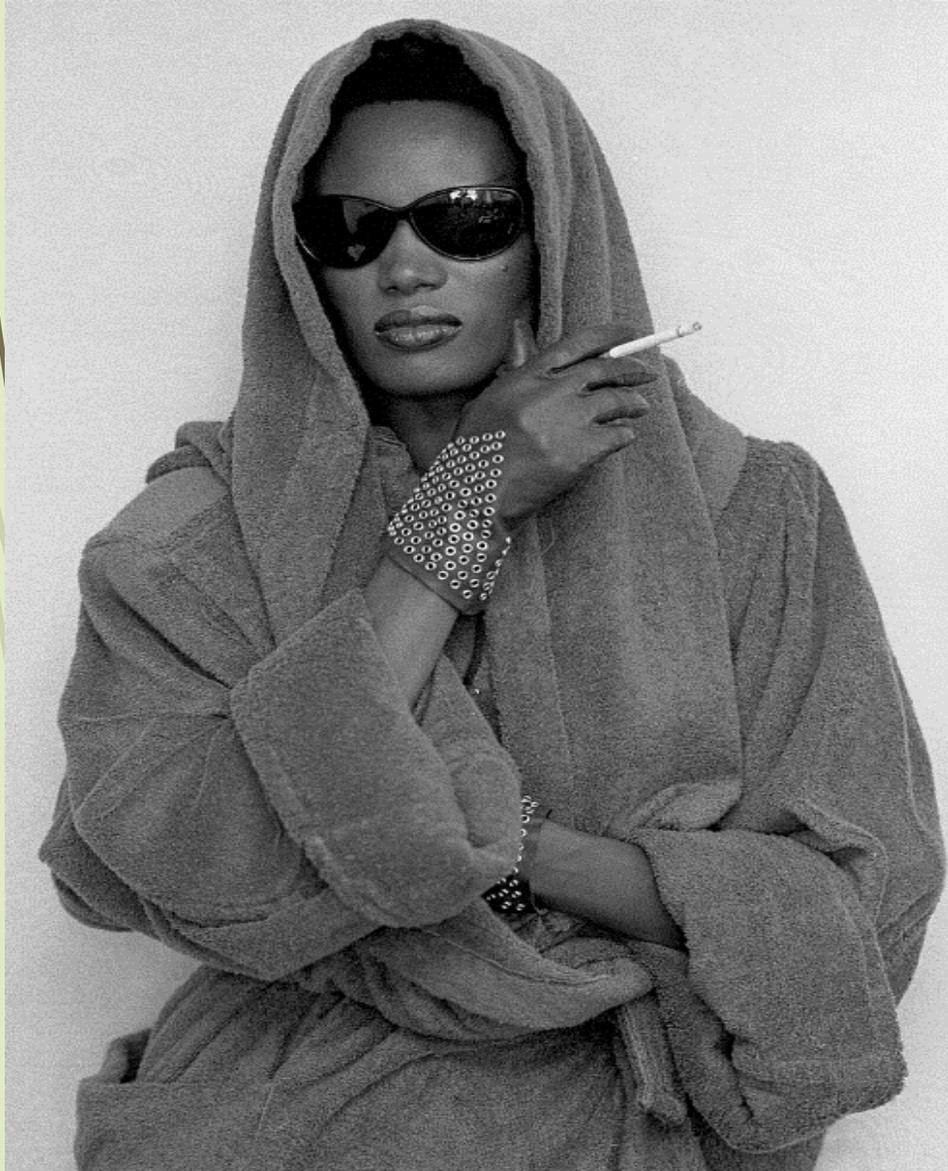
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“Some boys kiss me, some boys hug me
I think they're OK
If they don't give me proper credit, I just
walk away

They can beg and they can plead
But they can't see the light, that's right
'Cause the boy with the cold hard cash is
always Mister Right

'Cause we are living in a material world
And I am a material girl
You know that we are living in a material
world
And I am a material girl”

Grace Jones: 80's anthem "I want money, that's what I want"



The best things in life are free
But you can't give them to the birds and bees

[Chorus]: I want money. *That's what I want.* That's wh
I want

[Verse 2]
Your love gives me such a thrill
But your love won't pay my bills

Money don't get everything, it's true
What it don't get, I can't use

[Chorus]: I want money (Money), *That's what I want*

Not all 80's "me and money".

Talking Heads "You may find yourself"



And you may ask yourself, "How do I work this?"
And you may ask yourself, "Where is that large automobile?"
And you may tell yourself, "This is not my beautiful house"
And you may tell yourself, "This is not my beautiful wife"

Letting the days go by, let the water hold me down
Letting the days go by, water flowing underground
Into the blue again after the money's gone
Once in a lifetime, water flowing underground

Same as it ever was, same as it ever was
Same as it ever was, same as it ever was

“Fast Car” 1988

Tracy Chapman: “Fast Car”



You got a fast car
I want a ticket to anywhere
Maybe we make a deal
Maybe together we can get somewhere
Any place is better
Starting from zero got nothing to lose
Maybe we'll make something
But me myself I got nothing to prove

You got a fast car
And I got a plan to get us out of here
I been working at the convenience store
Managed to save just a little bit of money
We won't have to drive too far
Just 'cross the border and into the city
You and I can both get jobs
And finally see what it means to be living



American 1980' culture shaped by profound change
De-industrialisation, New Technology, commercialisation of religion



Intermission



De-Industrialisation

A brief history US Industrialisation

Colonial Era : British relegate colonies to role of supplying raw materials

- Early Republic to Civil War (1790-1860): early industry, textiles, arms, steel
 - Moderate tariffs (North pro. South against) growth basic industries
- Civil War to world power(1860-1930): Rapid industrialisation..population growth, U tarrifs..50%...dropped to 10% 1900-1930
- Great Depression 1930-1940) ...High tariffs, general business contraction
- Industrial Boom 1940-1970's..Europe devastated, US 30% world trade
 - Low tariffs, undervalued dollar, Japanese emerging challenge

Manufacturing centre Great Lakes: Water, rail, people,.....RUST BELT

Rust Belt...the "company towns"



Golden Age US Manufacturing 1970

.....USA Dominates most markets

Share of World Trade 1970

USA	30%
USSR	15%
Japan	10%
West Germany	7%
UK	5%

US Share of World Key Industries 1970

Steel Production	20%
Automobiles	33%
Aircraft	70%
Electronic goods	40%
Computers/ data processing	70%
Synthetic fibres	50%
Apparel	10%

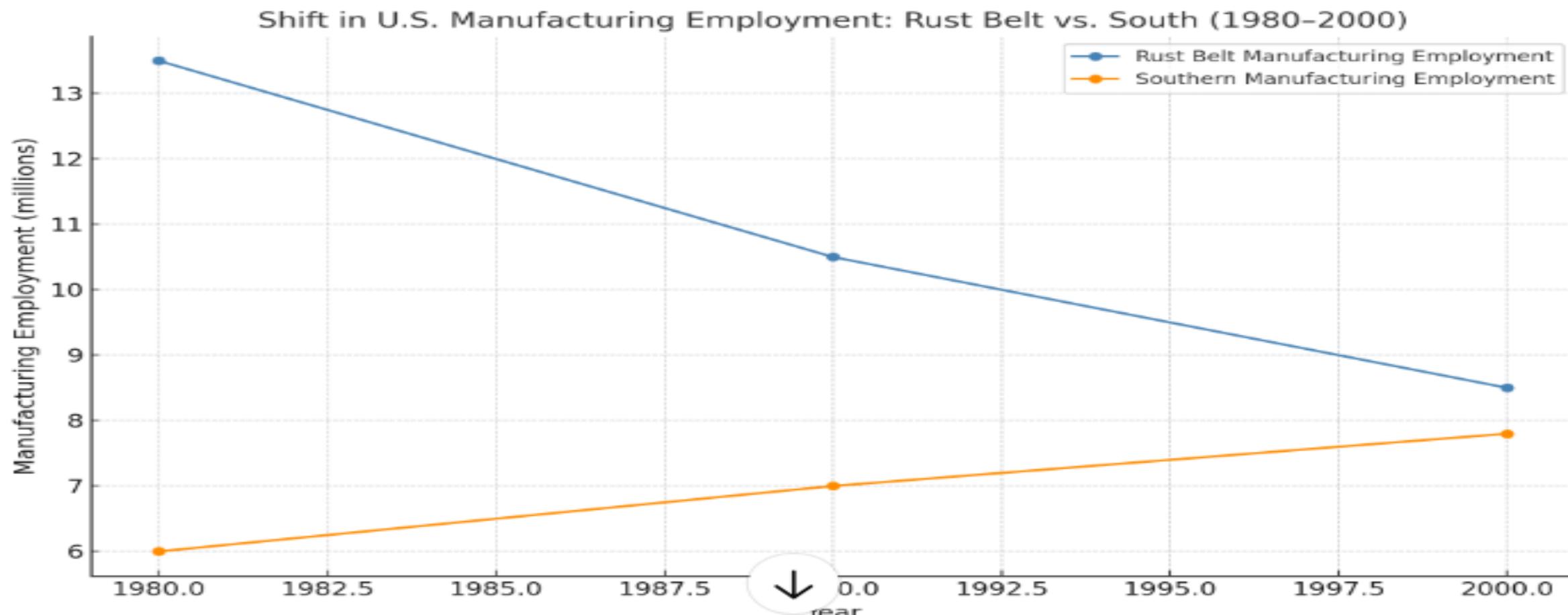
40% US Manufacturing workers in Unions undervalued US dollar, low interest rates,

Centred in "Rust Belt...ended in waves (1) move South, (2)rise of European/ Asian economies (3) Globalisation and (4) automation

Wave 1.....the move South

....low cost “Right to Work” states....Foreign investment

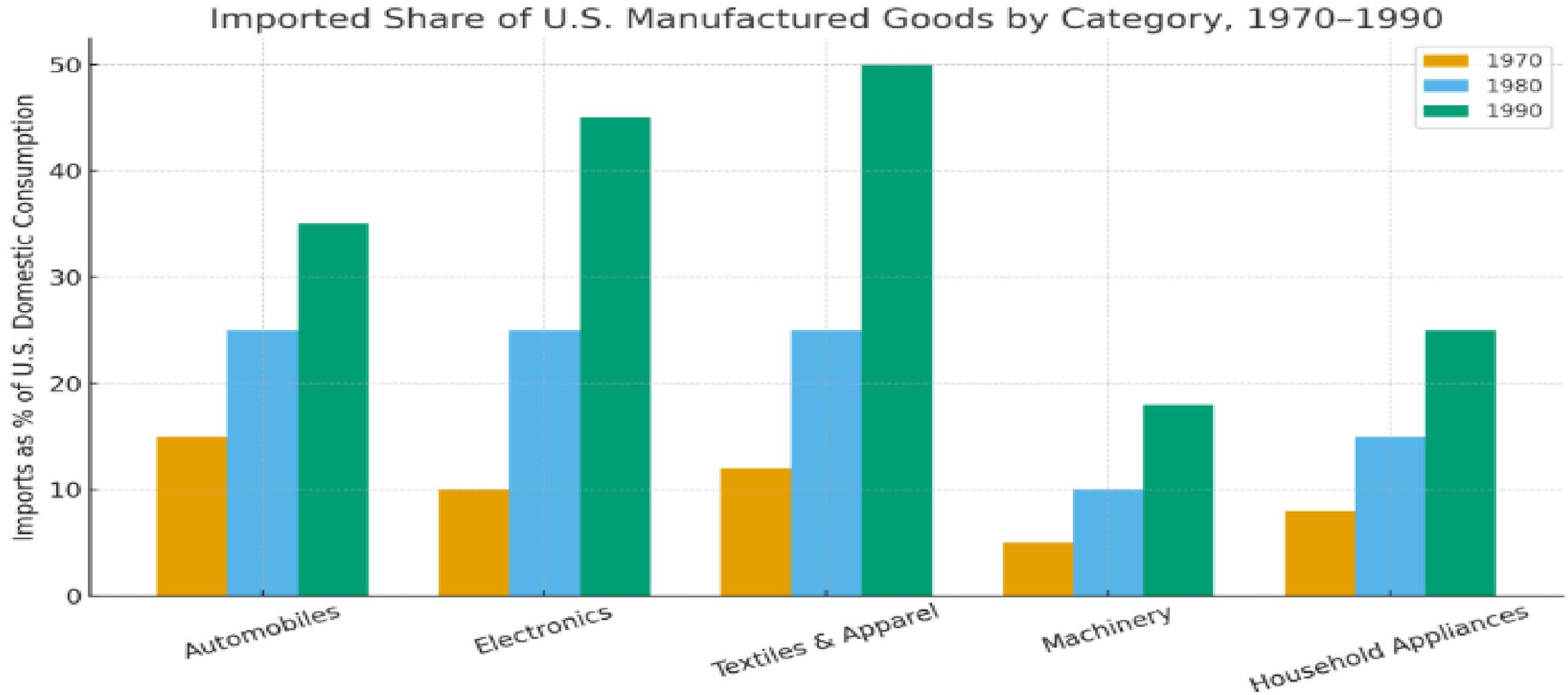
.....manufacturing employment increases 30% in South, decreases 40%
“Rustbelt”



Wave 2...Import surge 80's & 90's

...overvalued dollar. High US interest rates

... State subsidies, lower costs, work discipline





US still major world manufacturer in 1990but losing dominance

	1970	1990
Steel Production	20%	13%
Automobiles	33%	21%
Aircraft	70%	55%
Electronic goods	40%	23%
Computers/ data processing	70%	52%
Synthetic fibres	50%	26%
Apparel	10%	3%

Impact Rustbelt Cities

Depopulation of Rust Belt cities

	1970	1990
Chicago	3.4m	2.7m
Detroit	1.5m	1.0m
Cleveland	.750	.500
Pittsburgh	.520	.320
Buffalo	.462	.328

Political Impact

“Rust Belt” lose 30 Congressional Districts (set by population every 10 years)
.....power from more liberal, community, unionised

State	1970 seats	1990 seats	Change
New York	41	31	-10
Pennsylvania	27	21	-6
Ohio	23	19	-4
Illinois	24	20	-4
Michigan	19	16	-3

- ➔ Power moves to more conservative, individual, non union “Sunbelt”
- ➔ Rust Belt sense of “loss”...”America not great anymore”

Bethlehem Steel...run down 80's, closed 1995



Closed auto plants



Small one industry towns abandoned



Plants stripped of copper and abandoned



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Credit: Barbara Alper



New Technology

A (very) brief history of technology

- 5,000 BC > 1700's: rise of humanity from survival to mastery:
 - wheel, writing, irrigation, metallurgy
- First Industrial Age 1700's- 1900's: to supplement human labour
 - Steam, coal, gas, mechanisation
- Second Industrial 1900's- 1970's
 - Mass production. automation
- Information Age 1980's ++

Information Age Triggers

- ▶ Second Scientific Revolution (late 19th Century early 20th century)
- ▶ World Wars
 - ▶ Innovation by necessity, radar, missiles, jet aircraft
 - ▶ Industrialisation of science: Manhattan Project, V2 Project
 - ▶ First electronic computers ENIAC (USA) The Manchester Baby (UK)
- ▶ Emergence of post war Military Industrial Complexes
 - ▶ Prolonged long term investment: Industrialised University education
 - ▶ Microchip 1958...miniaturisation race
 - ▶ ARPANET ...missile warning system. 1969

California 1970's 1980's the perfect eco system

Steve Jobs (1955-2011)/ Steve Wozniak (1950

Steve Jobs

Steve Wozniak



Steve Jobs

- ..born Abdul Lateef Jandali (Syrian)
- ..closed adoption (parents unmarried)
- ...avid reader, student Timothy Leary
-LSD, Eastern Religions
- ...interests electronics & literature
- ..drops out of college..to work on games

Steve Wozniak

- ...technical student. Star Trek fan
- ...techie...hacker, expelled from Uni
- ...transfers to UC Berkley
- ...UC Berkley ..part time job calculator

Form amateur computer club

Birth of Apple

Steve

2/17/75

AMATEUR COMPUTER USERS GROUP
HOME BREW COMPUTER CLUB . . . you name it

Are you building your own computer? Terminal? T V Typewriter?
I/O device? or some other digital black-magic box?

Or are you buying time on a time-sharing service?

If so, you might like to come to a gathering of people with like-minded interests. Exchange information, swap ideas, talk shop, help work on a project, whatever . . .

We are getting together Wednesday nite, March 5th, 7 pm at the home of Gordon French 614 18th Ave., Menlo Park (near Marsh Road).

If you can't make it this time, drop us a card for the next meeting.

*Hope you can come.
There will be other Altair builders there.*

See ya there, *Arad Moore*

Wozniak build Apple 1 1976....Job/ Wozniak form Apple Corpor
...hand build 50 Apple 11 1978 & sell.

Steve Jobs quotes

“I was lucky to get into computers when it was a very young and idealistic industry. There weren't many degrees offered in computer science, so people in computers were brilliant people from mathematics, physics, music, zoology, whatever. They loved it, and no one was really in it for the money [...] There are people around here who start companies just to make money, but the great companies, well, that's not what they're about.”

“Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could.”

“If you define the problem correctly, you almost have the solution.”

Apple 2

Ground-breaking
...fully assembled ready to use
...built in sound, key board
...expandable
...spreadsheet...business



Declining real Price

1977: \$2,600

1979: \$2,100

1985: \$1,100 (Apple 2 e)

1993 \$990

Units sold:

1977 ..3,000

1982...78,000

1985..900,000

1990...200,000...replaced by

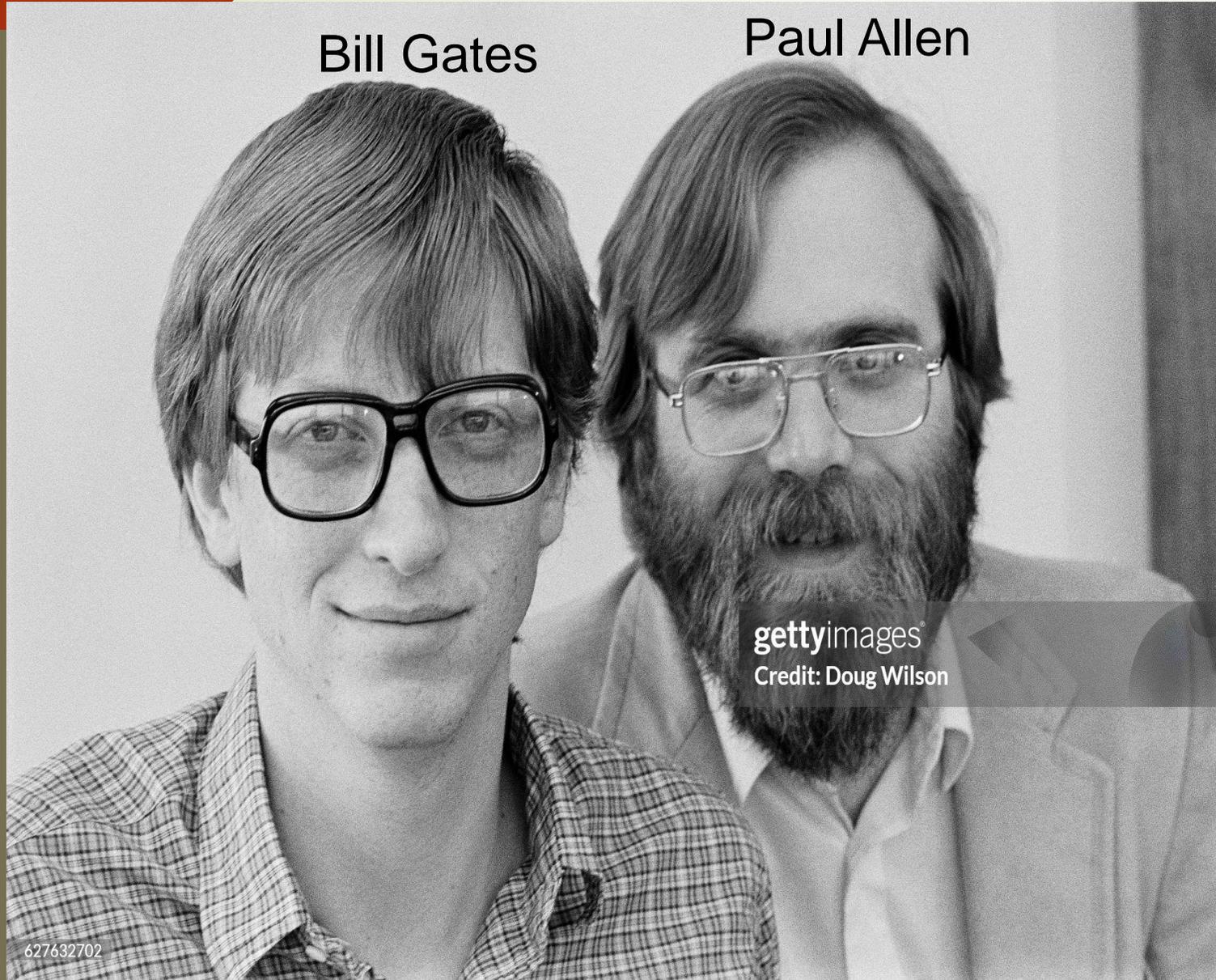
McIntosh (4m sales per year)

Competitor emerging: Bill Gates

Bill Gates (1955-)and Paul Allen (1953-2018

Bill Gates

Paul Allen



Bill Gates

...middle class/ultimate techie
Harvard..drops out solve puzzles
...joins Honeywell
..side line code..BASIC

Paul Allen

...childhood friend Bill
...co develops BASIC,

Form Microsoft 1975.

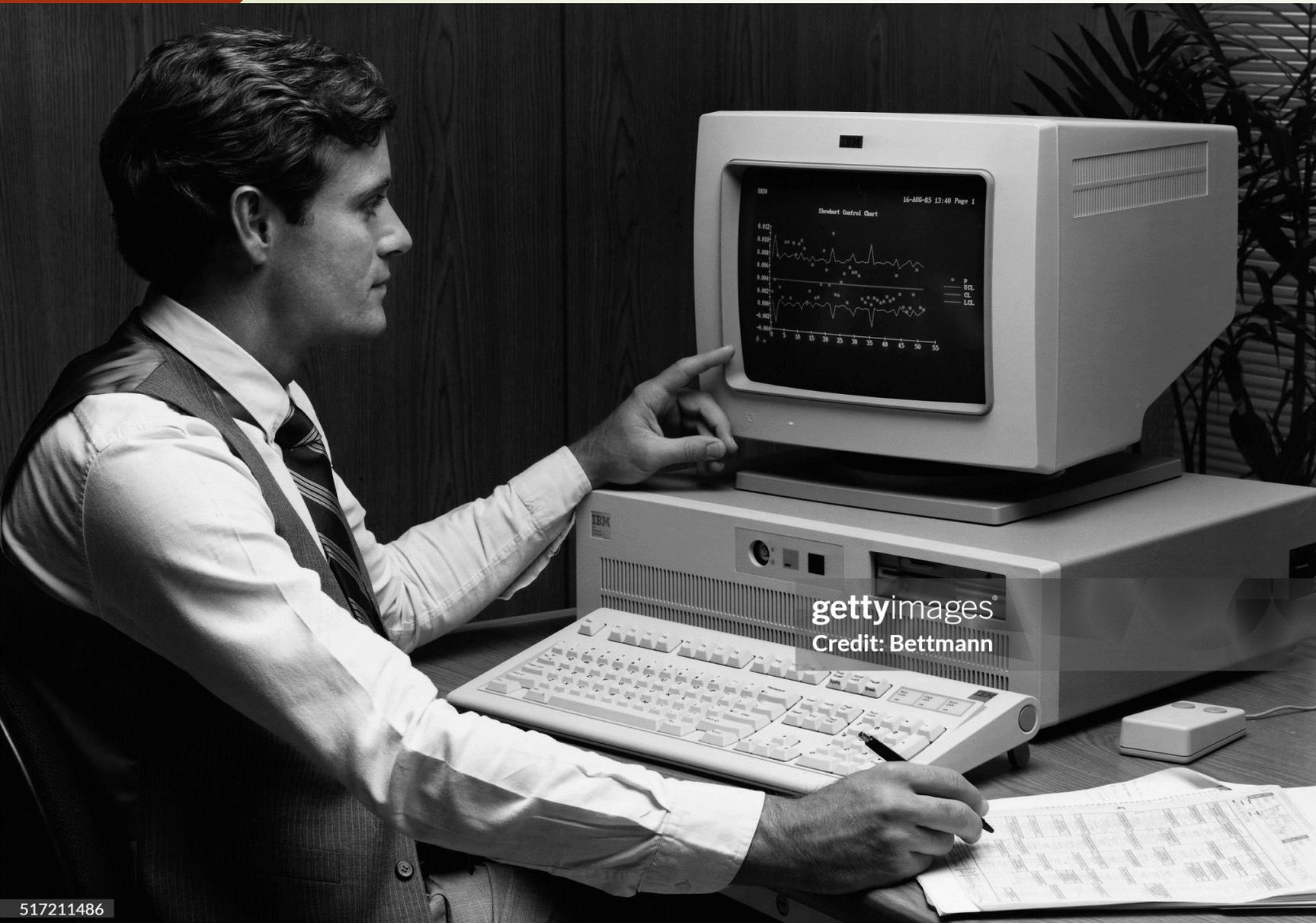
Partnership IBM

....Windows Operating system
....Core business/ home computin

Multiple platforms emerge

.....Computer industry takes off

Digitalisation of work and home begins



Global sales PC sales
.....1980700,000
.....1990...21,000,000

US home use increase
.....1980 7%
.....1990 15%

Computer expansion
Supplemented by
Multiple new technologies

Apple Macintosh launched 1986
...sleek, better graphics, audio, built in programmes



Mobile phones



Camcorders



The Boombox



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Credit: izusek



gettyimages®
Credit: domoyega

Golden Age of the Video Store

.....VCR “explosion”

“Golden Age of Video” 1980’s 1990s’s

First model 1970..\$2,000
(10% annual income)

Recorder rental options
late 70’s, Price to £1,500

Commodity product
1990....\$200 basic model

Network of video shops
World wide by mid 80’s



Video Arcade : playground of 80's



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Information Age 1990

New Economy

- New industries : Intel, Cisco Systems, Hewlett Packard, Apple, Microsoft
- Mass manufacturing disappearing
- Population shift from Midwest, East, Urban centres to West and suburbs

- Retreat from public/ communal activities
 - Video. Home computers
 - End of big causes with immediate impact: Civil Rights, Anti War,

- New society emerging
 - Increasingly ethnically diverse
 - Family composition change...less
 - Technological divide: New Economy vs Old

Growing sense of alienationsearch for meaning...identification.



Consumer Christianity

A brief history of US Religion...to 1970

- ▶ New Republic 1780-90: Church disestablished: USA “Marketplace of ideas”
 - ▶ Theist/ Masonic Founders: 95% Protestant (multiple denominations) 5% Catholic
 - ▶ 90% Christian but low church attendance.....20%
- ▶ Great Awakening (1790-1840): rise of evangelism: Methodist/ Baptist dominance..
- ▶ Pluralism 1890's mid 1950's: Catholic migration, (25%)
 - ▶ Protestant (70%) but split Fundamentalists (bible literal truth) vs “Modernists”
 - ▶ “Radio preachers/ Fear of poverty/ war.....church attendance rises to 55%
- ▶ Neo Evangelical Revival 1950-1970's: the drive to unity...anti Communism

Amy McPherson: religion as show business 1920-1930'
....Angelus Temple 1921...10,000 seating



Amy McPherson' "Stretcher Day"

...mass healings, conversions



Billy Graham (1918-2018): Neo Evangelical Revivalism



Raised on dairy farm Carolinas
..bible college graduate
...radio preacher 1944

Embarks on “Crusades”
,,,goal...volume & “born again”
...war time religious fever
...broke segregation barrier
...transmitted by satellite

Preaching

...cross denominational: Unity
...accept Christ and bible only
...salvation by faith alone
...”evolution”....God’s method

Mass crowds across US and world
....150,000 USSR 1991, 100,000 South Africa



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Credit: Leila Grossman

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Billy Graham impact

➤ The Unifier

- Seeker of common ground: Catholics, non denominational
- Modernises evangelism...accept science as God's way of working
- Opposes segregation/ politically neutral
- Lived frugally, finances beyond reproach

➤ Conservative bias

- Supports Vietnam War..."crusade vs communism"
- Homophobic: Aids "God's judgement (apologises later
- Anti Semitic remarks on Nixon tapes (apologises for that too)
- Women to keep in their place,,,daughters rebel

Considered "out of touch"...too accommodating late 70's
...something new needed..more relevant, more "American"

Oral Roberts (1918-2009): Prosperity Gospel

Oral Roberts 1956



- Itinerant faith healer 1940' 50's
- Opens mail campaign...blessings in exchange for donations
- Pioneer tv evangelist 1950's 60;s
- Founds Oral Roberts University 1963
- Opens City of Faith Medical Centre 1983...revenue up to \$80 million

Oral Roberts: "City of Faith Medical Centre
Oklahomafaith/ prayer/ medical support



Prosperity Gospel

“Seed Faith”: Financial giving like planting seeds: more “seeds” more rewards

- Material rewards will happen in **this** life (“Why wait for heaven?”)
 - Rejects established belief poverty sign of holiness
 - Poverty =not having given, lacking faith
- Ostentation and consumption evidence of God’s favour
- “Mind over matter” teaching...

Movement expanded by mass media and professional marketing

.....services tailored for audience types, television adults/ children

.....expansion of services to education, medical services, theme parks, and politics

Lakewood mega church Houston Texas



Chrystal Cathedral California



Interior Chrystal Cathedral: Religion and Patriotism

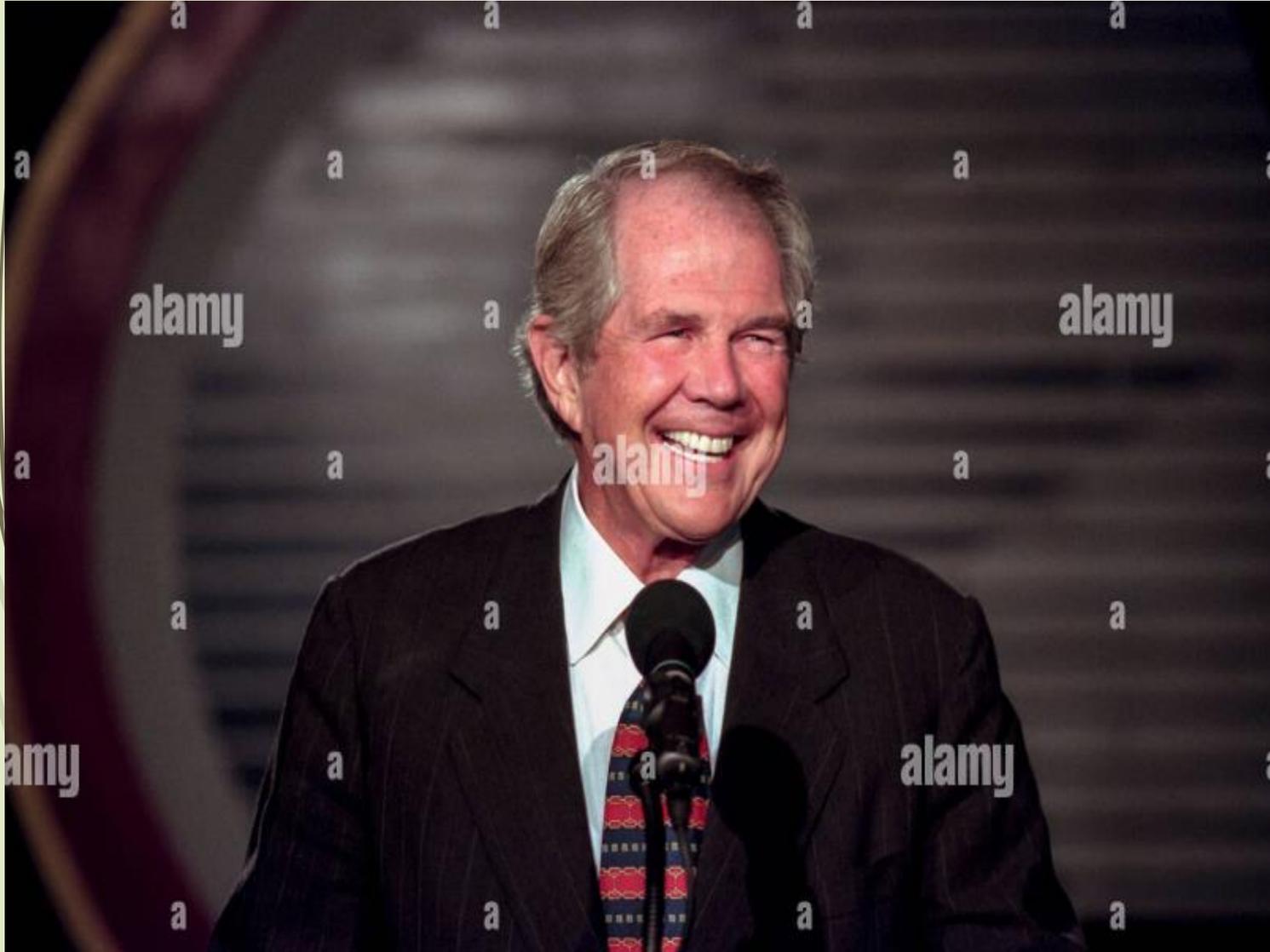


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Credit: Vince Streaano

Drive – In Churches....salvation and convenience



Pat Robertson (1930-2023)



Admirer Oral Roberts

Founds "Christian Broadcasting Network"

Founds Regents University

Political activist Republicans

...prayer in school

...anti abortion

...pro Israel...2nd coming

Estimated net worth \$200m 1990

Christianity and mass media

Jim and Tammy Bakker (1985)

Employers Pat Robinson

Founds TV network
Trinity Broadcasting Network
...children's programmes
..PTL (Praise Lord adult show)

Mass marketing
1980's, \$100, per
week earnings



Jimmy & Tammy Bakker: USA Heritage World

.....Christian Theme Park: South Carolina

“But when you come to Heritage USA, remember to bring your Bible and your VISA card - because the Bible is the Holy Truth, and God doesn't take American Express”



Jim and Tammy Bakker TV Set

“Why should I apologize because God throws in crystal chandeliers, mahogany floors, and the best construction in the world?”



Jerry Falwell (1933-2007)



Son of bootlegger

...father murderer, joins "street gang", ... "born again"

Bible college graduate: pioneer tv evangelism

Business Empires 1960-1990...\$120m (\$500m today)

- ▶ Old Time Gospel Hour tv show. Millions of viewers..300 stations ..claims 25 million viewers
- ▶ Network private schools, colleges, university

Founds "Moral Majority" 1979

- ▶ pro-life, pro-traditional family, pro-moral, and pro-American Funds Republican Party
- ▶ Mortal enemy of Clintons

Falls from grace

Jim Bakker on route to prison



Jim and Tammy Bakker

- ...diversion of funds for lifestyle
- ...mail fraud/ church funds prostitutes
- ..Jim..prison 45 years, paroled after 4
- ..Tammy not convicted

Oral Roberts

-real estate speculation..bankruptcy
- ...”Call him home” fund raising

Jerry Falwell (not indicted)

- ...80% fundraising to salaries
- ..diversion of funds to keep university
- ...sales of healing cloths, etc

Pat Robertson (not indicted)

- ...illegal mining operations Zaire
- ...diversion of funds

Scandals do **not** reduce support

Christianity and politics 1990

- ▶ Mainstream moderate Protestant / Catholic community in decline (65%)
- ▶ Rising non Christian/ non believer population rising in numbers/ influence (15%)
- ▶ Evangelical Christian politically active and polarised from mainstream (20%)
 - ▶ Anti Science Christian education/Fundamental Christianity....Creationist teaching
 - ▶ Abortion as murder/ Homosexuality a perversion
 - ▶ Government enemy of the people
 - ▶ USA required to support Israel and prepare for apocalypse

Foundation for future MAGA movement forming

1994 Gulf War Victory Parade



Summary

- Confident, forward looking, increasingly wealthy, more tolerant, diverse
- Religion back in politics: a conservative force advocating prosperity
- Cold War “won” ...American exceptionalism a proven fact
- An inward looking society what matters is consumption, and “Me”

American “Great Again”at least for most



Talk 49 “Democratic Conservatism

...the new politics of the Post Cold War world