

# An Era of Social Change, 1960–1975

Latinos, Native Americans, and women seek equality in American society. The ideals and lifestyles of the counterculture challenge the values and priorities of mainstream society.



🔍 Crow tribe representatives protest the U.S. Supreme Court ruling that gave Montana control of the Big Horn riverbed. (1981)

Section 1

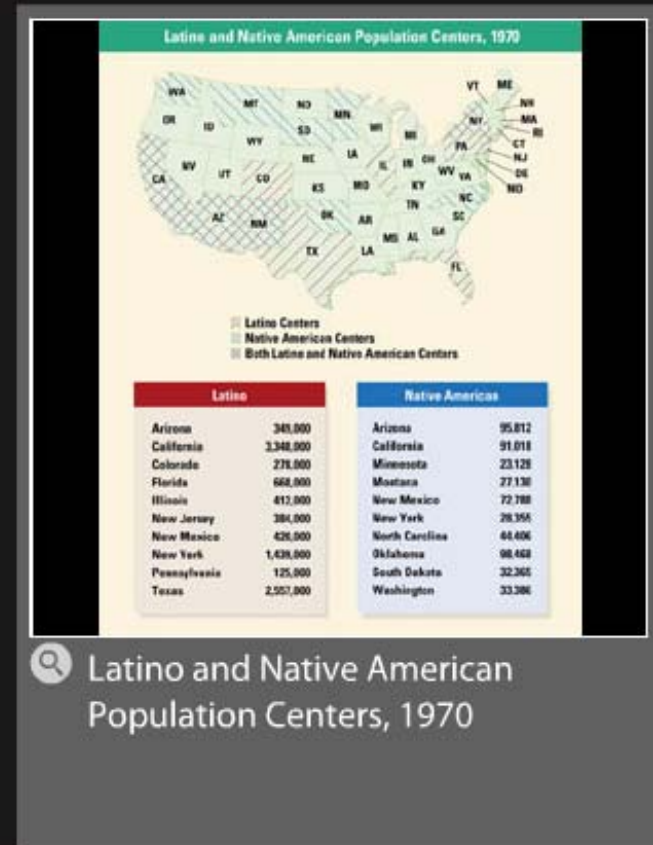
# Latinos and Native Americans Seek Equality

Latinos and Native Americans confront injustices in the 1960s.

# The Latino Presence Grows

## Latinos of Varied Origins

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



# Latinos Fight for Change

## The Farm Worker Movement

- César Chávez helps form **United Farm Workers Organizing Committee**
- 1965 grape growers do not recognize union; Chávez sets up boycott
- 1970 co-founder Dolores Huerta negotiates contract



# Latinos Fight for Change

## Cultural Pride *[Visual]*

- Puerto Ricans, Chicanos demand cultural recognition, better schools
- 1968 Bilingual Education Act funds bilingual, cultural programs
- Brown Berets organize walkouts in East Los Angeles high schools



A Mexican-American mural in Chicago, Illinois (1991).

Mural on the left, San Diego Chicano Park

# Latinos Fight for Change

## Political Power

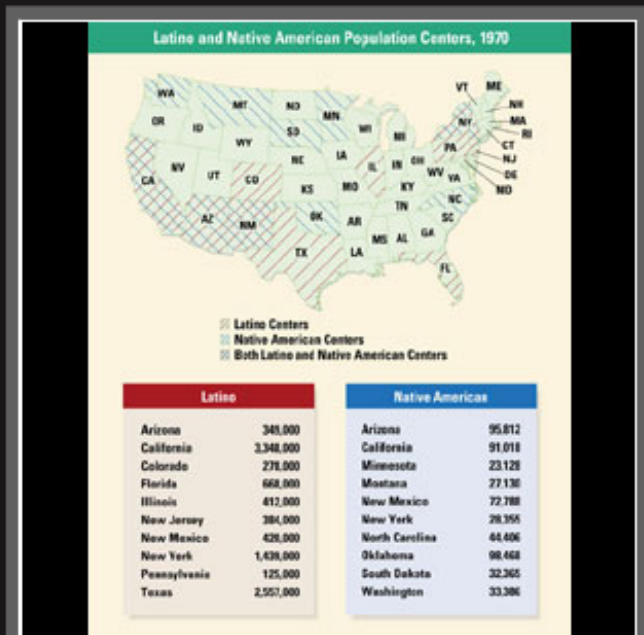
- Latinos organize, help elect Latino candidates from major parties
- League of United Latin American Citizens works for rights since 1929
- **La Raza Unida** works on independent, Latino political movement
  - runs Latino candidates, wins in local races
- Reies Tijerina confronts government over farmers' rights in New Mexico



# Native Americans Struggle for Equality

## Native Americans Seek Greater Autonomy

- Many Native Americans cling to their culture, refuse assimilation *[Visual]*
- Native Americans poorest group, most unemployment, health problems
- Termination policy relocates, does not solve problems
- Native Americans call for economic opportunities on reservations
- 1968 LBJ establishes National Council on Indian Opportunity



Latino and Native American Population Centers, 1970

# Native Americans Struggle for Equality

## Confronting the Government

- 1972 AIM leads march in D.C.; protest treaty violations, seek:
  - restoration of land
  - end of Bureau of Indian Affairs; occupy it, destroy property
- 1973 AIM, Sioux seize Wounded Knee; violent confrontation with FBI

## Voices of Protest

- American Indian Movement (AIM)—Native American rights organization



# Native Americans Struggle for Equality

## Native American Victories

- 1970s laws give tribes more control over own affairs, education
- 1970s–80s courts recognize tribal lands, give financial compensation *[Visual]*



 Native Americans gathering on the steps of the U.S. Capitol to protest anti-Indian legislation in Congress (1978).

Section 2

# Women Fight for Equality

Through protests and marches, women confront social and economic barriers in American society.

# A New Women's Movement Arises

## Women in the Workplace *[Visual]*

- Women shut out of jobs considered “men’s work”
- Jobs available to women pay poorly
- JFK’s Presidential Commission on the Status of Women finds:
  - women paid far less than men for doing same job
  - women seldom promoted to management positions



Percentage of All Women Who Are Working, 1950-1995

## Percentage of All Women Who Are Working, 1950–1995

Age Group	1950	1960	1970	1980	1990	1995
16 to 19	39.1	39.3	44.0	52.9	51.6	52.2
20 to 24	46.1	46.1	57.7	68.9	71.3	70.3
25 to 34	34.0	36.0	45.0	65.5	73.5	74.9
35 to 44	39.1	43.4	51.1	65.5	76.4	77.2
45 to 54	38.0	49.8	54.4	59.9	71.2	74.4
55 to 64	27.0	37.2	43.0	41.3	45.2	49.2
65 and over	9.7	10.8	9.7	8.1	8.6	8.8
TOTAL 16 and over	33.9	37.7	43.3	51.5	57.5	58.9

# A New Women's Movement Arises

## Women and Activism

- In civil rights, antiwar movements men discriminate against women
- Consciousness-raising groups show women pattern of sexism in society

## 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

# The Movement Experiences Gains and Losses

## The Creation of NOW

- Civil rights laws, Equal Employment Opportunity Commission help women
- 1966 **National Organization for Women (NOW)** founded [Visual]
- Presses for day-care centers, more vigorous enforcement by EEOC

## A Diverse Movement

- Militant groups like New York Radical Women stage demonstrations
- **Gloria Steinem** helps found National Women's Political Caucus, *Ms.*



Members of the National Organization for Women (NOW) picketing the White House (1969).



IF YOU  
My deep concern over the tragic loss of so many of our young men in Vietnam brings me here to ask, how much longer, Mr. President, can our nation endure such tragic loss of life and treasure? Please President Nixon, end the war now! "Bring us together again" — in peace!

WHY I GROW UP  
I WANT TO BE  
A HUMAN BEING

ARE YOU A WORKING MOTHER?  
-HELP US  
HELP YOU-  
SUPPORT CHILD-CARE CENTERS  
FOR ALL

PASS THE  
AMENDMENT

EQUALITY  
IN EMPLOYMENT  
NOW.

# The Movement Experiences Gains and Losses

## 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 woman's right to an abortion is controversial
- *Roe v. Wade*: women have right to an abortion in first trimester



# The Movement Experiences Gains and Losses


## The Equal Rights Amendment (ERA)

- 1972 Congress passes **Equal Rights Amendment (ERA)**
- **Phyllis Schlafly** with religious, political groups launch Stop-ERA *[Visual]*
  - think will lead to drafting women, end of child support

## The New Right Emerges

- Conservatives build “pro-family” movement, later called New Right
- Focus on social, cultural, moral problems; build grassroots support
- Debate family-centered issues with feminists



 Phyllis Schlafly, a leader of a nationwide campaign to stop the Equal Rights Amendment (1977).

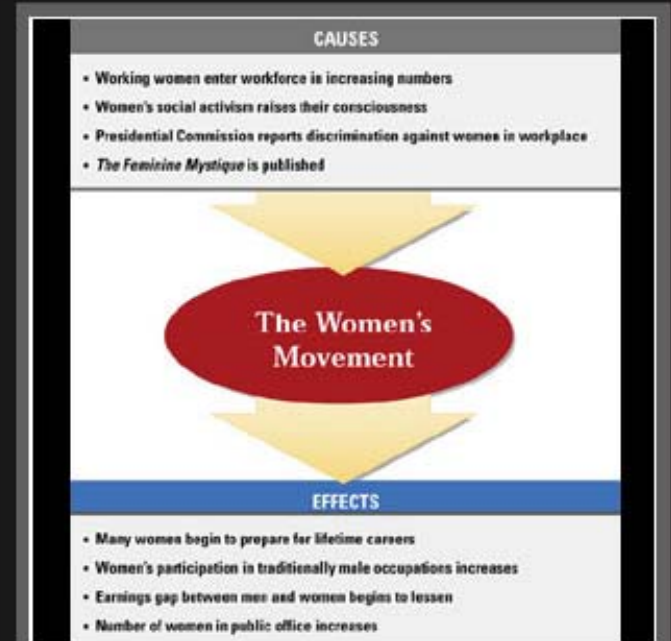


Phyllis Schlafly, a leader of a nationwide campaign to stop the Equal Rights Amendment (1977).

# The Movement's Legacy

## The Movement Changes Society *[Visual]*

- ERA defeated; only gets 35 of 38 states for ratification by 1982
- Women's movement changes roles, attitudes toward career, family
- Education, career opportunities expand
  - many women run into "glass ceiling"
- 1983, women hold 13.5% elected state offices, 24 seats in Congress



The Women's Movement

## CAUSES

- Working women enter workforce in increasing numbers
- Women's social activism raises their consciousness
- Presidential Commission reports discrimination against women in workplace
- *The Feminine Mystique* is published



## EFFECTS

- Many women begin to prepare for lifetime careers
- Women's participation in traditionally male occupations increases
- Earnings gap between men and women begins to lessen
- Number of women in public office increases

## Section 3

# Culture and Counterculture

The ideals and lifestyle of the counterculture challenge the traditional views of Americans.

# 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

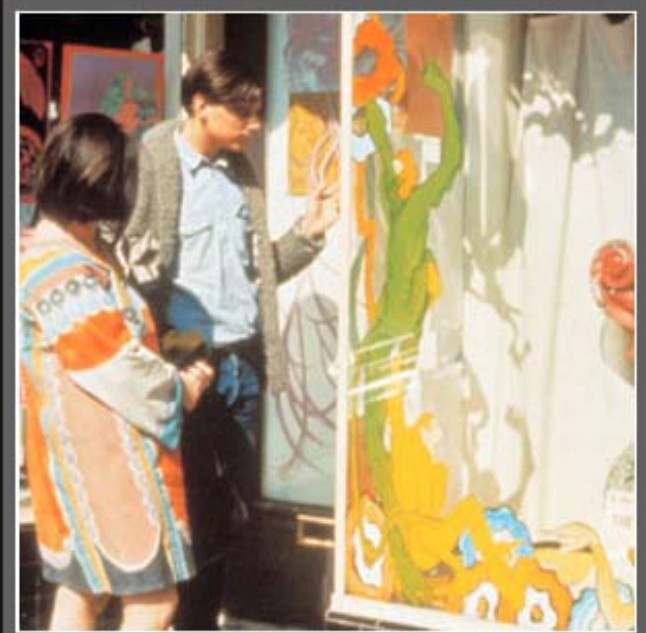
# The Counterculture

## 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 *[Visual]*

## Decline of the Movement

- Urban communes turn seedy, dangerous
- Some fall victim to drug addiction, mental breakdowns



🔍 Two hippies look at a colorful store window in the Haight-Ashbury area of San Francisco (1967).





# A Changing Culture

## Art

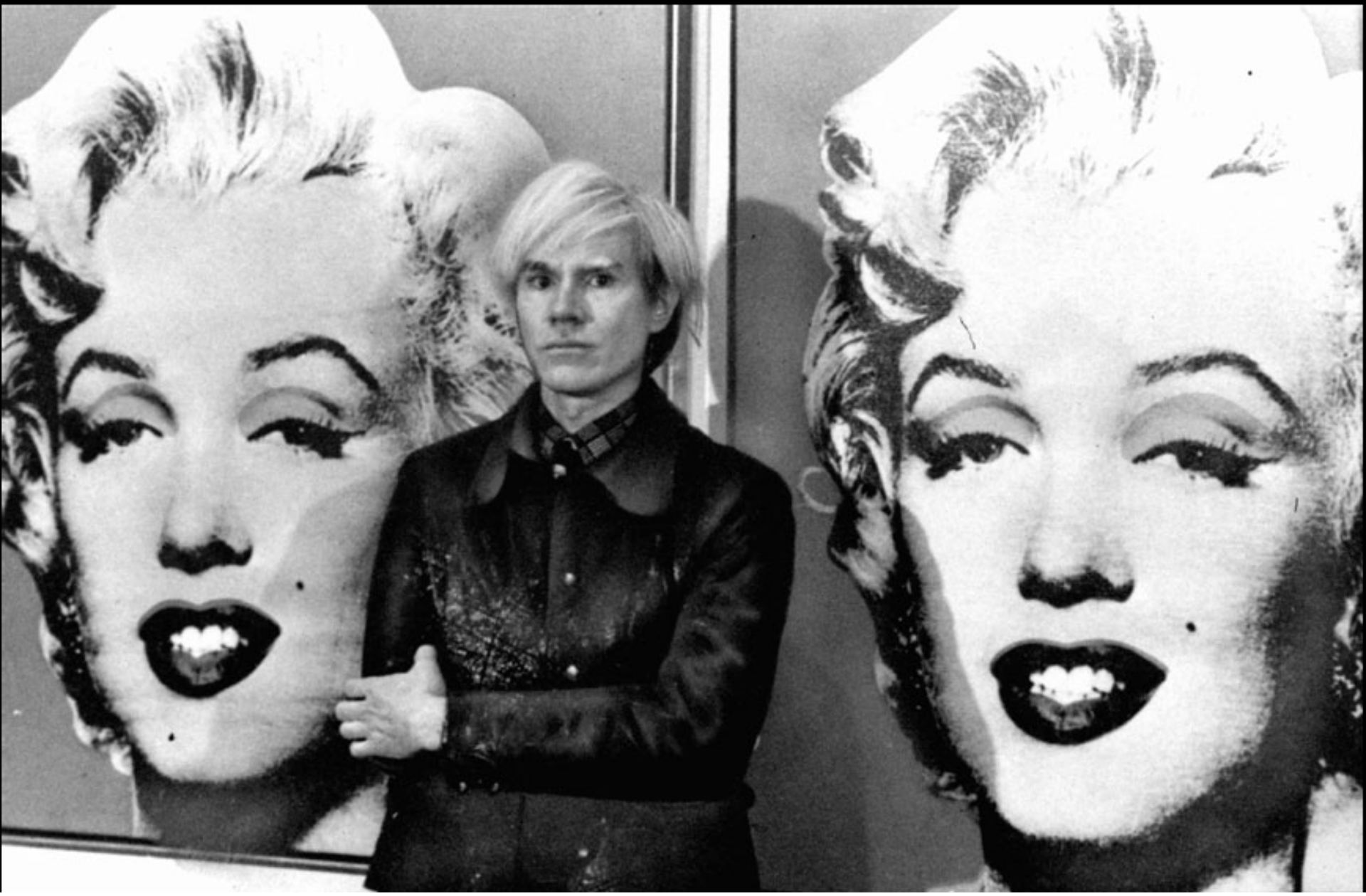
- Pop art uses commercial, impersonal images from everyday life *[Visual]*
  - imply that personal freedom lost to conformist lifestyle
  - movement led by Andy Warhol

## Rock Music

- **The Beatles** most influential rock band, help make rock mainstream
- **Woodstock** festival gathers many of most popular bands
  - over 400,000 attend



🔍 U.S. pop art painter and filmmaker Andy Warhol standing in front of his double portrait of Marilyn Monroe (1971).



**Andy Warhol**

# A Changing Culture

## Changing Attitudes

- 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

**End of Chapter.**