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| ***Objective: Evaluate how far popular culture changed between 1973 and 1980*** | | |
| Do Now: | | |
| 1. During Carter’s presidency, he faced issues with increasing inflation, more specifically.. | | |
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| 1. Carter also had to deal with increased environmentalism. An example of this were issues at Love Canal, more specifically… | | |
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| 1. Carter brought about a new style of leadership. This meant that… | | |
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| 1. Nixon resigned in 1974 following the Watergate scandal, in other words… | | |
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| 1. Nixon ‘attacked’ Johnson’s Great society, more specifically… | | |
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| Between 1973 and 1980, popular culture, standard of living and individual and civil rights changed extensively in America. Increasing rate of inflation, which reached 13% by 1980, meant that consumer goods increased in price. This was coupled with increasing wages, but this varied depending on the type of job that a person had. Furthermore, the role of women changed as the ‘housewife’ concept began to decrease and was replaced by more career-driven women who could take up positions which were previously male-dominated. | | |
| <https://www.youtube.com/watch?v=Dib8UOKBu4I> | | |
| *Task: Watch the video above and describe the changes in prices of the following:* | | |
| **Item** | **1970 price** | **1979 price** |
| Microwave |  |  |
| House |  |  |
| Eggs |  |  |
| Gasoline (Petrol) |  |  |
| Average Wages |  |  |
| *Quick write:* | | |
| 1. American families were able to experience better travel opportunities because… | | |
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| 1. In 1976 the mini TV series ‘Roots’ became a cultural phenomenon, more specifically.. | | |
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| 1. Americans in the 1970s could enjoy different types of music, for example… | | |
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| +This was made possible because…. | | |
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| 1. One main cultural event of the 1970s was the creation of Star Wars. This was important because… | | |
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| 1. In the 1970s, fashion also changed, more specifically… | | |
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| How did sport change in the USA in the 1970s? | | |
| BASEBALL: FREE AGENCY, MONEY, AND GREED At the beginning of the 1970s, baseball was struggling. Its innocence had been lost long ago, and now it faced disgrace. Public scandals, labour disputes, greed, and arrogance characterized the nation's game. It took more and more spectacular plays every year to draw the fans' attentions back to the field.  The relationship between players and owners, difficult since baseball's early days, became even more quarrelsome (argumentative). Traditionally, professional athletes had been considered property whose value rested in a team owner or manager with the ability to market his players' skills.  Players belonged to the teams that drafted them, and any player could be traded at the whim of an owner. In 1970, a lone player challenged baseball's reserve clause, which defined a player as property belonging to the team that holds his contract. It was a challenge that cost the player his career and changed the face of baseball forever.  When St. Louis Cardinals outfielder Curt Flood was traded to the Philadelphia Phillies against his will in late 1969, he pulled back and filed a lawsuit the following year against major league baseball over the reserve clause. Flood wanted the right to choose where and for whom he would play ball. Flood's lawyers argued that since professional baseball was controlled solely by the teams' owners, it was a monopoly. This meant that power and the concentration of wealth was in the hands of a select few, and normal marketplace or business competition was not present. Since baseball was a monopoly, the lawyers argued, it violated antitrust (antimonopoly) laws passed by the U.S. Congress in the late nineteenth century. In 1972, however, the U. S. Supreme Court ruled that its 1922 decision to exclude major league baseball from antitrust laws was still legal. Flood lost his case.  But Marvin Miller, executive director of the Major League Baseball Players' Association, had already begun a more effective means of toppling the hated reserve clause. Little by little, he chipped away at it, first crafting an agreement in 1973 between owners and players that allowed salary disputes to be settled through arbitration (judgment of a dispute by an impartial person or group). Then Miller convinced the owners to agree that any player who had ten years in the major leagues and five with the same team could veto a trade he did not like. Finally, in 1975, Miller found a loophole in the reserve clause. An arbitrator upheld the players' association's contention that if a player worked for a year without a contract, he could declare himself a free agent and market his services to the highest bidder. A year later, twenty-four players took advantage of the new ruling. As the American League added teams in Seattle and Toronto, twelve of the new free agents signed multiyear contracts for more than $1 million. Baseball had entered a new big-money era.  Greed marked the game in other ways as well. The Washington Senators, who had played in the nation's capital for eleven years, moved to Dallas in 1971, where they became the [Texas Rangers](https://www.encyclopedia.com/history/united-states-and-canada/us-history/texas-rangers). The possibility of making more money was the reason given for the move, underscoring the fact that baseball was (and is) purely business. In the latter part of the decade, the [New York](https://www.encyclopedia.com/places/united-states-and-canada/us-political-geography/new-york) Yankees were good enough to win three straight pennants and two World Series. But they had a team payroll of $3.5 million, with eleven players earning over $100,000 a year. As critics claimed, they were the best team money could buy.  In spite of these excesses, there were moments of pure athletic achievement on the ball fields. In 1971, Oakland Athletics pitcher Vida Blue won his first ten games of the season, eventually finishing the year with twenty-four wins. In 1974, three veterans set new records: Atlanta Braves outfielder Hank Aaron broke [Babe Ruth](https://www.encyclopedia.com/people/sports-and-games/sports-biographies/babe-ruth)'s career home-run record of 714; St. Louis Cardinals pitcher [Bob Gibson](https://www.encyclopedia.com/people/literature-and-arts/music-popular-and-jazz-biographies/bob-gibson) struck out his three-thousandth batter; and Gibson's teammate, outfielder [Lou Brock](https://www.encyclopedia.com/people/sports-and-games/sports-biographies/lou-brock), stole a record 118 bases. In 1979, another veteran led his team to victory. Thirty-eight-year-old Willie Stargell, called "Pops" by his younger teammates, helped his Pittsburgh Pirates team overcome a three-games-to-one deficit to win the World Series. Stargell hit for a.400 batting average during the series, with a home run in the seventh game. He won every most-valuable-player award available.  **FOOTBALL: AMERICA'S GAME AND AMERICA'S TEAM**  Unlike baseball or basketball, professional football did not have a problem keeping fans in their seats during the 1970s. Indeed, football had become America's game by the end of the decade. A 1978 Harris sports survey showed that football enjoyed a 70 percent following among American sports fans, compared to only 54 percent for baseball. Record numbers of American families viewed Super Bowls VI through XIV on their televisions, making the glitzy, heavily hyped championship between the American and National Football Conferences one of the most-watched sporting events of all time.  In 1970, football became a big hit in prime-time television because of ABC's *Monday Night Football.* Throughout the rest of the 1970s, on Sunday afternoons and Monday evenings during the season, in family living rooms and local bars, it seemed as if all of America were watching professional football. | | |
| *Task: ‘Sport change extensively in the 1970s’ how far do you agree?* | | |
| On the one hand, sport did change extensively in the 1970s, for example, the way in which baseball players were paid and transferred. More specifically… | | |
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| This agrees with the statement because… | | |
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| However, it could be argued that sport remained the same. For example, people American football remained very popular among audience. More specifically.. | | |
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| This disagrees with the statement because… | | |
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| The image suggests changes in American entertainment and the development of escapism. For example,….\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_<https://www.youtube.com/watch?v=XHk5kCIiGoM> | | |
| In the 1970s, popular music became more fragmetned (different types), more specifically… | | |
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| In the 1970s, television and fil showed political and social tension, for example… | | |
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| Tick below the aspects of society that you think changed the most. | | |