

KEVIN M. SCHULTZ

HIST³

WHAT'S INSIDE:

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Chapter 25

The Sixties



MEN/Alamy

What do **you** think?

It is acceptable for the federal government to purposely deceive the American public in order to promote what the federal government defines as a national objective.

Strongly Disagree

Strongly Agree

1

2

3

4

5

6

7

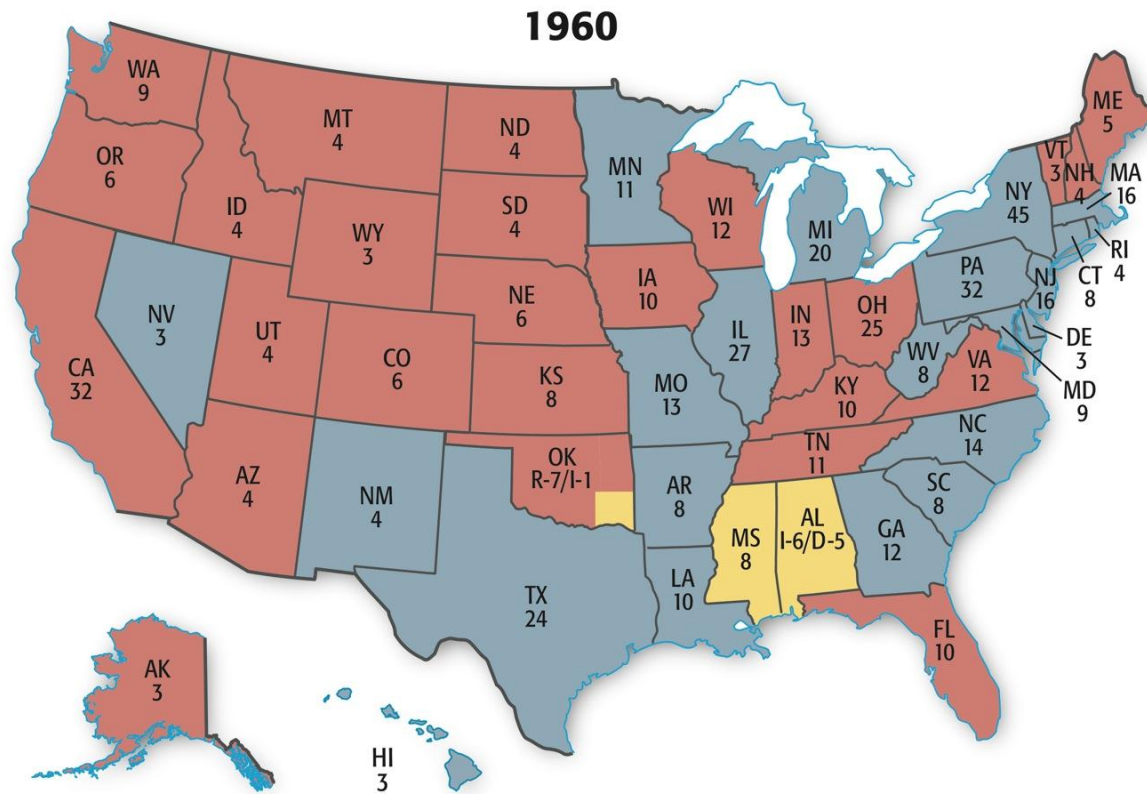
Kennedy and the Cold War

- John F. Kennedy first Catholic president in American history

President Kennedy

- He lacked a congressional majority to enact major new programs





Candidate (Party)	Electoral Vote	Popular Vote
 Kennedy (Democrat)	303 56.50%	34,226,731 49.7%
 Nixon (Republican)	219 40.75%	34,108,157 49.5%
 Byrd (Independent)	15 2.75%	501,643 0.7%



Map 25.1. The Election of 1960

Kennedy the Cold Warrior

- Nation Building
- Kennedy and Cuba
- Bay of Pigs Invasion
- Cuban Missile Crisis
- Kennedy and Vietnam



Paul Schutzer/Time Life Pictures/Getty Images



The Freedom Movement

- African Americans stepped up their activism in the early 1960s

Expanded Nonviolence

- The Sit-Ins and SNCC
- Freedom Rides
- Results



AP Images/Bill Hudson, File

National Successes

- James Meredith, Project “C,” and the Children’s Crusade
- March on Washington
- A Rift Appears
- Freedom Summer



AP Images

Laws and Rifts

- The Twenty-fourth Amendment and the Civil Rights Act
- Violence Continues
- Mississippi Freedom Democratic Party (MFDP)
- Voting Rights Act
- Success and Rifts

The Great Society

- The implementation of this program occurred after a national tragedy

The Kennedy Assassination

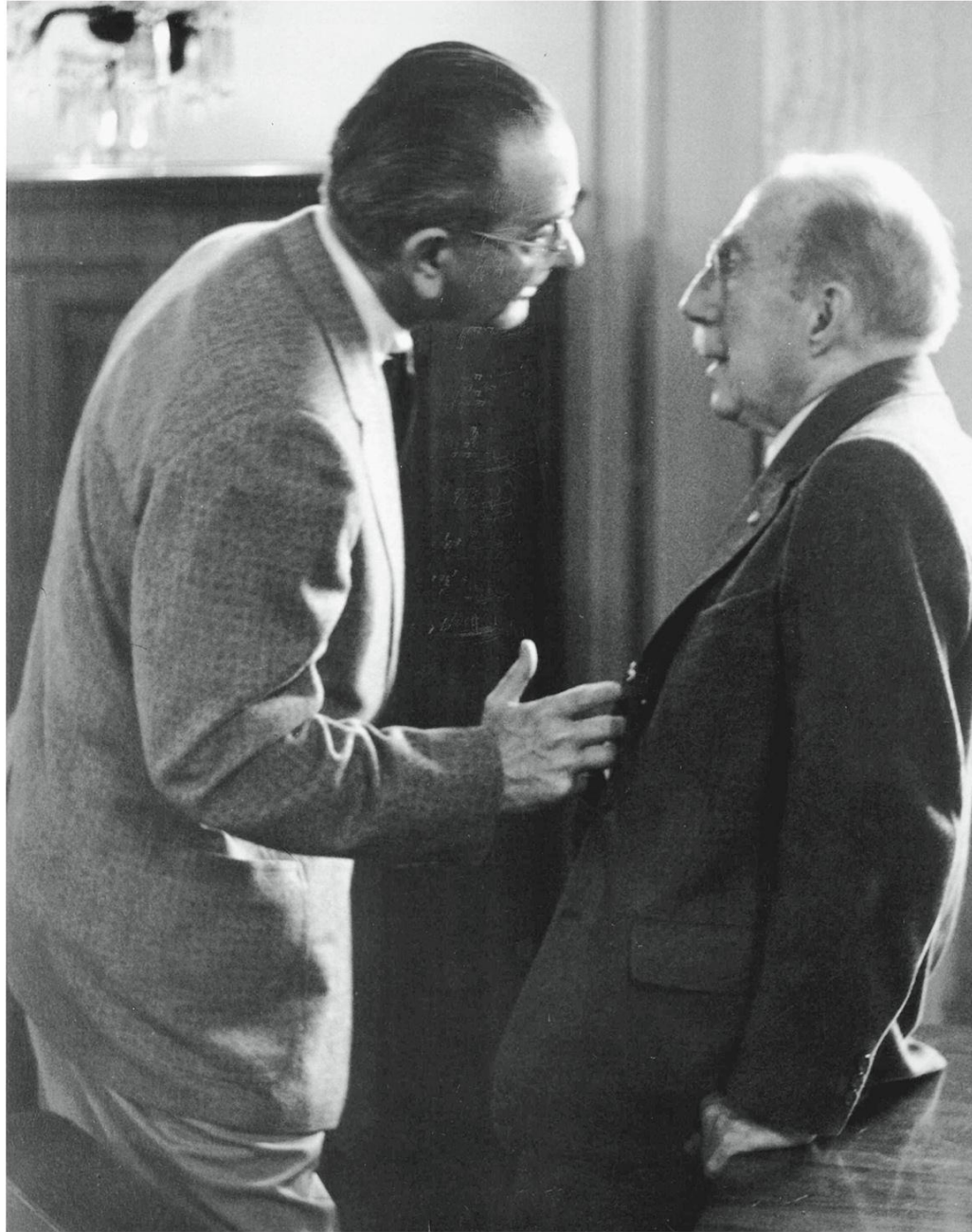
- November 22, 1963, Kennedy was gunned down while riding in an open limousine in Dallas

Lyndon Johnson

- Kennedy's replacement was Texan Lyndon Johnson
- Johnson won a landslide election victory over Barry Goldwater in 1964

Johnson's Great Society

- Declaring War on Poverty
- The Great Society
- Education
- Health Care
- Social Welfare and Other Programs
- Race and Immigration
- Conclusion



George Tames/Newscom.com

Johnson's Vietnam

- By 1964, U.S. troops stationed in South Vietnam had become mired in a complex civil war

Initial Decisions

- Tonkin Gulf Incident
- Expanding U.S. Commitment



Map 25.2. Vietnam

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Battle

- Tactics
- The Soldiers
- The Tet Offensive



Domestic Criticism

- Many Americans criticized the war due to:
 - The Tet Offensive
 - Dispiriting reports from the front
 - Questioning journalists

Liberalism Adrift

- Great Society had expanded the welfare state
- The Vietnam War provoked large-scale protests
- Late 1960s a contentious time
- Most forms of authority were brought under scrutiny

Protests on Campus

- The New Left
- Free Speech Movement

Black Power, Chicano Power

- Malcolm X and the Nation of Islam
- Urban Riots, SNCC, and Black Power
- Black Panther Party
- White Reaction
- The Chicano Movement



AP Photo

The Women's Movement

- Betty Friedan's 1963 book, *The Feminine Mystique*
- National Organization of Women (NOW)

The Vietnam War at Home

- Teach-Ins
- Escalating Antiwar Protest
- Counterculture

Social Divisions and Popular Unrest

- The Anti-Antiwar Movement
- 1968
- Nixon





Nixon and Vietnam

- Vietnam as a Mistake

“There’s Money Enough To Support Both Of You —
Now, Doesn’t That Make You Feel Better?”



---from The Herblock Gallery (Simon & Schuster, 1968)

A 1967 Herblock Cartoon, copyright © by The Herb Block Foundation

What else was happening . . .

1960

Two hackers from MIT create the first computer video game, Spacewar.

1963

Harvey Ball, a Worcester, Massachusetts, commercial artist, devises the yellow smiley face for an insurance firm that wants to improve employee morale after a bitter corporate takeover.

1964

The G.I. Joe doll—dubbed “America’s movable fighting man” by Hasbro—makes his debut.

1965

Biggest power failure in history causes nine-hour blackout in eastern Canada and the United States, leading to a surge in the national birthrate nine months later.