

KEVIN M. SCHULTZ

HIST³

WHAT'S INSIDE:

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U.S. History

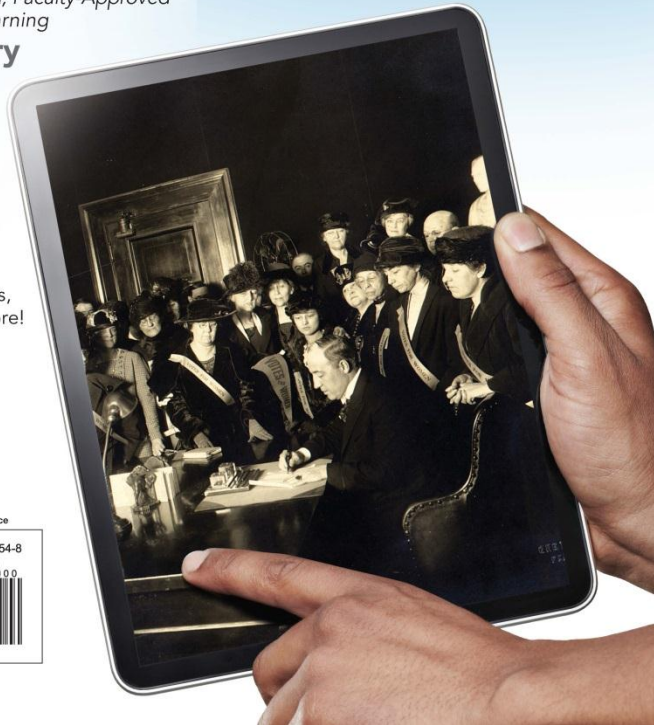
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Chapter 26 The Age of Fracture: The 1970s



AP Photo

What do **you** think?

Americans' inability to buy gas whenever they wanted to was the first sign that the country's position as most powerful nation in the world was faltering.

Strongly Disagree

Strongly Agree

1 2 3 4 5 6 7

President Nixon

- Capitalized on divisions within the Democratic Party over the Vietnam War to beat the Democratic nominee, Hubert Humphrey
- “the Eastern Establishment”



Nixon's Foreign Policy

- Ping-Pong Diplomacy
- SALT and the Cold War
- Latin America and Africa

Nixon the Accidental Liberal

- Increasing the Size of Government

Watergate

- Watergate Hotel
- Committee to Re-Elect the President (CREEP)
- Watergate investigation
- VP Spiro Agnew, admitting to tax evasion and bribery, resigned
- Nixon resigned August 9, 1974
- New vice president, Gerald Ford, became president



© Owen Franklin/Corbis

The Troubled Economy and Politics Adrift

- Economic recession officially ended the great post–World War II economic boom

Economic Woes

- Oil Embargo
- The Decline of Cities

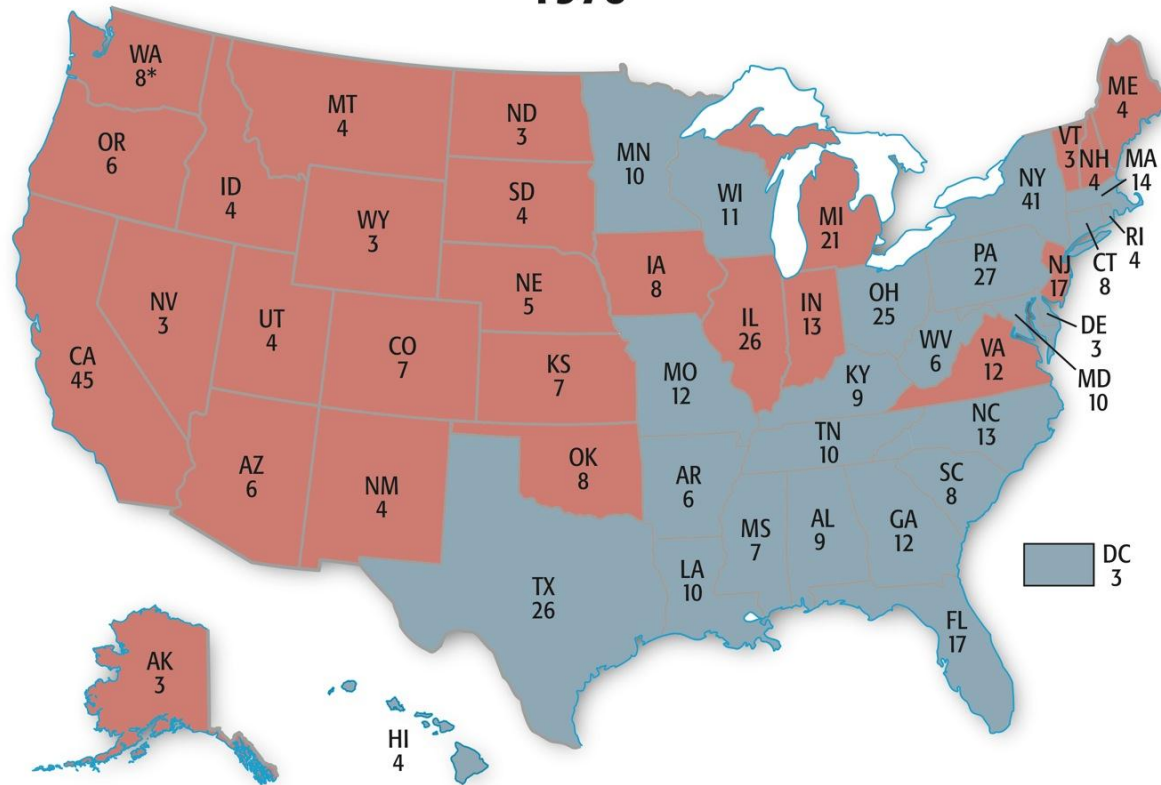
President Ford

- Domestic Policy
- Foreign Policy

President Carter

- The Election of 1976
- Domestic Policy
- Foreign Policy

1976



Candidate (Party)	Electoral Vote	Popular Vote
 Carter (Democrat)	297 55.2%	40,830,763 50.1%
 Ford (Republican)	240* 44.6%	39,147,793 48.0%

*One Ford elector in Washington voted for Republican Ronald Reagan of California.



Map 26.1. Election of 1976



Dirck Halstead/Time Life Pictures/Getty Images

The Rise of Identity Politics

- The 1970s a time of turning inward



The Advertising Archives

Identifying with a Group

- African American Activism
- Affirmative Action and Busing
- The Chicano Movement
- Red Power



Ralph Crane/Time Life Pictures/Getty Images

The Women's Movement

- ERA and Equal Rights
- *Roe v. Wade*
- Social and Economic Participation
- The Sexual Revolution

Kleenex ^{wo} **FOR MEN** _{in love}
TISSUES



Image courtesy of The Advertising Archives

*Regd. Trademark Kimberly-Clark Corp.

SHE 17

The Gay Liberation Movement

- Stonewall Inn



High Tide of Environmentalism

- Rachel Carson's book *Silent Spring*
- 1970 the first "Earth Day"
- Nixon established the Environmental Protection Agency in 1970

Popular Culture

- Disco music
- Landmark films of the era, such as *Saturday Night Fever*, *The Godfather*, *The Godfather, Part II*, and *Bonnie and Clyde*



Topham/The Image Works

The Rise of the New Right

- scrubbed all potential intellectual elitism from conservatism
- opposed abortion, the moral decline of society
- urged tax cuts to limit the size of government
- urged an aggressive stance against the Soviet Union
- diminished government intervention in people's lives

Economic and Political Conservatism

- Proposition 13

The Religious Right

- “Family Values”

What else was happening . . .

- 1970** The Beatles split up.
- 1971** London Bridge is purchased by an American and shipped to Lake Havasu City, Arizona, to be displayed as a tourist attraction.
- 1974** Art Fry invents Post-it-[®] Notes by using a colleague's "failed" adhesive while working at 3M.
- 1975** *Popular Electronics* announces Altair, the first "personal computer."