



THE COLD WAR

UNIT 9: POSTWAR AMERICA



1.

ORIGINS OF THE COLD WAR

Superpowers face off

ROOTS OF THE COLD WAR

1. The Cold War began after WWII due to tensions between the US and USSR.
2. The Allies wanted a strong Germany and an independent Eastern Europe, but Stalin wanted a weak Germany and made the Eastern European countries his satellites.

MEETING SOVIET CHALLENGES

1. An “iron curtain” separated Communist Eastern Europe and non-Communist Western Europe.
2. US foreign policy focused on containment, keeping Communism contained within its existing borders.

THE ARMS RACE

1. The US and USSR began an arms race with each trying to make the best new weapons.
2. Nuclear weapons were developed, creating a program of mutually assured destruction if either used them.



2.

THE COLD WAR AT HOME

Containing Communism at home

WORRYING ABOUT COMMUNISTS AT HOME

1. After WWII, a second Red Scare was a result of the recent spread of communism.
2. The House Un-American Activities Committee investigated possible threats.
3. Blacklists made it hard for entertainment figures suspected of communism to be hired.

MCCARTHY USES RUTHLESS TACTICS

1. Senator Joseph McCarthy began a crazed anti-communism campaign.
2. He brought extreme allegations against suspected communists, destroying their reputations and lives. This became known as McCarthyism.



3.

COLD WAR CULTURE

1950s America

AN ECONOMIC BOOM

1. The GI Bill helped WWII veterans with buying a house, going to college, and making a living.
2. Increased rates in marriage and families caused a baby boom from 1946–1964.
3. Increased consumerism led to higher prices and higher standards of living.

THE CULTURE OF CONSUMERISM

1. As the economy boomed and the average family income rose, consumerism flourished.
2. New shopping centers and supermarkets emerged.

TELEVISION TAKES CENTER STAGE

1. Nearly every household owned a TV.
2. TV shows helped spread a national mass culture and promoted the ideal family with the woman as a homemaker.



4.

COLD WAR EVENTS

SIGNIFICANCE

- 1.