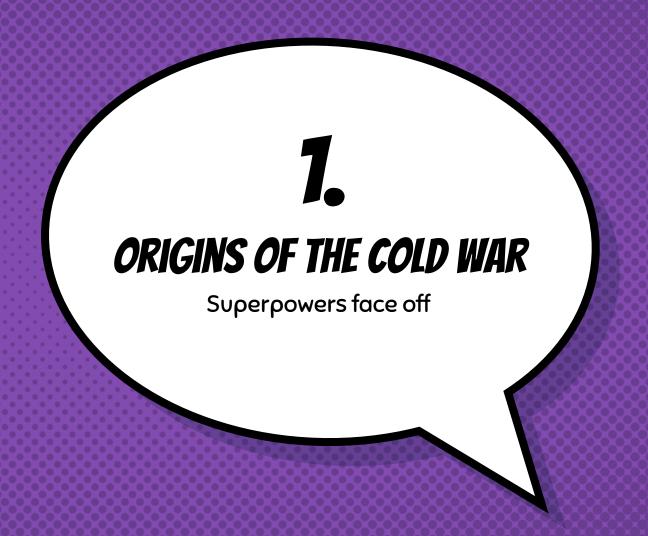
THE COLD WAR

UNIT 9: POSTWAR AMERICA





ROOTS OF THE COLD WAR

- 1. The <u>Cold War</u> began after WWII due to <u>tensions</u> 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 <u>"iron curtain"</u> separated <u>Communist</u>
 <u>Eastern Europe</u> and <u>non-Communist Western</u>
 <u>Europe.</u>
- 2. US foreign policy focused on <u>containment</u>, <u>keeping Communism contained</u> within its existing borders.

THE ARMS RACE

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





WORRYING ABOUT COMMUNISTS AT HOME

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

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.





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 <u>baby boom from 1946–1964.</u>
- 3. Increased <u>consumerism</u> led to <u>higher prices</u> and higher standards of living.

THE CULTURE OF CONSUMERISM

- 1. <u>As the economy boomed and the average</u> <u>family income rose, consumerism flourished.</u>
- 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.





SIGNIFICANCE

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