I. American Society -1950s
   A. America "Finished society" or "end of history"
      1. economy: capitalism without class
         a. middle class
         b. meritocracy: opportunity for all
         c. social contract between worker and corporation
         d. "What is good for GM, is good for America"
         e. Fortune: "the luxury market is spreading downward so that there is little difference between the consumption patterns of the rich and the rest of population."
      2. political system is best in world (pluralistic system of power)
         a. Americans are free and the measure of freedom
         b. two party system makes our democracy stable
         c. Eisenhower: only viable ideas are ideas of the center (other are extremist)
      3. progress = technological development
         a. technology will solve the few remaining social problems
            i. energy: atomic ("too cheap to meter")
            ii. hunger: pesticides, herbicides and insecticides "increase crop production and decrease loss"
            iii. disease: antibiotics
         b. increase convenience and leisure time
            i. robotic butlers, automated homes
            ii. jet backpacks, flying cars, atomic cars
         c. suburbs on the moon
      4. Threat: Communism
         a. fighting communism: American Dream
         b. vigilance
   2. The "American dream"
      1. nuclear family
         a. happiness and marriage
         b. firmly established social roles
         c. children
      2. Suburbs
         a. suburbanization
         b. fast foods, malls, and freeway
      3. Consumerism
         a. keeping up with the Joneses
         b. television and advertising
   3. A "Certain Reality"

1. Work
    a. jobs, jobs, jobs
    b. white and blue
    c. manufacturing and construction
2. Housing
    a. +60% home owners
    b. cost
3. Government subsidies
    a. GI Bill of Rights 1944,
    b. 1956 Interstate and Defense Highway Program $97 billion
    c. factories built during war to auto industries and military-industrial complex
    d. air transportation system
    e. atomic energy system
    f. VA and FHA
    g. federal funds to suburbs
4. Success
    a. increase per capita income
    b. increase disposable income
    c. one worker families
    d. low income family
    e. middle class +60%

4. Social theory
    1. Post War: Structural Functionalism
    2. Theory or Ideology