

Chapter 27, Section 2

The Affluent Society

(Pages 814–819)

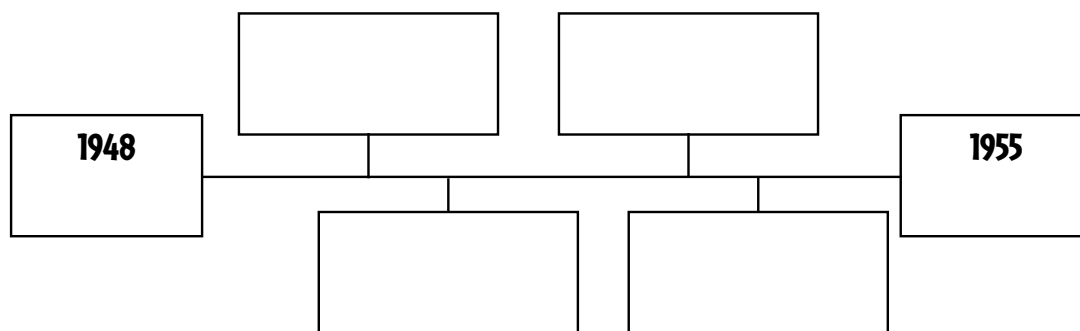
Reason To Read

Setting a Purpose for Reading Think about these questions as you read:

- What were the reasons for and effects of the nation's economic boom?
- What changes took place in the American family during the 1950s?

Main Idea

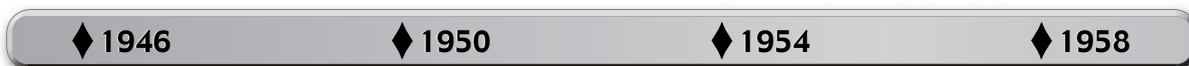
As you read pages 814–819 in your textbook, complete the time line below by recording the scientific and technological breakthroughs of the time.



Sequencing Events

As you read, place the following events on the time line below.

- *The Lonely Crowd* published
- White-collar workers outnumber blue-collar workers for the first time
- Levittown construction begins
- Army scientists develop ENIAC



American Abundance (pages 814–816)

Previewing

Before you begin reading this lesson, look over the headings and terms and study the cartoon and the graph. On the lines provided, jot down what you expect the lesson to cover.

Terms To Know

Define or describe the following key terms from this lesson.

white-collar

blue-collar

multinational corporation

franchise

Academic Vocabulary

Define or describe each of the following academic vocabulary words from this lesson.

uniform

accompanying

Terms To Review

Use each of these terms, which you studied in an earlier chapter, in a sentence that reflects the term's meaning in this lesson.

phenomenon
(Chapter 17, Section 1)

corporation
(Chapter 14, Section 3)

The 1950s Family (pages 816–817)

Synthesizing

Write an advertisement for a family magazine published today, featuring the “typical” American woman. Does she work outside the home? What does she value? How is she like and not like the woman targeted in ads during the 1950s?

Terms To Know

Define or describe the following key term from this lesson.

baby boom

Terms To Review

Choose one of these two terms, which you studied in an earlier chapter, to fill in each blank.

transformations
(Chapter 8, Section 2)

benefits
(Chapter 6, Section 3)

1. Home purchases were made easier by the _____ of the GI Bill.
2. Magazines for women wrote of the _____ of staying at home and raising a family.
3. The _____ in the family were one of several that occurred during the 1950s.

Technological Breakthroughs (page 817–819)

Summarizing

On the lines below, list three important technological advances of the 1950s.

Academic Vocabulary

Circle the letter of the word or phrase that is closest in meaning to the underlined academic vocabulary words from this lesson.

computer

1. The invention of the computer allowed people to work more efficiently.
 - a. something formed by the union of elements or parts
 - b. a programmable device that can store, retrieve, and process data
 - c. instrument for performing calculations

targeted

2. Because polio was a disease that often targeted the young, it was also called infantile paralysis.
 - a. marked something or someone for attack
 - b. befriended
 - c. became acquainted with by experience

Terms To Review

Choose one of these two terms, which you studied in an earlier chapter, to fill in each blank.

proportions
(Chapter 20, Section 1)

generated
(Chapter 25, Section 1)

1. The 1958 satellite launch _____ great excitement among the American public.
2. The transistor _____ electronic signals that made it possible to make smaller communication tools.
3. Polio reached epidemic _____ during 1952.

Section Wrap-up

Now that you have read the section, answer these questions from Setting a Purpose for Reading at the beginning of the section.

What were the reasons for and effects of the nation's economic boom?

What changes took place in the American family during the 1950s?
