Chapter 23
An Era of Activism (1960–1975)
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Section 1: The Women’s Movement

Section 2: Ethnic Minorities Seek Equality

Section 3: The Counterculture

Section 4: The Environmental and Consumer Movements
The Women’s Movement

Chapter 23, Section 1

• What was the background of the women’s movement?
• How did women organize to gain support and to effect change?
• What was the impact of feminism?
• Which groups opposed the women’s movement and why?
Background of the Women’s Movement

Chapter 23, Section 1

- The 1960s saw a resurgence of feminism, a term first used in 1895 to describe the theory of political, economic, and social equality of men and women.
- The women’s movement in the 1960s sought to change aspects of American life that had been accepted for decades. More women had begun to achieve higher levels of education, and many desired the same employment opportunities available to men.
- The civil rights movement provided the women’s movement with inspiration, strategies, and legal tools. Women who worked for civil rights applied the skills they had gained to the women’s movement.
- Many women were frustrated to discover that the Equal Employment Opportunity Commission set up by the 1964 Civil Rights Act did not take women’s discrimination claims seriously.
**The Feminine Mystique and Support Groups**

- Betty Friedan’s 1963 book *The Feminine Mystique* became an important influence in the women’s movement.
- Women began forming consciousness-raising groups dedicated to increasing their members’ awareness of women’s situation in society.

**Organizing NOW**

- In 1966, a group of 28 professional women, including Betty Friedan, formed the National Organization for Women (NOW).
- NOW advocated women’s issues such as fair pay, equal job opportunities, a more realistic portrayal of women in the media, and a more even balance of responsibilities in marriage.
The Impact of Feminism

Publications and Popularity
- More and more women began identifying themselves as feminists.
- Tens of thousands of demonstrators gathered at an August 1970 march in New York City to celebrate the fiftieth anniversary of women’s suffrage.
- Books such as *Our Bodies, Ourselves* encouraged women to understand their own health issues. *Ms.* magazine, first published in 1972 by Gloria Steinem, became enormously popular.

Women in Politics
- In 1972, Congress passed a prohibition against gender discrimination as part of the Higher Education Act.
- Groups such as the National Women’s Political Caucus gained broader support for the goals of the women’s movement.
- New Yorker Shirley Chisholm, a founder of the National Women’s Political Caucus, served in the House of Representatives from 1969 to 1983 and ran for President in 1972.
**Roe v. Wade**

- NOW and other groups worked to reform laws governing a woman’s decision to choose abortion instead of continuing an unwanted pregnancy.
- In 1973, the Supreme Court legalized abortion in its *Roe v. Wade* decision. The verdict in this case was, and remains, highly controversial.

**The Equal Rights Amendment**

- In 1972, Congress approved passage of the *Equal Rights Amendment* (ERA) to the Constitution.
- This amendment would make discrimination based on a person’s sex illegal.
- Although the ERA was at first highly supported, it failed to gain ratification by the necessary number of states and was, therefore, not added to the Constitution.
Opposition to the women’s movement came from numerous sources. One woman, political activist Phyllis Schafly, led a national movement to block ratification of the ERA.

Many men were hostile to the feminist movement, as were many women who felt satisfied with their roles as wives and mothers.

Some African American and working-class women felt that the women’s movement did not adequately address their needs.

Despite this opposition, the women’s movement continued to change minds and expand opportunities for women.
How did the civil rights movement affect the women’s movement?

(A) It drew supporters away from the women’s movement.
(B) It argued against the goals of the women’s movement.
(C) It helped pass the Equal Rights Amendment.
(D) It provided inspiration, strategies, and legal tools.

What was the significance of *Roe v. Wade*?

(A) It made discrimination based on sex illegal.
(B) It legalized abortion in the United States.
(C) It gave women positions of political power.
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Ethnic Minorities Seek Equality

Chapter 23, Section 2

- How did Latinos seek equality during the 1960s and early 1970s?
- How did Asian Americans fight discrimination during this period?
- In what ways did Native Americans confront their unique problems?
Latinos Fight for Change

Chapter 23, Section 2

• **Latinos**, or people whose family origins are in Spanish-speaking Latin America, made up a growing percentage of the American population in the 1960s and 1970s.

• Specific groups of Latinos tended to settle in certain areas. Mexican Americans, also known as Chicanos, settled in the West and Southwest. Many Cuban immigrants settled in Florida, while Puerto Ricans moved to the Northeast.

• Chicano activists began encouraging Mexican Americans to take pride in their culture and its dual heritage from Spain and the ancient cultures of Mexico.

• Some Chicano activists claimed that non-Latinos had undermined Mexican Americans’ control over their own lives. Poor conditions in Latino neighborhoods supported this claim.
Latinos Organize to Fight Discrimination

The United Farm Workers

• **Migrant farm workers**, who moved from farm to farm providing needed labor, were among the country’s most exploited workers.

• In the 1960s, activists Cesar Chavez and Dolores Huerta organized Mexican field hands into what became the United Farm Workers (UFW).

• Using the tactics of nonviolent action, the UFW won collective bargaining rights for Latino migrant farm workers in California.

Political and Legal Approaches

• Some Chicanos sought change by running for political office. Several won seats in the House and Senate.

• New political groups, including La Raza Unida, formed to work for better housing and jobs.

• Legal aid for Mexican Americans was provided by the Mexican American Legal Defense and Educational Fund, an organization which also encouraged Mexican American students to become lawyers.
Japanese Americans After the War
- During World War II, Japanese Americans living along the West Coast were interned in camps and deprived of their homes, businesses, and farms.
- After the war, many sought compensation for their losses through the Japanese American Citizens League (JACL).
- The JACL won some early victories, although other claims were not settled until 1965.

Economic and Political Advances
- Although Asian Americans as a group were well-educated, they faced more prejudice and lower salaries than white Americans.
- When Hawaii became a state in 1959, Asian Americans gained a new voice in Congress.
- In the 1960s and 1970s, Asian Americans made economic gains faster than other minorities.
As the original occupants of North America, Native Americans have always occupied a unique social and legal position in the United States.

Issues of land claims between Native Americans and state and federal governments continued.

One such issue involved Seneca-owned land in New York State on which the federal government wanted to build a dam. Congress agreed to pay damages to the Seneca, but these payments did not restore their hunting and fishing lands, homes, or sacred sites.

A new activist organization called the American Indian Movement (AIM) was formed in 1968 to push for enforcement of treaties, better living conditions, and more opportunities for Native Americans. AIM later began to fight for Native American legal rights as well, including autonomy, or self-government.
Confronting the Government

- In 1972, demonstrators protested the violation of treaties between the United States and various Indian groups by occupying the Bureau of Indian Affairs in Washington, D.C.

- In 1969, Native American protestors attempted to claim Alcatraz Island in San Francisco Bay.

- In 1973, AIM took over the Oglala Sioux village of Wounded Knee, refusing to leave until the government agreed to investigate poor conditions there.

Government Response

- To bring jobs and income to reservations, the Kennedy and Johnson administrations encouraged industries to locate there. This plan, however, did not meet with Native American approval.

Which of the following was a situation shared by Latinos, Asian Americans, and Native Americans?

(A) Poor conditions for migrant farm workers
(B) Desire for compensation for property lost during internment
(C) A need for organizations to work for legal rights
(D) Violation of earlier treaties made with the federal government

How did the federal government respond to Native American concerns?

(A) It encouraged businesses to move to reservations.
(B) It agreed to compensate those interned during World War II.
(C) It granted migrant farm workers collective bargaining rights.
(D) It founded the American Indian Movement (AIM).

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Ethnic Minorities Seek Equality—Assessment

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The Counterculture

Chapter 23, Section 3

- What social changes were promoted by the counterculture?
- How did music both reflect and contribute to the cultural changes of this era?
In the 1960s, many young people adopted values that ran counter to, or against, the mainstream culture. These young people were considered members of the counterculture.

Members of the counterculture, also called hippies, valued youth, spontaneity, and individuality.

Personal appearance in the 1960s reflected counterculture views of rejecting restrictions and challenging authority. Long hair for both men and women and colorful, loose-fitting clothing were popular.

Art in the 1960s reflected counterculture ideas. Artists such as Andy Warhol and Roy Lichtenstein produced revolutionary works.

Youths in the 1960s formed the largest generation in American history. As a result, they had an enormous impact on American society.
The Sexual Revolution

- Sexual conduct was one area in which youth sought freedom to make personal choices.
- Many youths experimented with new living patterns, including communal living and living as unmarried couples.
- The emergence of new views on sexual conduct was labeled “the sexual revolution.”
- The sexual revolution led to more open discussion of sexual subjects in the mainstream media.

The Drug Scene

- The use of illegal drugs, especially marijuana, became widespread among youth during the 1960s.
- Proponents of psychedelic drugs, including researcher Timothy Leary, claimed that drugs could help free the mind.
- Drug use presented serious dangers. Some drug users, including several leading musicians, died of complications from drug overdoses.
• Music both reflected and contributed to the cultural changes of the 1960s.

• A new interest in folk music emerged among counterculture youth. Protest songs and songs that depicted the lives of ordinary people became popular.

• In 1964, a revolution in rock music that some called the British Invasion began. Two British rock groups, the Beatles and the Rolling Stones, gained enormous popularity among American teenagers.
Woodstock

- In August 1969, hundreds of thousands of people attended the Woodstock Music and Art Fair, a several-day gathering in a large pasture in Bethel, New York.
- The Woodstock festival became best known for the fellowship that many experienced there.
- Police avoided confrontations at Woodstock by choosing not to enforce drug laws. The festival remained peaceful and under control despite the large crowds.

Altamont

- Another rock festival, held at the Altamont Speedway in California in December 1969, provided a contrast to the peaceful gathering at Woodstock.
- Members of Hell’s Angels, an infamous motorcycle gang hired to provide security, beat a man to death when he approached the stage with a gun.
Many adults deplored the drugs, sex, and nudity that they saw at the Woodstock festival and around the country.

These adults viewed the counterculture as a childish reaction to the problems of the era. They disliked the rejection of traditional morals and values which counterculture youth adopted.
Which of the following was characteristic of hippies?

(A) Short hair for both men and women
(B) Communal living
(C) Opposition to illegal drug use
(D) Traditional attitudes toward sexual conduct

How did Woodstock and Altamont differ?

(A) Woodstock remained peaceful while Altamont involved violence.
(B) Altamont remained peaceful while Woodstock involved violence.
(C) Altamont was an art festival while Woodstock was a music festival.
(D) Woodstock received adult approval while Altamont did not.

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Chapter 23, Section 4

The Environmental and Consumer Movements

• What efforts were begun in the 1960s to protect the environment?
• How did the government try to balance jobs and environmental protection?
• How did the consumer movement begin, and what did it try to accomplish?
• The environmental movement in the 1960s and 1970s demanded honesty and accountability from industry and government.

• One issue that the environmental movement took on involved use of pesticides, especially one known as DDT.

• In her famous book *Silent Spring*, naturalist Rachel Carson drew attention to the lasting effects of DDT and other chemicals. In response, the government placed tighter controls on pesticides, and lawmakers called for more research into lasting effects of chemicals.

• Concern over use of non-renewable energy sources caused many Americans to favor nuclear power. However, many others were opposed to nuclear plants, fearing both accidents and environmental damage from nuclear waste. The Nuclear Regulatory Commission (NRC), created in 1974, aimed to ensure that nuclear power plants operated safely.
Public Response

• A 1969 oil spill in Santa Barbara, California, captured public attention when oil fouled beaches and killed much wildlife.
• Grassroots environmental movements began to oppose the building of dams and nuclear power plants.
• On April 22, 1970, Americans celebrated the first Earth Day, an annual observance to increase awareness of environmental issues.

Government Actions

• In 1970, President Nixon established the Environmental Protection Agency (EPA).
• The EPA’s responsibilities included enforcing the 1970 Clean Air Act and the 1972 Clean Water Act.
• The Clean Air Act was designed to control the pollution caused by industries and car emissions.
• The Clean Water Act regulated the discharge of wastewater and provided grants to build better sewage-treatment facilities.
Industrial Costs

• Many industry leaders worried that the increased costs of cleaning up the air and water would result in a loss of jobs.
• These industry leaders worked with government leaders to balance economic development with environmental protection.

Oil Fields in Alaska

• Construction of an oil pipeline in Alaska proved to be an example of such a balance.
• The construction created new jobs and raised revenue for the state.
• However, the growing size of the oil industry raised concerns about the Alaskan wilderness as well as the rights of native Alaskans.
• Land was therefore set aside for the use of native Alaskans, partially for conservation purposes.
During the 1960s and 1970s, the consumer movement gained strength and popularity. Heightened interest was due to the actions of Ralph Nader, an attorney known for his work in championing consumer rights. Nader drew attention to the hazards of automobiles, charging that the automobile industry failed to correct safety problems in their products. In response, Congress passed the National Traffic and Motor Vehicle Safety Act in 1966. Nader and others continued to report on the safety of products such as baby food and insecticides. As consumer activism became widespread, consumer-protection offices began to respond to the complaints of the public.
What concerns did industry leaders have about environmental protection laws?

(A) They were concerned about automobile safety.
(B) They were afraid added costs would force them to cut jobs.
(C) They were worried that Alaskan wildlife might be damaged.
(D) They were upset about the lasting effects of DDT.

Which of the following did Ralph Nader’s actions help create?

(A) the Clean Air Act
(B) the National Traffic and Motor Vehicle Safety Act
(C) the Clean Water Act
(D) the Nuclear Regulatory Commission

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The Environmental and Consumer Movements—Assessment

Chapter 23, Section 4

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