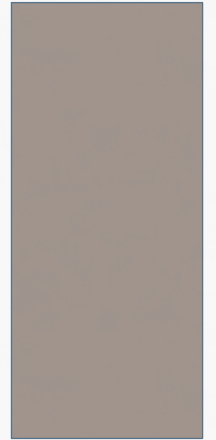


HUMANITIES 006: POPULAR CULTURE

DAY 9



1960S REVIEW

- Counterculture Movements:
- TV shows grow and “matures”
- Fashion
- Explosion of musical genres.
 - Motown
 - British Invasion
 - Rock, and Roll, Country
 - Folk, Peace and Love Songs
 - Dance Songs

1960S REVIEW

What does this say about the culture?

- Creative, exploratory.
- But also chaotic and scary for some.

THE SCARY CHAOTIC '60S



THE SCARY CHAOTIC '60S WAR PROTESTS



4 Students Killed in Demonstration

UI Boycott Scheduled Wednesday

By KAREN GOOD
Two student leaders — Student Body President Robert Butler and Sally Swann, editor of the *Daily News* — are calling for a student body boycott Wednesday.
The action is being called to show dissent with President Nixon's sending of American troops into Cambodia and as a sign of demonstrating our disagreement of his position as President of the U.S., according to a statement released by Butler Monday afternoon.
Butler said Monday night there would be a boycott, for a demonstration, at 12:30 p.m. Wednesday on the quad. The plan also has to be held on the quad but will be completed later.

Local leaders on Nixon's letter come on the basis of the statement released this weekend by Charlie Peck, vice president of the National Student Association (NSA).
The first statement, released Friday and signed by more than 100 student body presidents throughout the country, called Butler "defiant for Nixon's



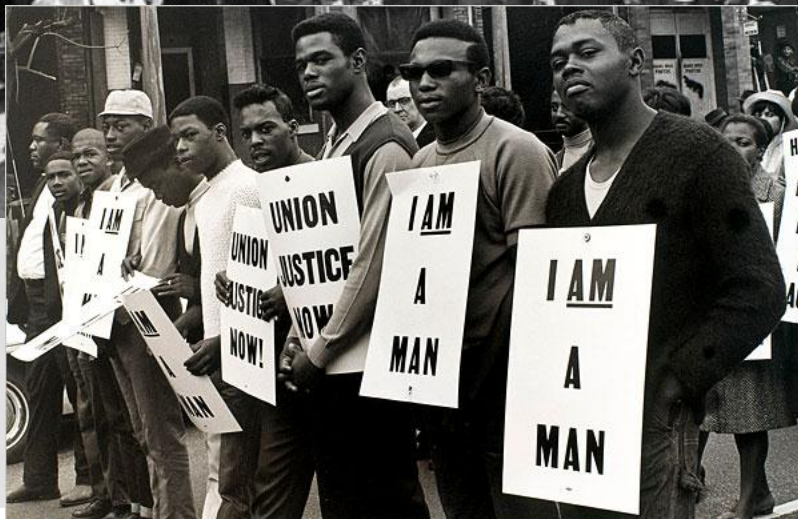
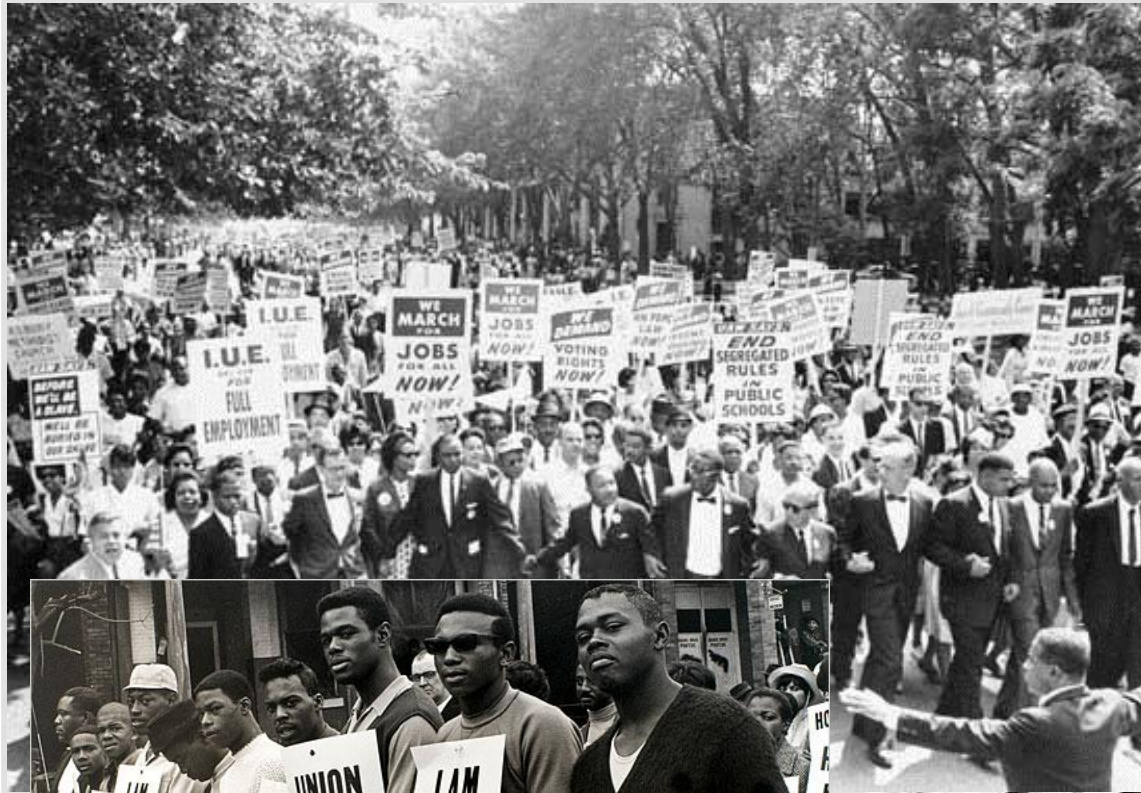
'He's Dead'

A road service on a chestnut tree shed four days on the campus of Kent State University, Kent, Ohio, National Guardsmen fired a volley of demonstrators on the fourth day of protests on the campus. Four persons were killed. See more photos on page 1.
— Photo copyright Valley Daily News via AP Wirephoto

National Guardsmen Fire On Kent State Protesters

KENT, Ohio (AP) — Four students in a crowd pelting National Guardsmen with bricks and rocks were shot to death at Kent State University Monday when the groups opened fire during an antiwar demonstration. Two of the dead were men, two were women.
"I don't know how they began firing semiautomatic rifles after a 15-minute request had been made to disperse."
"They should instead use tear gas again that which doesn't cause to injure a person's health."
"It is my hope that this tragic and unfortunate incident will strengthen the determination of all the nation's campuses, administrators, faculty, and students alike, to stand strongly for the right which exists in this country of peaceful dissent and just as strongly against the resort to violence as a means of expression."
The shooting began after a force of 100 guardsmen, most of whom had been ordered to proceed to the shooting site. The group had followed the demonstrators from a rally on Kent State's Commons area near the football practice field.
"I don't remember that I saw any students fall from involved in the demonstration at the Commons."
"A lot of people felt their lives were in danger," said Billy, Gen. Robert Conners, who was on the scene, "which is hard when the news and the military men always had the option to fire if he had the life to be changed."
"We have the right to protest."

THE SCARY CHAOTIC '60S CIVIL RIGHTS PROTESTS



THE SCARY CHAOTIC '60S

FEAR & BLAME

What happens when people become afraid?

THE SCARY CHAOTIC '60S ASSASSINATIONS

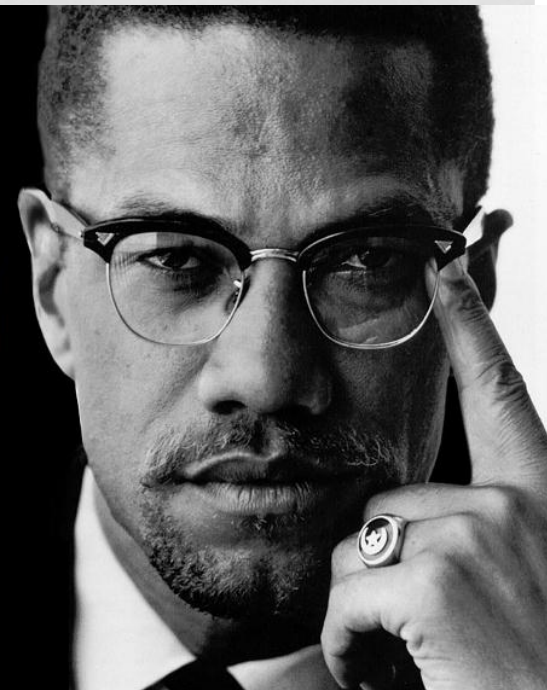
John F. Kennedy (1963)



Malcolm X (1965)

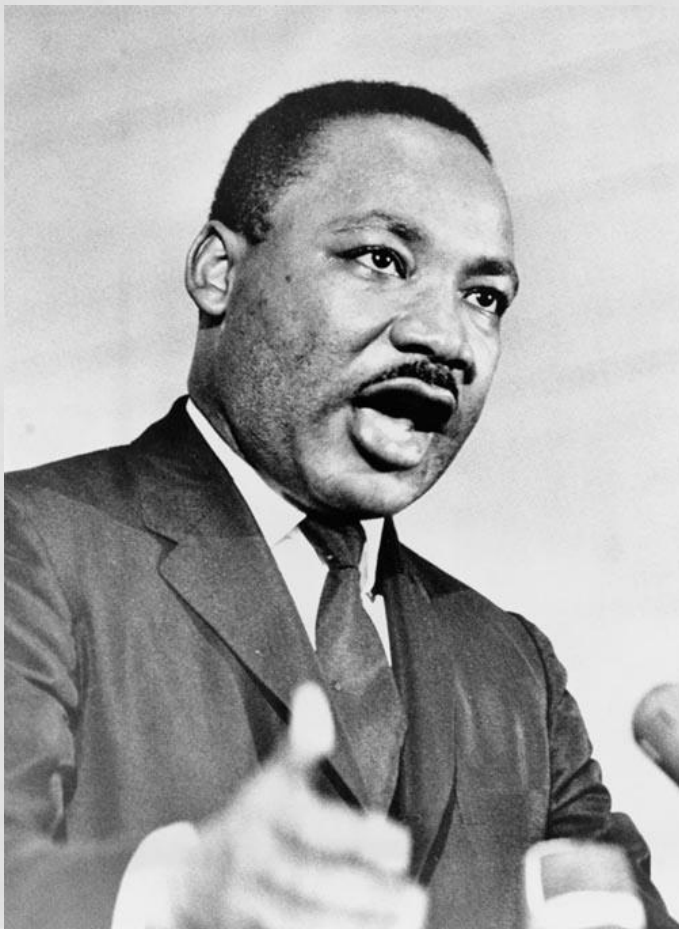
If you're not careful, the **newspapers** will have you hating the people who are being oppressed, and loving the people who are doing the oppressing.

Malcolm X

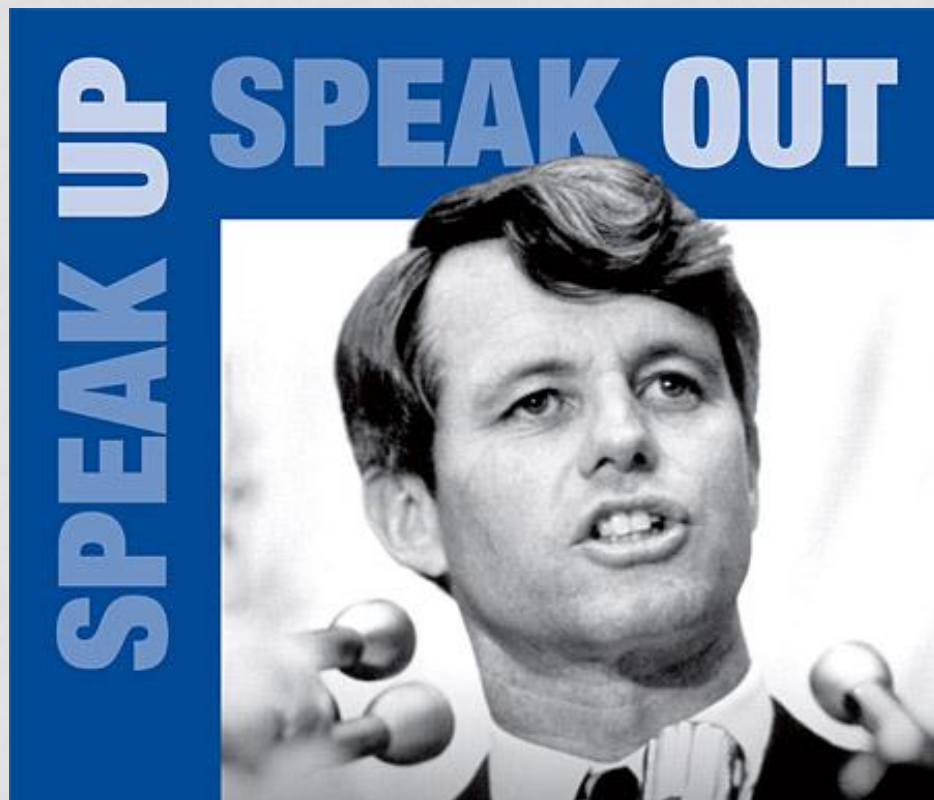


THE SCARY CHAOTIC '60S ASSASSINATIONS

Martin Luther King Jr. (1968)



Robert Kennedy (1968)



THE SCARY CHAOTIC '60S

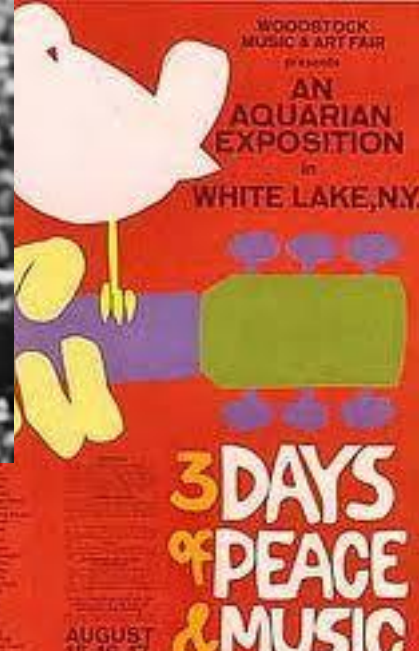
FEAR & MUSIC

- Hidden messages in their music?
 - Beatles
- Hidden meanings in song lyrics?
 - Puff The Magic Dragon
- Hippies were threatening to some.
 - “Peace, Love, and Harmony”
 - Anti-work, pro-drug, promiscuous sex

THE COUNTERCULTURE RESPONSE:

Woodstock

(What do you know about it?)



THE COUNTERCULTURE RESPONSE:

- Pivotal moment in music history.
- August 15-18, 1969 Music Festival, more than 500,000 people attended.
- The event took place on a dairy farm in New York.
- Thirty-Two bands and individuals performed over a span of four days.
- Performers included: Jefferson Airplane, Jimi Hendrix, the Grateful Dead, the Who, Janis Joplin and Crosby, Stills, Nash & Young
- The Big Deal:
 - Gave thousands the feeling of connection and sense of purpose united in the call for peace, cultural expression, and youth.
 - Showed the world that the “rebellious” youth can gather in large masses without violence or without the world falling apart.

BATTLE BETWEEN MYTHS

- Late 1960s through 1970s society becomes more open, and hence more ideas are shared.
- Result:
 - We begin to see a battle between myths.

MYTH

Common Understanding:

- An unfounded or false notion (a non-truth).

Other Definitions:

- A story that illustrates the world view of a people or explain a practice or belief.
- A belief that embodies the ideals of a society.

The Galindo “Combo” Definition:

- A narrative (story) that is indicative of how people experience their reality - one that helps people make sense of their lives.

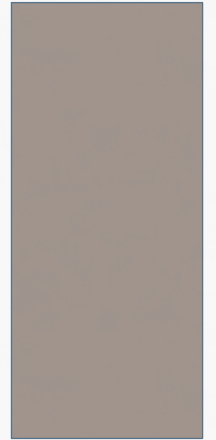
GROUP:

SUPERMAN & THE AMERICAN MYTH

1. Summarize the “Superman” story:
 - Who is he? Where does he come from? What does he do?
2. If the Superman story represents the American Myth as held in the 1950s, how did 1950s America view themselves?
 - Take your answers for #1 and reflect on how they may represent a particular view of what it means to be American.

HUMANITIES 006: POPULAR CULTURE

DAY 10



REVIEW: MYTH

- A narrative (story) that is indicative of how people experience their reality - one that helps people make sense of their lives.

REVIEW: “READING” POP CULTURE ARTIFACTS AS TEXTS

Reading Popular Culture in Two Directions (Mirror and Impact)

1. As Mirror: Popular Culture → Artifacts

- *Artifacts can be a reflection of the popular culture:*
 - Values
 - Sense of meaning
 - How the culture functions
 - Social roles and social structure
 - Beliefs
 - Customs

2. It's Impact: Artifacts → Popular Culture

- *Artifacts can also influence popular culture.*
- Influence often occurs **unconsciously**.



Myths

REVIEW:

MYTHS & THE BRADY BUNCH

- Identify at least 3 1950s myths that were explored/challenged in the Brady Bunch episode you viewed for HW.
- Examples:
 - The myth of proper family structure (husband & wife interaction/social roles, traditional marriage, etc.)
 - The myth of the “good child”
 - The myth of the “good parent”
 - The myth of the “hippie” or “rebellious youth”
 - The myth of the power of money
 - The myth of being a “man”
 - The myth of being an adult

TV CULTURAL PHENOMENON KEEPING THE BALANCE

The Brady Bunch (Sep. 1969 – 1974)

http://www.cbs.com/shows/the_brady_bunch/video/1848491527/the-brady-bunch-our-son-the-man

- Kids weren't 1950s perfect.
- Family was non-traditional.
- Puberty!
- Mother divorced!
- Ratings were never high, but became significant part of part of pop culture

THE BRADY BUNCH & POP CULTURE

So, what made the Brady Bunch such a cultural phenomenon, though not ratings darlings?

Galindo Theory:

- It allowed pop culture the chance to see their myths challenged in a non-threatening way.
- This leads to growth.

However, a more “threatening” and aggressive show became the highest rated show of all time.



1970S FADS

- Mood rings, lava lamps, smiley face stickers, and pet rocks all captured the imagination of Americans during this decade.
- Families vacationed in station wagons and everyone wanted an RV.



THE BIRTH OF THE VIDEO GAME INDUSTRY

1971

**First to Achieve Popularity
& Commercial Success**

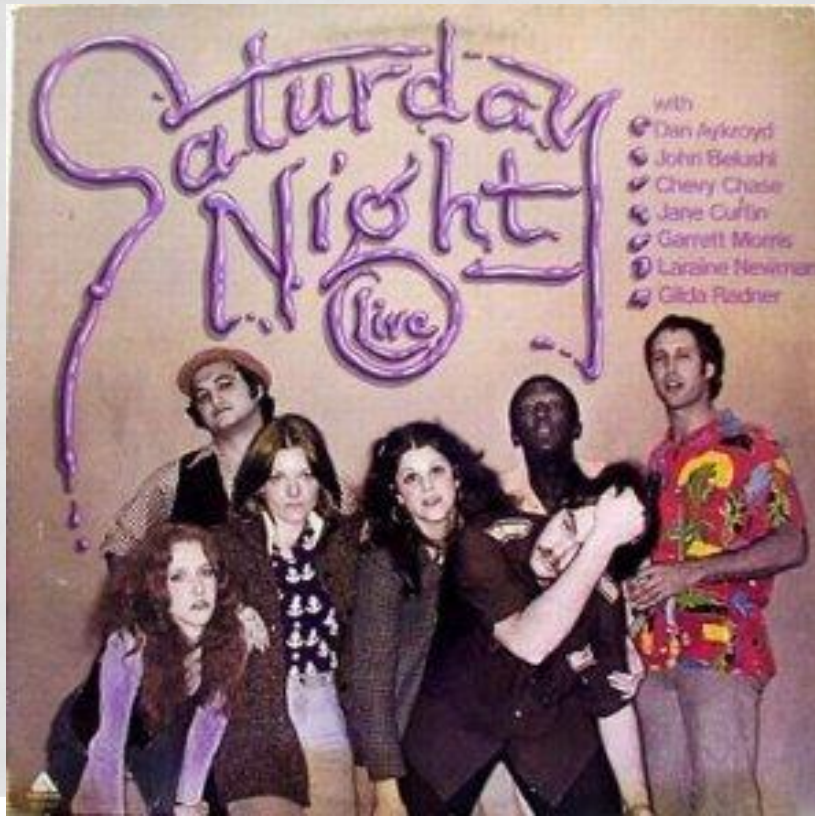


TV POP CULTURE STAPLES

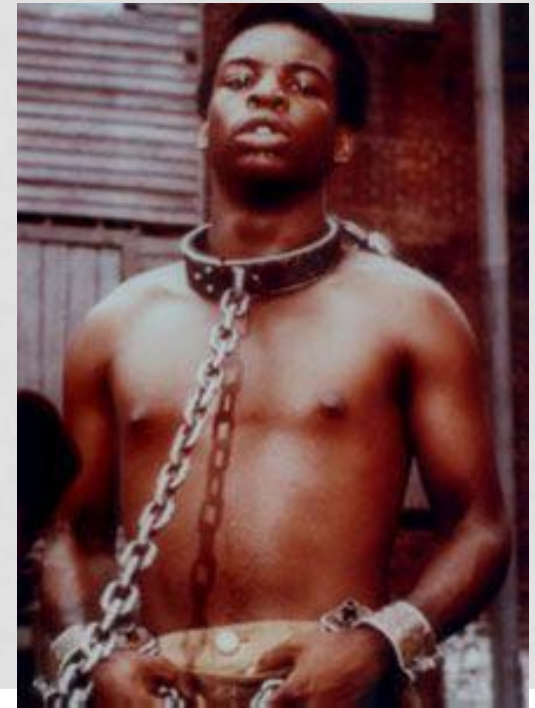
Started in '69,
But studies in '70,
'71 said positive
impact on
education



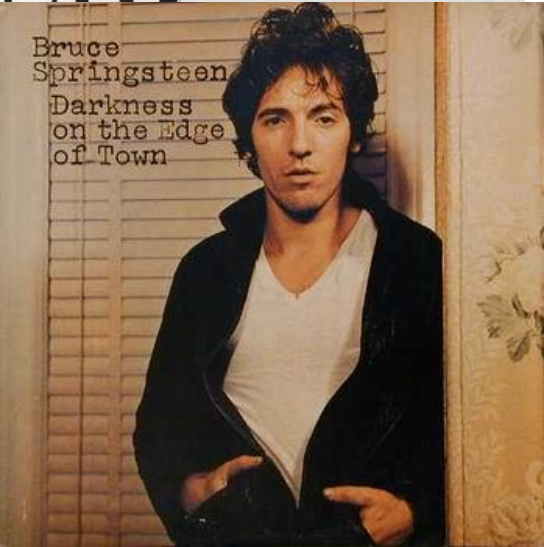
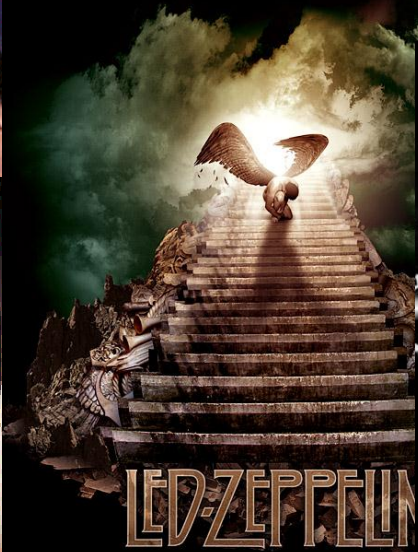
1975 – “Live” show
(dangerous),
introduction to many
stars of music, tv, film.



1977 – Vivid portrayal
of slavery and
introduced the world
to Danny Glover,
Oprah Winfrey, and
others.



MUSIC & POP CULTURE



MUSIC/DANCE & POP CULTURE



Soul Train
introduces us to
“Soul Dancing”

MUSIC & POP CULTURE

Official Break-up: April 1970



MUSIC POP CULTURE


1977

FINAL **DAILY NEWS** Cloudy and humid, showers. Low 60s. Sunny tomorrow. Details page 21

NY 10, 9a, 40 New York, Wednesday, August 27, 1977 Price: 28 cents

ELVIS PRESLEY DIES AT 42

Singer Suffers Heart Attack



Berkowitz Pleads Innocent; Plans Insanity Defense
Times on pages A, 17 and 23

Report Carter Picks Ala. Judge As FBI Chief
Times on page 2

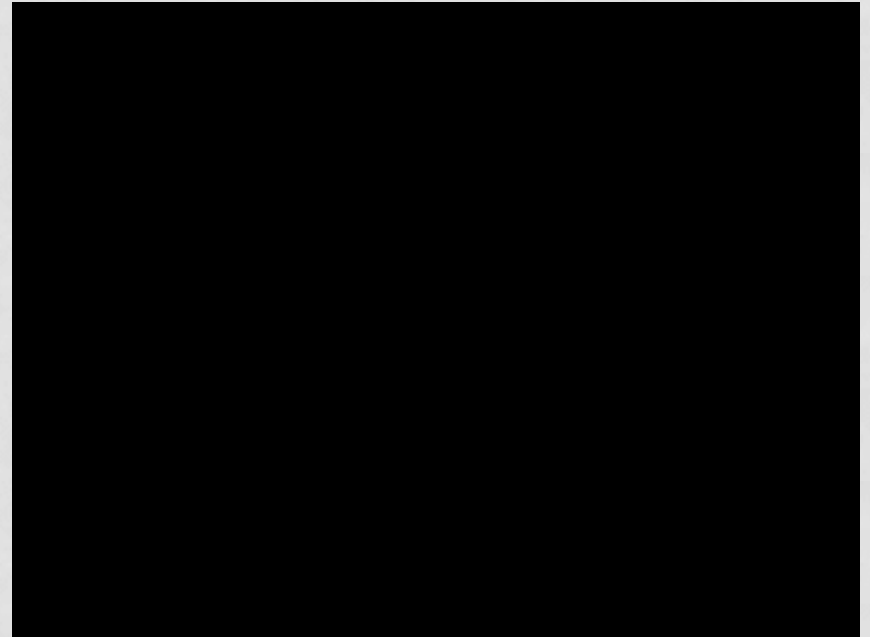
Elvis Presley, one of the greatest of rock and roll stars in Memphis. Times on page 2, other photos in the centerfold.

ALL IN THE FAMILY

Entire Episode

<http://www.hulu.com/watch/262044>

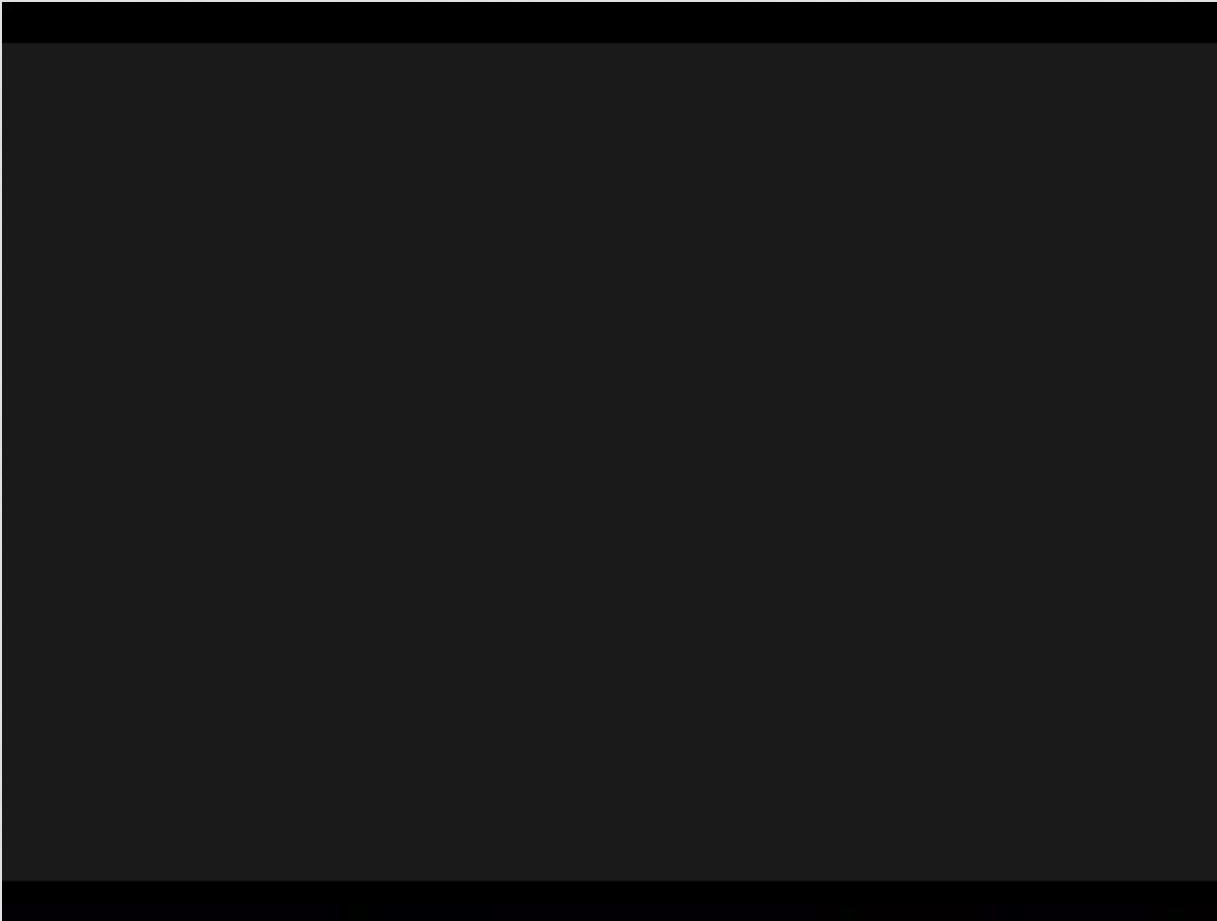
- What do you hear in the lyrics to the theme song?
- How would you describe Archie Bunker?
- How do you see this show as a reflection of the culture?
- Why do you think it was the highest rated show ever, and was #1 for 5 straight seasons! (1971-1976)?
- How do you think Archie's character was perceived by most Americans?
 - He was a hero to many.



THE SAMMY DAVIS JR. EPISODE



THE SAMMY DAVIS JR. EPISODE



<http://www.youtube.com/watch?v=5Ys3yVu42ZI>

- What's the big deal?
- What does this say about popular culture?

THE 1970S: THE BATTLE BETWEEN MYTHS

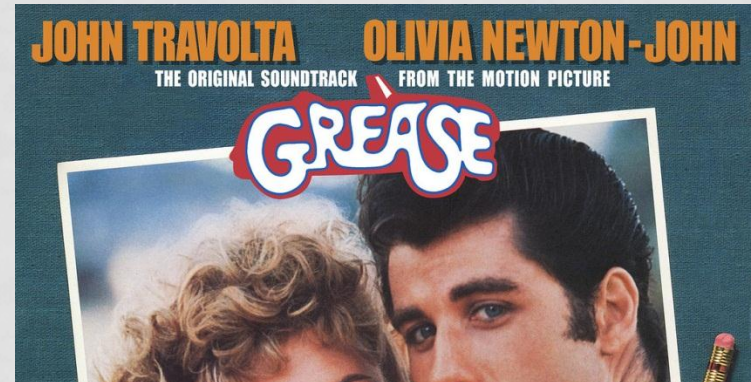
- How would you describe “All in the Family” and what myth (side of the battle) did it perpetuated?
- As we get into the ‘70s with the chaos of the late ‘60s continues, how might the population react?
- What kind of myth might the culture gravitate to...

ROMANTICIZING THE GOOD OLD DAYS – '50S

American Graffiti
('73)



Grease
(Musical – '71, Film – '78)



ROMANTICIZING THE GOOD OLD DAYS – '50S

- So, what show ends “All in the Family’s” run of 5 year TV dominance ('76-'77 season)?
- “Happy Days” – A show full of elements that will become ingrained in American pop culture:
 - The Fonz
 - Thumbs up
 - Laverne and Shirley
 - Mr. Miyagi - PatMorita
 - Mork from Ork - Robin Williams
 - And....”Jumping the Shark”

HAPPY DAYS



How would you read the show opening?

HAPPY DAYS: MEET THE FONZ



How would you read this character?

i.e. What does it say about the values and beliefs of society that the Fonz is worshipped?

JUMPING THE SHARK

<http://www.youtube.com/watch?v=VLDER6GP30c>

Why is this a part of popular culture?



1970S

BATTLE BETWEEN MYTHS

- If we gravitate towards myths that best explain our experience, how can we bring people together?
- Present myths that everyone relates to.

JUNG AND ARCHETYPES

- Carl Jung – Swiss Psychologist
 - Believed in a “personal” unconscious (like Freud)
 - Also believed in a “collective” unconscious
- Collective Unconscious contains **Archetypes**
 - Certain patterns of personality, symbols, and myths shared by all human beings.

ARCHETYPAL MYTHS & THE BIRTH OF THE MOVIE FRANCHISE

1976

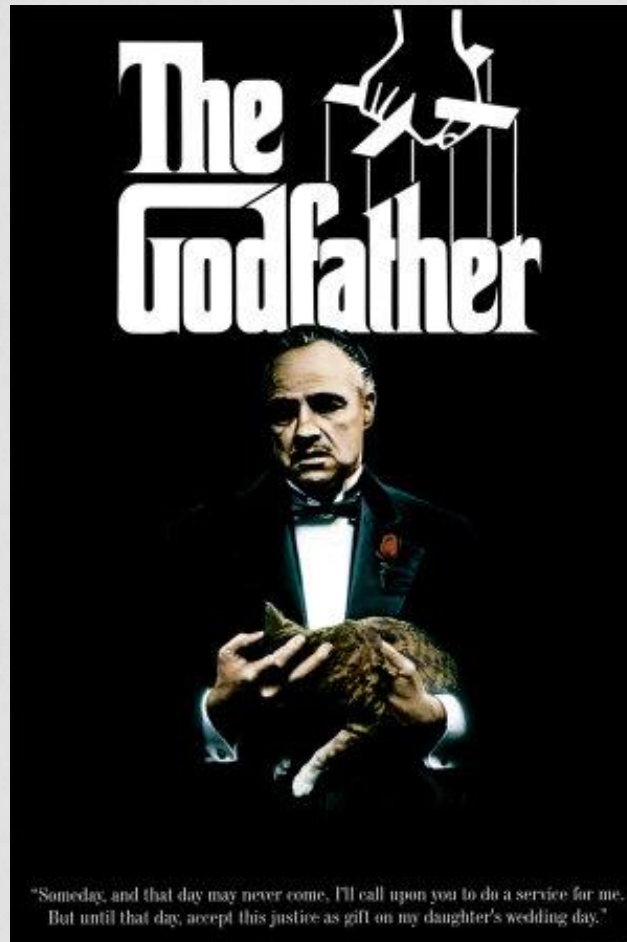


United Artists

ROCKY

UNA PRODUCCION DE ROBERT CHARTOFF - IRWIN WINKLER - JOHN G. AVILDSEN
 EN UN FILM DE ROBERT CHARTOFF - IRWIN WINKLER - JOHN G. AVILDSEN
 SYLVESTER STALLONE EN "ROCKY" - TALIA SHIRE - BURT YOUNG - CARL WEATHERS
 BURGESS MEREDITH COMO MICKEY
 ESCRITA POR SYLVESTER STALLONE - IRWIN WINKLER Y ROBERT CHARTOFF
 DIRIGIDA POR JOHN G. AVILDSEN - PRODUCIDA POR ROBERT CHARTOFF
 PRODUCTOR EJECUTIVO GENE KIRKWOOD - MUSICA DE BILL CONTI

1972



The Godfather

"Someday, and that day may never come, I'll call upon you to do a service for me. But until that day, accept this justice as gift on my daughter's wedding day."

1977



A long time ago in a galaxy far, far away...

STAR WARS

THUNDERBOLT ENTERTAINMENT Presents
 A GALAXY OF ENTERTAINMENT
 STAR WARS
 Starring MARK HAMILL HARRISON FORD CARRIE FISHER
 PETER CUSHING
 with ALEC GUINNESS
 Written and Directed by GEORGE LUCAS Produced by GARY KURTZ Music by JOHN WILLIAMS
 Directed by JOHN WILLIAMS
 Directed by JOHN WILLIAMS
 Directed by JOHN WILLIAMS