The Television Age
Chapter 16 Sect. 3

Television Changes American Life
• By the end of WWII television was ready for homes, and Americans were ready to spend that money they had saved during the war.
• TV affected politics quickly: Nixon and McCarthy used it.
• By 1960 television was the major method of advertising.
• Soon commercials take over advertising on TV between the programs.

Programs
• TV programs are what the average person tuned into though.
• “I Love Lucy” “American Bandstand” “Texaco Star Theater”
• “Soap operas”
• People in the 50’s worried about the effects of TV on children
• Big scandal involving “Charles Van Doren” on a game show.
Essential Questions
1. Why were Americans able to buy Televisions after WWII?
2. What were two areas that TV’s were made for?
3. What were some concerns about TV?

Other Technology of the 1950’s
- **Computers** began in the 1940’s, but they were huge because they used vacuum tubes.
- **Transistor**: took the place of vacuum tubes, were much smaller and allowed for technology devices to get smaller (including computers).
- **UNIVAC**: First Computer, weighed 30,000 pounds.
- IBM starts in the 1950’s
- **Integrated Circuit**: known as the computer circuit, paved the way for modern computers.

The Salk Vaccine
- FDR was struck with Polio.
- It was a contagious disease that often had outbreaks.
- 1952 was the worst year for the disease in the US with 57,000 cases.
- **Jonas Salk** developed a vaccine that year and became a hero.
- Number of cases plunged after that.
Essential Questions
1. When were computers first invented?
2. How did the transistor alter computer development?
3. What was the name of the first computer? How much did it weigh?
4. Who was Jonas Salk? Why was he so important?

Boom Times
- Although the threats of nuclear war and communism existed, the 50's were very good economic times.
- America was 6% of the world population, but helped 33% of the wealth.
- This led to a Baby Boom
- People bought houses, appliances, TVs, and automobiles.
- Employment rose and wages rose.

The Suburbs
- Homes of the 1950's were built together forming suburbs.
- Levittown was the model everybody followed.
- Many bought homes using the GI Bill
- 1950's saw a dramatic move to the Sunbelt, the warmer western states.
- Interstate Highway System: built to link the states together for high speed traffic.
- Art and movies of the time reflected rebelling against this 50's conformity.
- James Dean, Jack Kerouac, Elvis
**Essential Questions**

1. How did the Baby Boom help the economy?
2. What was Levittown?
3. What was the Sunbelt? What made it possible for people to move there?
4. Name some of the rebels in the 1950’s? Why were they rebelling?