

## THE USA IN THE ROARING 20'S

**Key question:** why were the Roaring 20's also nicknamed the "crazies"?

I/ America rescued the Old Continent

Wilson, **14 points**, Triple Entente, abolition of secret diplomacy, long-lasting peace, removal of economic barriers, protectionism= protected trade, reduction of armament, self government, geopolitical changes, **League of nations**, free navigation at sea, isolation policy, isolationism.

II/ The Roaring 20's saw the birth of the consumer society

**Definition:** a society in which the consumption of mass-produced goods is encouraged by mass communication.

A/ Mass production:

**Taylorism**, work on assembly lines, **Fordism**, yield, standard production, repetitive tasks, to punch a time clock, a pace, to be enslaved.

B/ Mass consumption:

Advertising campaigns, large credit facilities, supermarkets, mail-order catalogues, a medium, two media, radio.

III/ Good sides and bad sides: a time of paradox

A/ New fashions, new ways of life:

The Jazz age, to be fast-paced, **flappers**, an outfit, a bathing suit, a bob-cut, scandalous behaviour, Charleston, bobbed-hair

B/ The golden age of silent movies: Laurel and Hardy, Charlie Chaplin, Harold Lloyd, Buster Keaton.

C/ So, prosperity attracted lots of immigrants...

**The American dream, the myth of the self-made man**, job opportunities, good life chances

D/ ... who were not always welcome:

**Sacco and Vanzetti**, to be sentenced to the electric chair, slender evidence, man slaughter, communism, immigration quotas, to plot, to overthrow a government, **Ku Klux Klan**, Nathan Bedford, William Simmons, anti-Semitic, xenophobic, racist, 4 million members in 1920

E/ Prohibition to restore moral values

Al "Scarface" Capone, 18<sup>th</sup> amendment, Warren Harding, **speakeasies, drinking clubs**, black market, **bootleggers**, booze, liquor, to bribe, bribes, Organised Crime, gangsters, to advocate, to flaunt a law, an illegal traffic, **the Intouchable**.

IV/ But there were dangerous signs:

A/ Agricultural overproduction:

Supply, demand, overproduction, mechanisation, agricultural revolution, eviction, evicted farmers, to be laid off, to go bankrupt, to go out of business

B/ Speculation:

**Speculation**, dividend, capital, a stock, the stock market, **black Thursday ( Oct 24<sup>th</sup> 1929)**, to lend money, to borrow money, to get into debt, to be ruined, a chain reaction, a vicious circle, an economic depression.