Attitudes and Values (p. 158-160)

A Changing Society

Children born after the war (World War II) were referred to as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Between 1945 and 1949, marriage rates \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as veterans returned from war. With this, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ also increased. As Canada’s population grew, so did its \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

As Canada’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ grew, the number of people \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to Canada also grew.

Images of the Times

People want to forget \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and have a good, stable life. Families were moving to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ where houses were modern and there were lots of space for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ boomed; many people were taking out \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The advertising of the times reflected the values of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_. In the 1950s, images of the “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” were common: a father going off to work and a mother happily tending to the needs of husband and children. In public life (reality), women still experienced a great deal of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. However, during the 1950s and 1960s women were given many more rights to participate in public affairs. For example: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In general, women were expected to play only a domestic role. What does this mean? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

These roles were defined and reinforced by television series such as *Leave It To Beaver*.

Advertising

Advertisers found that \_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ gave them perfect ways to make their messages known. Economic prosperity provided a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for all the consumer goods. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ were constantly appearing, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ became a new marketing target and opportunity. According to advertisers, the perfect family wanted \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ became popular because families wanted vacations.

Advertisers ignored the fact that not all families wanted to be their idea of the “perfect family,” or that not all families could afford these things. Advertisers ran images that showed the ability to buy all of these things was the norm.

Social Programs

Society as a whole demanded more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Education and healthcare changed during this time. The school-leaving age \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_. As the population had increased, so did the number of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. In the 1950s, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ were introduced. Medicare, a key feature of Canadian social programs, developed in the 1960s.

In the following chart, using the information you have learned in class, compare consumer attitudes between the 1930s and today. In other words, what did people buy/how did they spend their money? You may also want browse through the textbook for possible answers/hints.

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| **Comparison of Consumer Attitudes** |
| **1930s****The Great Depression** | **1940s****World War II** | **1950s****Growth & Prosperity** | **TODAY** |
|  |  |  |  |