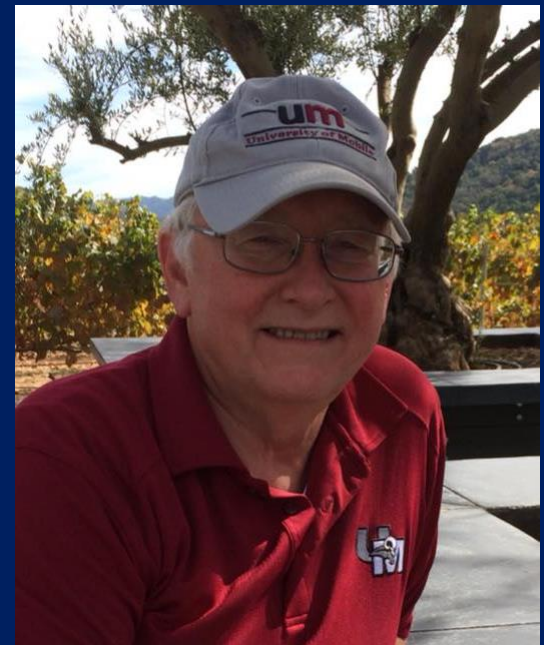




Western Civilization since 1500



Wayne E. Sirmon

HI 102 – Western Civilization

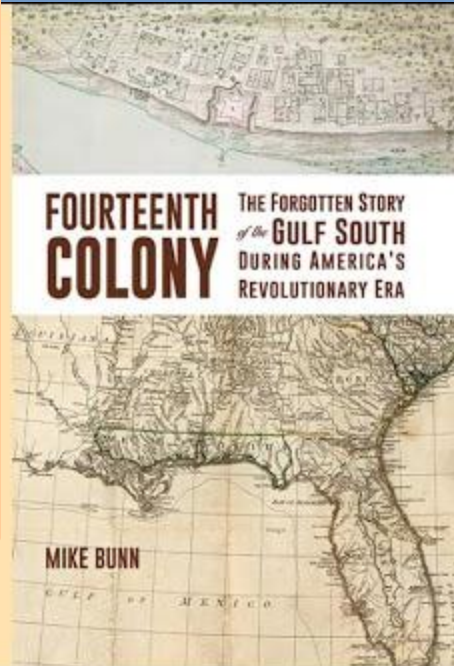
History 102

Western Civilization from 1500

Feb. 29	YES – We WILL have class
March 1	Online Quiz Chapter 23
March 5 & 7	SPRING BREAK NO CLASSES
March 12	Online Quiz Chapter 24
March 14	Article 3 Approval (Ch. 23-26) Hinson Lecture
March 21	Article Review 3 DUE
March 28	EXAM THREE

Chapter 23 – Mass Society in an “Age of Progress”

**2024 Hinson Lecture
7:00 pm - March 14
College Woods Center**

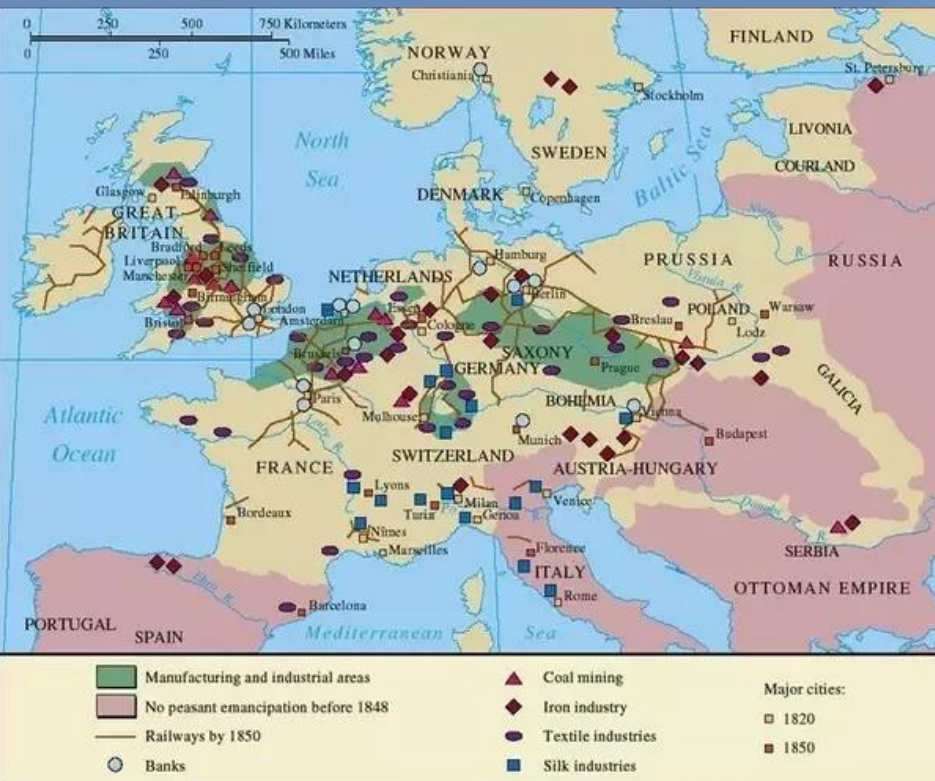
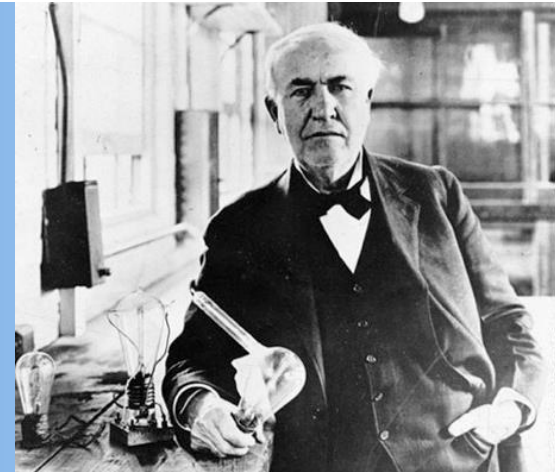


*Mike Bunn
The 14th Colony The
Forgotten Story of the
Gulf South During America's
Revolutionary Era*

Chapter 23 – Mass Society in an “Age of Progress”

A Second Industrial Revolution driven by electricity

*Bessemer (1855) steel Nobel (1867) Dynamite
Morse (1844) telegraph Bell (1876) telephone*



***Transportation
improvements***

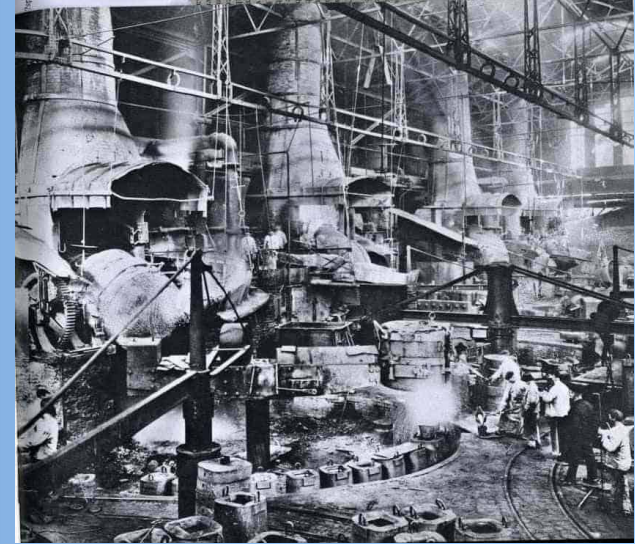
***World-wide sources
of raw materials***

***Global markets for
finished goods***

Chapter 23 – Mass Society in an “Age of Progress”

German Engineering Dominates Europe

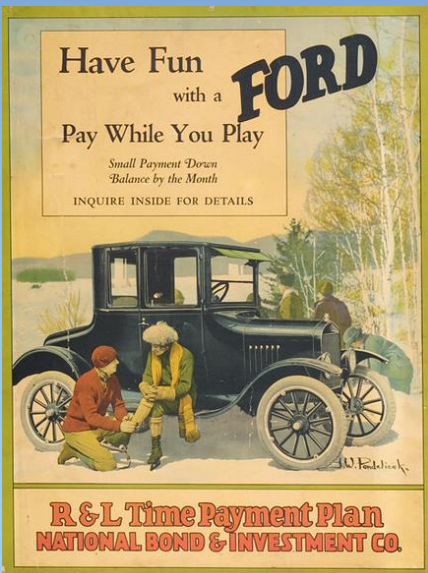
*Passes U.K. in Coal (1912)
Iron (1902)
Steel (1892)*



Power to the People

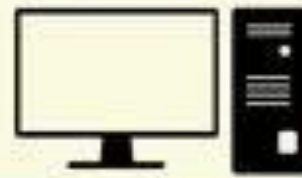
*Daimler (1886) gasoline
Diesel (1892) diesel
Ford (1908) model T*

*1908-27, 15 million built
(~ 50,000 still road worthy)*



Chapter 23 – Mass Society in an “Age of Progress”

STAGES OF THE INDUSTRIAL REVOLUTION



1st

2nd

3rd

4th

Mechanization

Steam engine,
hydropower and
mechanization

Electricity

Mass
production,
assembly line
and electricity

Computing

Automation,
information and
communication
technologies
(ICT)

Digitization

Internet of things,
the cloud, digital
coordination, cyber-
physical systems
and robotics

Chapter 23 – Mass Society in an “Age of Progress”

Consumer Freedom

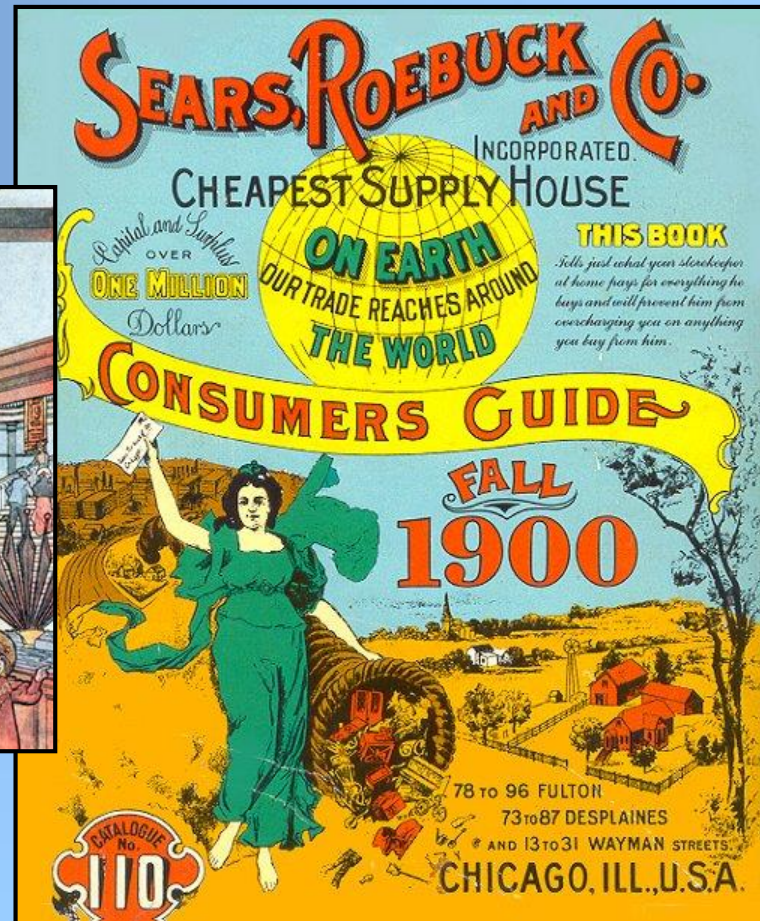
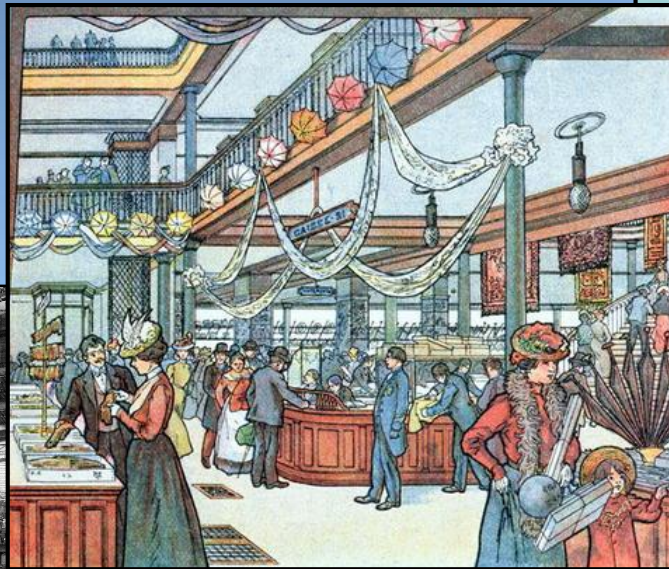
Cities as birthplace of “Mass-Consumption Society”

Department stores

Chain stores

Mail order houses

“Fordism”



Chapter 23 – Mass Society in an “Age of Progress”

Consumer Freedom

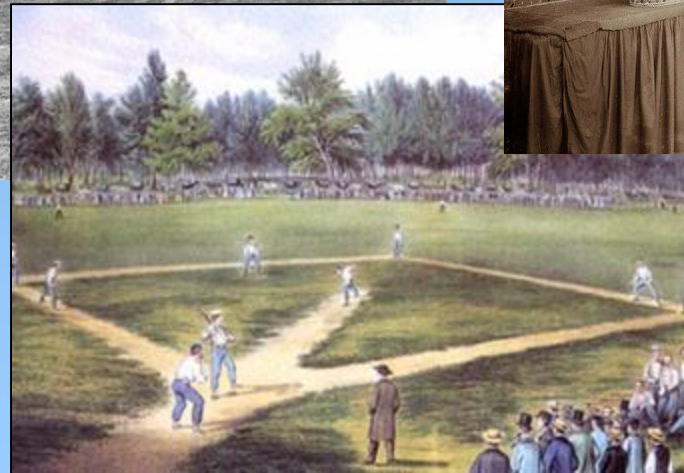
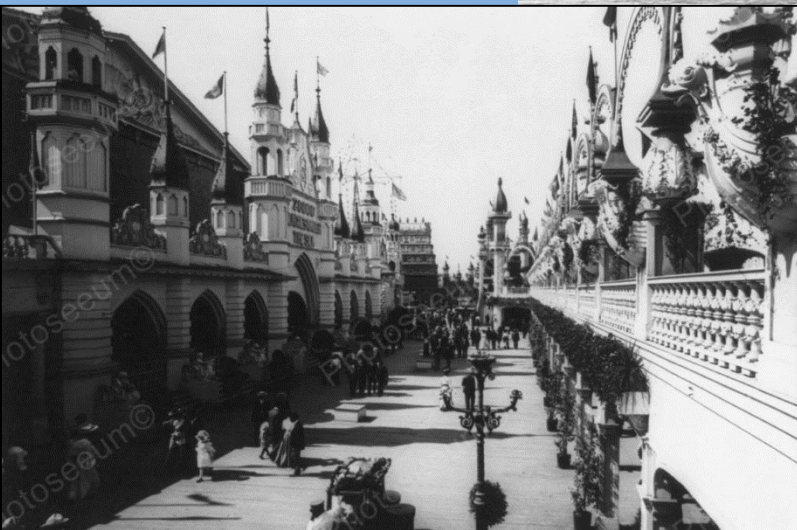
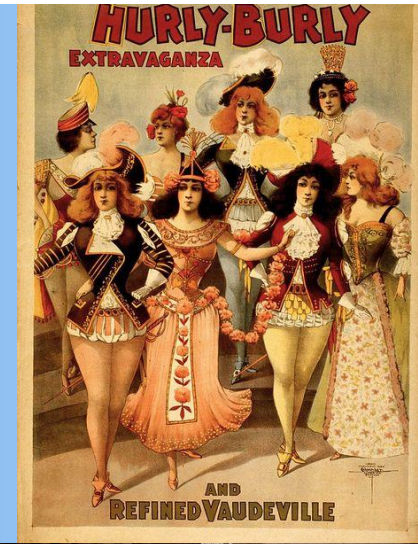
what you do when not at work: “Mass Leisure”

Athletic games

Amusement parks

Dance halls

Department stores



Social Class and Social Status

- Status is frequently thought of as the relative rankings of members of each social class
 - **wealth**
 - **power**
 - **prestige**

Social Comparison Theory
states that individuals compare their own possessions against those of others to determine their relative social standing.

Social-Class Profiles

THE UPPER-UPPER CLASS--COUNTRY CLUB

- Small number of well-established families
- Belong to best country clubs and sponsor major charity events
- Serve as trustees for local colleges and hospitals
- Prominent physicians and lawyers
- May be heads of major financial institutions, owners of major long-established firms
- Accustomed to wealth, so do not spend money conspicuously

THE LOWER-UPPER CLASS--NEW WEALTH

- Not quite accepted by the upper crust of society
- Represent “new money”
- Successful business executive
- Conspicuous users of their new wealth

Table continued

THE UPPER-MIDDLE CLASS--ACHIEVING PROFESSIONALS

- Have neither family status nor unusual wealth
- Career oriented
- Young, successful professionals, corporate managers, and business owners
- Most are college graduates, many with advanced degrees
- Active in professional, community, and social activities
- Have a keen interest in obtaining the “better things in life”
- Their homes serve as symbols of their achievements
- Consumption is often conspicuous
- Very child oriented

Table continued

THE LOWER-MIDDLE CLASS--FAITHFUL FOLLOWERS

- Primary non-managerial white-collar workers and highly paid blue-collar workers
- Want to achieve “respectability” and be accepted as good citizens
- Want their children to be well behaved
- Tend to be churchgoers and are often involved in church-sponsored activities
- Prefer a neat and clean appearance and tend to avoid faddish or highly-styled clothing
- Constitute a major market for do-it-yourself products

Table continued

THE UPPER-LOWER CLASS--SECURITY-MINDED MAJORITY

- The largest social-class segment
- Solidly blue-collar
- Strive for security
- View work as a means to “buy” enjoyment
- Want children to behave properly
- High wage earners in this group may spend impulsively
- Interested in items that enhance leisure time (e.g., TV sets)
- Husbands typically have a strong “macho” self-image
- Males are sports fans, heavy smokers, beer drinkers

Table continued

THE LOWER-LOWER CLASS--ROCK BOTTOM

- Poorly educated, unskilled laborers
- Often out of work
- Children are often poorly treated
- Tend to live a day-to-day existence

Chapter 23 – Mass Society in an “Age of Progress”

Social Structure

“The Middle Class Ideals”



Hard Work
Regular churchgoers
Conduct associated with Christian morality
Propriety – the right way of doing things

Chapter 23 – Mass Society in an “Age of Progress”

Social Structure

“The Middle Class Ideals”

The “Cult of Domesticity”

- The **cult of domesticity** was a cultural ideal that emerged as a central ideal or view within the middle class
 - this ideology stressed the importance of and role of the home as a site of social and cultural “**reproduction**”
 - Working class women did work and couldn't uphold such norms
- Home considered a **retreat** or **refuge**
 - Linked to a concern with social change
 - Home and outside world became “opposites”
- **Home a place of affection which was new in 19th century**



Chapter 23 – Mass Society in an “Age of Progress”

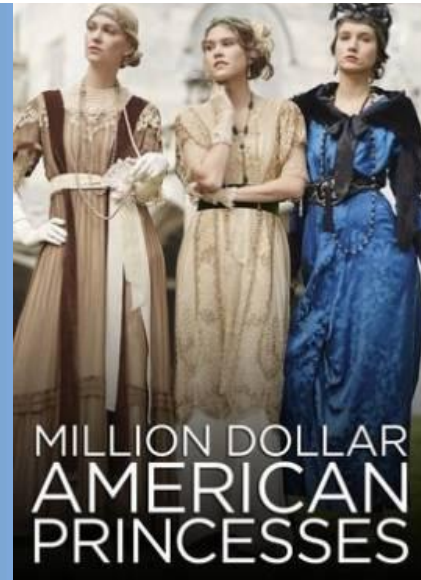
Social Structure

“The very wealthy”

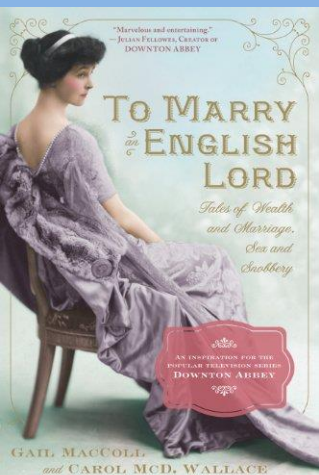
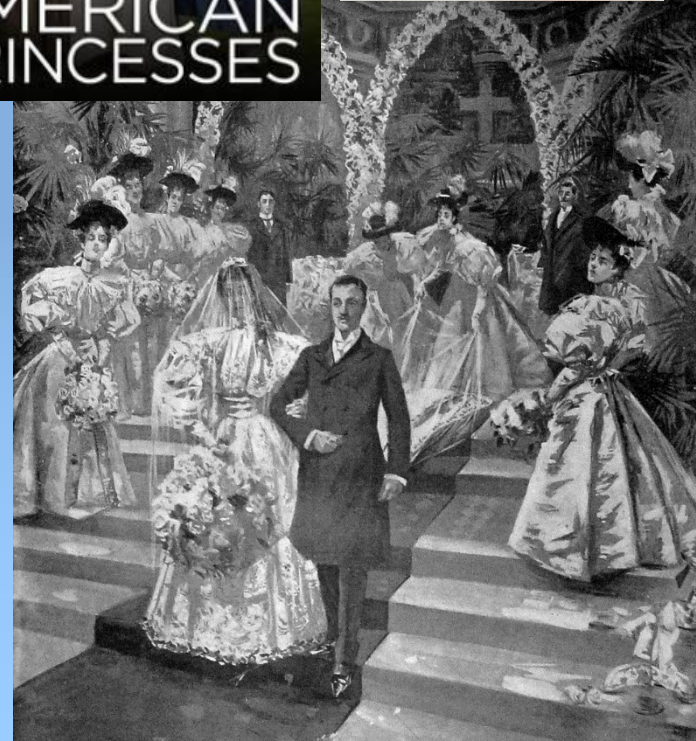
American money meets British titles
The “American Dollar Princesses”

Lady Randolph Church (nee Jennie Jerome)
Married 1874, Son Winston Churchill born 8 months after marriage

Duchess of Marlborough (nee Consuelo Vanderbilt)
Daughter of Alva Smith Vanderbilt, native of Mobile



MILLION DOLLAR
AMERICAN
PRINCESSES



NEXT... Spring Break and Chapter 24

SPRING
BREAK

