8th Grade Chapter 7 Lesson 4

Objectives

- Explain how education and publishing grew during this period
- Identify the impact of modern advertising and new products on people's lives
- Trace the growth of leisure time activities
- Describe popular leisure activities

Education and Publishing Grow

- Because of immigration schools grew as well
- In order to teach citizenship and English to immigrants city and state laws required children to attend school
- Public high schools increased from 2,526 in 1890 to 14,326 in 1920
- As literacy increased, reading became more popular

Modern Advertising and New Products

- Department stores such as Marshall Fields in Chicago got popular
- If you didn't live near a department store company's like Sears sent mail-order catalogs

Urban Parks and World's Fairs

- Leisure, or free time, activities also changed
- In cities, new parks provided people with entertainment (especially for those who worked inside all day)
- City people could feel like they were in the woods, ride bikes, play sports
- Amusement parks also provided people with a place for fun (Coney Island)
- World's Fairs

Going to the Show

- Other than sports, live entertainment became very popular
- New types of music-Ragtime
  - a blend of African-American songs and European musical forms
- Early in the 20th Century the first silent movies started to show
- Movies, music, sports, and advertising was shaping modern American mass culture

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- Newspapers became more popular too.
- Newspaper publishers try to outsell their competition by coming up with special features such as comics and sports sections
- Advertisements also became prominent in newspapers
- Some advertisements played on peoples fears such as looks
- Advertisements also helped people learn about new products(electric washing machine)
- Many advertisements were marketed at woman

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Spectator Sports

- During this time, Spectator sports also became popular
- Baseball was the most popular American sport
- College football also became very popular

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