

Mandatory 1	Part B — Circle one 2 or 3	Part C — Circle one 4 or 5
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The "Roaring Twenties" were a time of massive relief, joy, and upheaval for the American people. With the end of World War I, Americans were happy to take the ~~the~~ chance to look inside and focus on ~~more~~ ^{internal} ~~positive~~ developments. These developments involved politics, economics, and especially significant changes of American culture. Mass production and advertising were ~~to~~ two cultural-economic tools that ~~greatly~~ ~~and~~ ~~impacted~~ lastingly impacted American culture and had their origins in the 1920s. These two phenomena went arm-in-arm to promote a cultural development that has become increasingly apparent ever since: the homogenization of American society.

Capability for mass production was no less than an economic revolution. It drastically lowered production prices, so products were both of higher quality and lower consumer prices - which made them accessible to many more people. As prices fell, quality of life shot up - because more products were available to more people. And mass production also provided uniformity: you could buy anything from a sewing machine to a refrigerator to a pair of pants, and you would be guaranteed that the one you bought would be exactly the same as your neighbor's. ~~Henry~~ Ford applied this principle to automobile manufacture

Mandatory 1	Part B — Circle one 2 or 3	Part C — Circle one 4 or 5
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20/2

and came up with the assembly line, a method of production that revolutionized product assembly and led him to reveal the Model T, a car affordable to the average citizen in any color he wanted — "as long as it was black." The Model T is the perfect symbol of the accessibility of the 20th century mass-produced good to the average American, but it also symbolized a more ominous theme: the increasing conformity, uniformity, and materialism of American ~~society~~ ^{culture}. Because mass production gave ~~the~~ people the potential to own the exact same things as their neighbors, it also sent the not-so-implicit message that you had to have the exact same things as your neighbors. And advertising was the producer's devious vehicle for inciting this culture of materialism among the American people.

The television had not yet permeated American culture, but by the 1920s, radio, newspapers, and magazines were widespread. These were all vehicles of mass advertising — the counterpart of mass production. Manufacturers could use color, catchy slogans, and, perhaps most importantly, attractive models to convince the reader ~~to~~ or listener that their product was not only the best, but the most desirable. The saturation of

Mandatory 1	Part B — Circle one 2 or 3	Part C — Circle one 4 or 5
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everyday life with advertisements for products, products, products reinforced the message that material ~~the~~ possessions were vital for social acceptance. And in doing so, some of America's oldest cultural values were lost — the values of rugged individualism, uniqueness, and identity. Possessions were now a measure of personal worth — and advertising constantly drove that message home. The result was a desire to conform and a sense of materialism that increasingly permeated the culture throughout the decade.

Mass production and its vehicle of appeal, advertising, shot to fame in the 1920s and have left a lasting, though by no means positive, impact on American culture. The capability of uniformity provided by mass production — and manufacturers' ability to ~~generate~~ bombard consumers with the positive aspects of their products using advertising irreversibly shaped American culture into one that admired and desired materialism, conformity, and possessions as a signifier of social worth.

Circle the Section II question number you are answering on this page.

5B

Mandatory 1	Part B — Circle one 2 or 3	Part C — Circle one 4 or 5
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1 of 2

The 1920s were called the roaring Twenties for a reason. It was a time of prosperity, liberation and jazz. American Culture changed during the 1920's to become more indulgent, more liberated and more self centered. ~~The 1920's was~~ thanks to the development of mass production and entertainment.

~~Mass production~~ After world war I, people felt that the world had been made safe for democracy and focussed inwards. Industries turned to consumer products and thanks to mass production, was able to produce products quickly and cost efficiently. ~~Less less~~ Consumerism began to grow, people wanted things, electricity powered lightbulbs and toaster ovens. Americans bought, in large quantities. the production of good and the consumer's buying power which led in an age of economic growth. ~~Another~~ was the idea Americans lead ideal lives with things and an environment of prosperity.

Henry Ford, the perfecter of the assembly line, allowed mass production to occur and also introduced Americans to the automobile. Tin Lizzies were rolling out of Ford's factory at astonishing rates and Americans ~~light~~ were able to afford them due to his low production costs. Americans began

Circle the Section II question number you are answering on this page.

5B

Mandatory 1	Part B — Circle one 2 or 3	Part C — Circle one 4 or 5
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2 of 2

driving around, and people were able to travel further, more independently and easy transportation encouraged growth in the suburbs. Men and women were able to go in their cars wherever they chose and women experienced new found freedoms. American young people were allowed new sexual freedoms as cars took men and women away from the prying eyes of chaperones and parents.

The Roaring Twenties were also known as the Jazz Age. Entertainment bloomed and new forms of music ~~emerged~~ emerged. Women and men alike rose in fame with their jazz and the music reflected the ~~increase~~ relaxed age of the twenties. Improvization, and ~~was~~ less strictly structured music reflected ~~the~~ ~~great~~ changes in American societies. Motion pictures also were introduced with sound. Mickey Mouse made his debut ~~as~~ in Walt Disney's Steamboat Willy. Speakeasies sprang up due to the prohibition of the time to serve alcohol and ~~bars~~ were another avenue through which music became an then greater part of American lives.

The 1920's were a time when the economy roared thanks to mass production and started the lifestyle of consumerism. Mass produced cars also helped Americans become more free in where they went and

Circle the Section II question number you are answering on this page.

5C
1 of 3

Mandatory 1	Part B — Circle one 2 or 3	Part C — Circle one 4 or 5
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There had always been many different factors that influenced and shaped American culture a lot, especially in 1920s. Some of those certainly were Entertainment and mass production.

The important factor was the migration that occurred. All immigrants that were ~~now~~ inhabiting America brought their own culture, beliefs, traditions... and they were maintaining those in between the families and later they started sharing it with the other citizens. However the culture in 1920s was certainly newly shaped by Entertainment. For the first time people got the possibility to go out for movies, and to go on the sports ground, listen the music... by doing all of those their culture became more united rather than diverse. They could find a certain topic to talk about, and they began having many things in common.

For some politics became a part of entertainment as well. Political parties began organizing ~~and~~ political campaigns in order to get more votes, people enjoyed following those.

Another important factor that has influenced culture a lot, certainly was mass production.

The production of automobiles by Ford was reported indeed Ford realized that he will earn much

Circle the Section II question number you are answering on this page.

Mandatory 1	Part B — Circle one 2 or 3	Part C — Circle one 4 or 5
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5C
203

more if he starts producing more cars and starts selling them more cheaper. Soon other durable goods like television, refrigerators... were in mass production and people could enjoy using them. At this time period people had a lot of money because of great economy, and they could not often spend all they had, so stock market soon became popular investment (up to 1929 and Great Depression). Mass production had big impact on culture, it created certain standards that were to be followed. People soon started competing on who has better car, better machines. This was post-war period and people enjoyed in "materiality".

Although the culture of America was diverse, it seems that both Advertising and Mass production had a big impact on it. They made that people began having more things in common, more topics to talk about. They began having more standards to follow, and in general, this was a very important time period, not just for United States, but for entire world, which soon began enjoying all the standards America had.

Circle the Section II question number you are answering on this page.

Mandatory 1	Part B — Circle one 2 or 3	Part C — Circle one 4 or 5
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5C
8/3

going to
basic normal
after
the WWII.
no more wars

AP[®] UNITED STATES HISTORY
2006 SCORING COMMENTARY (Form B)

Question 5

Sample: 5A

Score: 9

This essay has an outstanding, sophisticated thesis that is well supported with excellent examples and a sustained thoughtful analysis. It argues that, “arm-in-arm,” mass production and advertising “lastingly impacted American culture,” contributing to its “homogenization.” Mass production made available a whole array of goods, from pants to cars, all of which “would be exactly the same as your neighbor’s.” The Model T symbolized the trends toward “conformity, uniformity, and materialism.” Noting that television was not yet available, the essay focuses on only print, radio, and visual media: “vehicles of mass advertising—the counterpart of mass production.” The essay stresses that new advertising made “material possessions [*sic*] ... vital ... for social acceptance.”

Sample: 5B

Score: 7

This essay has a strong thesis that offers numerous examples of developments during the 1920’s. Those include the rise of consumerism and its contribution to economic growth; the mass production of automobiles, which “encouraged” suburbanization; and the elements of mass media and the newly popular jazz—reflecting, with its improvisational form, some of the character of the 1920’s. Although elements of all three factors are incorporated, the essay needs more analysis of the impact on the national culture to rise above a 7.

Sample: 5C

Score: 3

This essay has a vague and inconsistent thesis. It begins by claiming that entertainment and mass production were some of the factors shaping American culture, but then identifies immigrants as the most “important factor.” It has little analysis, and its sense of culture—people had things “to talk about”—is shallow.