



INTO THE 21ST CENTURY- THE UNITED STATES

21ST CENTURY U.S. pt. 2

- Focus shifts from Cold War to multi-centered world
 - Significant technological changes
 - Cell phones, personal computers, formation of Internet, AIDS epidemic, global environmental concerns
 - Popular culture evolved across diverse geographical regions
 - Cable channels; hip hop and grunge

21ST CENTURY U.S. pt. 3

- Technology
 - Changed the way people communicated and entertained themselves
- The Computer- combination of physical downsizing and user-friendly software
 - Microsoft and Apple
 - By 2000, 161MM personal computers in U.S.
 - “killer apps” created massive software industry
 - Computer capability forced new innovation

21ST CENTURY U.S. pt. 4

- The Internet- Started in '80s with email program- Eudora
 - ISPs such as AOL, MSN
 - HTML protocol
 - By 2001, over 1BB online documents
 - By 2000, e-commerce \$150BB, up from \$2BB in 1997
 - 1999-2000 Dot Com bubble

21st CENTURY U.S. pt. 5



- The Cell Phone
 - Motorola DynaTAC 8000- 1983
 - By 2000, 281MM Americans using cell phones
 - Person to person compared to place to place
 - Chips are now commonplace in autos, appliances and even toys
 - New innovations changed everyday lives
 - Personalization; Facebook, Twitter, Instagram, Pinterest

21ST CENTURY U.S. PT. 6

- The Effects of Globalization on the United States
 - Impact of globalization on lesser developed countries (LDCs)
 - Was U.S. promoting free trade or imperialism?
 - Positive Effects
 - Number of jobs and GDP increased in U.S.
 - Consumers benefitted from global trade
 - Most in U.S. experienced higher standard of living

21st CENTURY U.S. pt. 7

- Globalization's Downside
 - As globalization accelerated, economic, political and cultural decline
 - Significant worker dislocation- rust belt
 - Comparative advantage- moving to countries with lower wages and costs
 - Clinton's foreign policy allowed other nations to challenge us globally

21ST CENTURY U.S. pt. 8

■ The Results of Globalization

- Economically and politically, mixed results for U.S.
- Job growth continued, but manufacturing jobs declined
- More disparity between educated and unskilled
- Negative impact on climate and environment

■ New Concerns in Health and Environment

- Environmental issues both local and national
- Safe drinking water a concern
- Pollution, acid rain, ozone hole and greenhouse gases

21ST CENTURY U.S. pt. 9

■ Health Concerns

- During 80's and 90's life span in U.S. increased
- Technological breakthroughs led to medical advances
- Many less fortunate could not take advantage
- Rise of eating disorders and obesity
- Rise in cocaine use
- Aids crisis

21ST CENTURY U.S. pt. 10

- Concerns about Environment
 - The Love Canal and Three Mile Island
- Global Environmental Concerns in U.S.
 - Montreal Protocol Treaty of 1987 forced countries to reduce CFCs
 - Most successful international agreement to date
 - 1990's concern over global climate change
 - Kyoto Protocol- 1987; reduction of greenhouse gases
 - Objections were many; controversial

21st CENTURY U.S. pt. 11

- Popular Culture in the '80s and '90s
 - Television- rise of cable channels
 - Immediate news and information
 - Many offerings challenging traditional venues
 - Reflected societal trends; Family Ties, Cosby Show
 - Film- enhanced features in theaters
 - Low risk sequels
 - Buddy films; Men in Black, Butch Cassidy and Sundance Kid

21ST CENTURY U.S. pt. 12

- Popular Culture (cont)
 - Literature
 - Rise of chain bookstores
 - Rise of Amazon and ebooks
 - Mainstay of sales were traditional genres
 - Stephen King
 - Vampire books
 - Diet books
 - Political leaning books; Limbaugh and O'Reilly

21ST CENTURY U.S. pt. 13

- Popular Culture (cont)
 - Popular Music
 - 70s rock
 - Decentralized music development
 - Hip Hop, Techno, Rockabilly, Heavy Metal, Christian Contemporary, Punk, Grunge, College Pop, Teen Pop, Roots Rock
 - Rise of MTV
 - Michael Jackson
 - Biggest musical devlp. was rap
 - Controversial due to lyrics and social implications