INTO THE 21\textsuperscript{ST} CENTURY- THE UNITED STATES
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
21\textsuperscript{st} 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
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
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, Pintrist
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
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
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
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
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
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