

New Ways of Life



As a Young Historian, I will be able to...

- **Explain how technology, new types of stores, and marketing changed Americans' standard of living.**
- **Analyze mass culture and education in the late 1800s.**
- **Describe new popular cultural movements in the late 1800s.**

Free Enterprise Improves Life

**Mark Twain- “Father of American Literature”-
called this time The Gilded Age.**

Gilded Age- Describing society as having a rotten
core but covered with gold paint.

**People had more time, more money, & free time to use
for entertainment.**

**This was a culture of conspicuous consumerism- people
bought what they wanted & what was new on the
market**

New Ways of Life

Soon department stores opened in the U.S. & sold high quality things for cheap prices.

Soon name brand goods & customer service options became available

Americans began to measure success with what they could buy rather than what they needed.

Indoor plumbing & public transportation allowed people to live in comfort & easy travel

Mass Culture Develops

Mass Culture- Where household items, toys, & food preferences were often the same house to house

Joseph Pulitzer begins a news revolution by publishing morning & evening newspapers

William Randolph Hearst became a competitor to Pulitzer as they both used the news to stir up controversy

Soon there were newspaper for different languages & ethnic backgrounds.

Art in Society

Many novelists began to cover different issues in society or poked fun.

Tin Pan Alley in New York became the center of music publishing & ragtime.

New York artists began to explore new forms of art.

Education allowed people more access to literacy which lead in the growth of art.

Education

Public education allowed anyone to gain a free education & literacy grew 90%

Soon anyone could learn science, woodworking, civics, & business training.

Schools developed to train teachers so that new methods could be put in schools, such as ideas from [John Dewey](#)

Specialty schools were developed so that people could specialize in careers.

****Popular Entertainment**

Clubs, music halls, & sport venues attracted large crowds & people were able to take vacations.

Coney Island in New York would open the world's first roller coaster.

Buffalo Bill Cody would tour the United States with his Wild West Show with stars such as Annie Oakley & Sitting Bull

Chautauqua , traveling summer camps, would move across the U.S. with multiple forms of entertainment

More Entertainment

Vaudeville shows, medley shows with songs, comedy, & drama, became popular

Movie Theaters were built to showcase nickelodeons showing short silent films.

Organized sports gave people something to root for & people asked someone to *Take Me Out to the Ball Game*

Sports were segregated but soon famous athletes were known across the country.