Below is a quick look at the major issues people struggled through and overcame during the 1970s.

“We need to stop crying and start sweating, stop talking and start walking. The strength we need, will not come from the White House, but from every house in America!” President Jimmy Carter

1. **There were Vietnam war protest through out the entire country until it ended in 1975**
   a. 58,220 American soldiers were killed in Vietnam, their average age was 22 years old.
   b. There was a military draft from 1969-1973, for all men from 19-25 years old.
      i. Each day of the year was assigned a lottery number, and when your number was chosen, you had to enlist in the armed forces or you went to jail for up to 5 years.
      ii. Men would qualify for a draft deferment if they were a full time college student, not physically fit, or it was against their religion.

2. **Political turmoil: Nixon’s Watergate Scandal**
   a. People associated with Richard Nixon’s 1972 re-election campaign broke into the Democratic National Committee headquarters in the Watergate building, in Washington DC, in order to steal copies of the opposition’s documents and plant microphones in their offices.
   b. President Nixon’s administration attempted to cover-up its involvement, by shredding documents and erasing incriminating audio tapes.

3. **Racial Struggles**
   a. **The Black Panthers**
      i. Oakland California, 1966, Huey Newton and Bobby Seale founded the Black Panther Party, and they played a short but important part in the civil rights movement. They believed that the non-violent campaign of Martin Luther King had failed.
      ii. They preached for a “revolutionary war,” and were willing to speak out for all those who were oppressed from whatever minority group, and were willing to use violence to get what they wanted.
      iii. They wanted the power to determine the destiny of the Black and oppressed communities, full employment for every person, decent housing, education, health care and to end police brutality. Historylearningsite.co.uk
      iv. The FBI spread propaganda proclaiming, the Black Panthers as the “single greatest threat to the internal security of the United States.” So the FBI began "to neutralize their leaders, their spokesmen, membership and supporters."
   b. Be a force for positive change (opened a theater and used it as a place for positive community activities.)
c. *Blaxploitation* films, a term coined in the early 1970s to refer to black action films that were aimed at black audiences. Featuring African-American actors in lead roles and often having anti-establishment plots, the films were frequently condemned for stereotypical characterization and glorification of violence.

   i. Major Films in this genre: *Super Fly, Shaft, Cleopatra Jones, Foxy Brown*

4. **Feminist Movement**
   a. The Glass Ceiling: "The unseen, yet unbreakable barrier that keeps minorities and women from rising to the upper rungs of the corporate ladder, regardless of their qualifications or achievements."
   b. The **Equal Rights Amendment (ERA)** was a proposed amendment to the United States Constitution designed to guarantee equal rights for women. Originally written in 1923 fought for until 1982 yet was never ratified, so it did not become part of the Constitution. Several organizations continue to work for the adoption of the ERA.

5. **Disco**
   a. *Disco* is a genre of dance music containing elements of funk, soul, pop, and salsa. It achieved popularity during the mid-1970s to the early 1980s
   b. Well-known performers: Donna Summer, the Bee Gees, KC and the Sunshine Band, and Chic
   c. Major Disco Films *Saturday Night Fever (1977)* and *Thank God It’s Friday (1978)*

6. **Family Expectations and pressures** - a timeless issue

7. **The Energy Crisis (oil and gas shortage)**
   a. Americans faced price hikes and fuel shortages, causing lines to form at gasoline stations around the country. Local, state and national leaders called for measures to conserve energy, asking gas stations to close on Sundays and homeowners to reduce use of electricity.
   b. There was gas rationing, and a national speed limit was imposed.
   d. This led for an increase of domestic oil production (Alaska pipeline)

8. **Serious Environmental issue**
   a. Toxic dumping

9. **Cults and recruitment**
   a. Jones Town “Don’t drink the Kool Aid!”
      i. 1978 the “**Jonestown Massacre**” happened. 909 members of an American cult called the Peoples Temple died in a mass suicide-murder under the direction of their charismatic leader Jim Jones.
ii. Under duress/pressure from leaders members were convinced to drink the poison/cyanide laced Kool Aid, and 304 of the victims were minors. The Jonestown Massacre, September 11, and Pearl Harbor have been the largest such events in modern American history.

10. Trends: Streaking - running naked through a public place, Pet Rocks-rocks with tiny eyes glued on and came in a box “the perfect pet” (sales reached $6 million)

Assignment:
Create visual art piece that makes a statement reflecting your feeling and reaction to something you related to in The ‘70s movie or another topic that you have something to say about. You need to go deep and create a piece of art with meaning.

1. Choose a topic that has meaning to you
2. Google your topic in order to learn some additional facts, then write down a few key words or phrases, in a Google doc or in a 8.5”x11”, 300ppi Photoshop document, that represents/defines it.
3. What reaction do you want your viewer to have?
   a. Do you want to bring awareness to your concern?
   b. Do you want people to do something specific? i.e. talk to a professional about their situation, report something to the authorities, begin to make a decision about something, go to a website for additional info, etc…
   c. Do you want them to think a little differently about your topic?
4. List a few relevant idioms that could be made literal and visual.
   a. To be at a crossroads. Time to try a new path. (Include a picture of two roads crossing.)
   b. My life is spinning out of control. (A picture of elements of your life spinning around you.)
   c. It’s going to be a bumpy road. (Include a drawing, painting, or photo of a bumpy road)
   d. Change your tune. (Someone moving from one picture of musical notes to another.)
   e. Explore all avenues. (An image of a bunch of different kinds of roads)
   f. To blaze a trail. (Include a drawing, painting, or photo of a road ending and someone is looking at the unexplored new territory.)
   g. To break new ground. (Maybe the ground exploding.)
   h. Change with the times. (Maybe one clock morphing into another.)
   i. Open new doors. (Maybe cut out doors and place them in the air around someone.)
5. For visual inspiration, go to http://www.123rf.com/ and type in some of the words you put down, in order to get ideas.