**Chapter 20 From Business Culture to Great Depression (1920-1932)**

**The Business of America (pgs. 818-827)**

**A Decade of Prosperity:**

1. What was the Red Scare?
2. In what way did the automobile become a dominate force in economic growth and what was its impact?
3. What was the impact of American multinational corporations?
4. What was Fordlandia's purpose and why did it fail?

**A New Society:**

1. What goods proliferated America in the 1920's and how did these impact society?
2. How did this mass consumption change the economic behavior of Americans?

**The Limits of Prosperity:**

1. How was prosperity limited in the 1920's?

**Farmers' Plight:**

1. What conditions led to economic depression in rural America before the 1930's and who did this affect?

**Image of Business:**

1. How did Hollywood and Public Relations (born out of the CPI from WWI) affect the image of business?

**Decline of Labor:**

1. What is Welfare Capitalism?
2. What was the American Plan and how did it impact unions and strikes?

**Equal Rights Amendment:**

1. What was the intention of the ERA (Equal Rights Amendment), who supported and opposed it, and why did it fail?
2. What were the characteristics of a flapper and what did she represent?

**Business and Government (pgs. 828-833)**

**Retreat from Progressivism**

1. How did the consumerism of the 1920's impact citizens political involvement and the idea that the general public wasn't of an independent mind?

**The Republican Era**

1. In what way was business and government intertwined in the 1920's?

**Corruption in Government**

1. What did President Harding mean by a "return to normalcy"?
2. What was the Teapot Dome scandal (one of many scandals that took place under President Harding)?

**Election of 1924:**

1. What was the McNary-Haugen bill?
2. Who were the candidates and political parties in the Election of 1924?
3. What is Isolationism and why did the US take this stance in the 1920's?

**The Birth of Civil Liberties (pgs. 833-836)**

1. How did censorship affect freedom of expression and society ("Banned in Boston", Hays Code, Lost Generation)?
2. Why did the Supreme Court support the restriction of free speech under the Espionage Act in Schenck v US as constitutional and how did this affect overall rulings regarding freedom of speech?