US HISTORY

CHAPTER 19.3 READING

**New Era of the Mass Media:**

1. How long did television programming run in 1949?

2. What does the FCC regulate?

3. What shows attracted younger viewers to television?

4. How did the food industry support the watching of television?

5. How were women and minorities portrayed on television?

6. What was omitted from early television?

7. What major advantage did the movies have over television?

**A Subculture Emerges:**

8. What was Jack Kerouac’s novel, *On the Road* about?

**African Americans and Rock ‘n’ Roll?**

9. Who was Alan Freed’s audience? Who made the music he played?

10. What other forms of music did Rock ‘n’ Roll grow out of?

11. What was most of rock ‘n’ roll’s lyrics about?

12. How much did Elvis pay in order to record two songs?

13. How many or Elvis’ albums sold over 1 million copies?

14. What did many adults believe about rock ‘n’ roll?

15. Why were Black Americans less interested in TV than White Americans?