

HY/AS3240 Making America Modern

Tuesday, 12-2.00pm, AS4/01-18

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(this is an anti-spam way of writing my email address change the address to an @ not at, and no spaces to reach me)

Module Description

In 1901 only 14% of American homes had a bath and 8% a telephone. The country however was undergoing a process of economic, social, and cultural modernity that laid the basis for it emerging as the pre-eminent power in the world by 1945. This module examines the transformation of America from 1880. Students will study the processes of modernity in America both as economic modernisation and cultural modernism. The module asks students to evaluate the relationship between various aspects of American modernity. The module is for students interested in the culture and society of the USA.

Lecture Schedule

Lecture 1	Lecture 2	Lecture 3	Lecture 4	Lecture 5	Lecture 6	Lecture 7
Lecture 8	Lecture 9	Lecture 10	Lecture 11	Lecture 12	Lecture 13	
Lecture Outlines & Study Guide	Readings	Discussion Groups	Note Taking	Project	Essay guide page	

Teaching Format

A weekly two hour lecture and discussion groups supported by IVLE Discussion Forums. Student Feedback from last time module was taught in [2003-04](#).

Assessment

Students are expected to attend lectures and discussion groups in accordance with university policy and to actively participate in tutorials.

Assessment is (70%) continuous assessment: 15% for discussion group participation, 15% for a project, 5% for a bibliographical assignment, and 35% for

a [3,000 word essay](#) -- and 30% for the final exam (open book). The essay is due at 5pm on Friday April 4, 2008. [How to submit a soft copy](#)

You also must complete a [bibliographical assignment](#), which is part of your participation (due February 12). Students develop their essay topic themselves and must consult me. Discussions should be free ranging and cover a wide range of material, but essays should be focused and specific. Students must consult my [essay guide page](#).

[Lecture 1](#) (January 15)

Introduction to Course

[Lecture 2](#) (January 22)

American Business: Production Systems and the Corporation

[Lecture 3](#) (January 29)

Inventing the 20th Century

[Lecture 4](#) (February 5)

Reshaping Society: Progressive Social Reform, Architecture and the City

[Lecture 5](#) (February 12)

Culture of Consumption

[Lecture 6](#) (February 19)

Cultural Modernism I: Realist Literature, The New Woman, and the Jazz Age

[Lecture 7](#) (March 4)

Markets and Management: Coca-Cola, Pepsi-Cola , Ford, GM

[Lecture 8](#) (March 11)

Cultural Modernism II: American Artists and the shifting scene

[Lecture 9](#) (March 18)

The Depression, World War II, and the Promise of America

[Lecture 10](#) (March 25)

A Consumer's Republic

[Lecture 11](#) (April 1)

The IT Revolution

[Lecture 12](#) (April 8)

Critical Visions

[Lecture 13](#) (April 15)

Postmodern America



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