

HY/AS3240 Making America Modern

Thursday, 10am-12.00pm, AS2/04-13

A/P Ian Gordon

Office: AS1/05-40

Phone: 6516 4694

Email: hisilg at nus.edu.sg

(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. Student Feedback from last time module was taught in [2007-08](#).

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,
5% for a [bibliographical assignment](#)
15% for a project, [Project](#), and
35% for a [3,000 word essay](#) --**

The [bibliographical assignment](#) is due September 9.

The essay is due at 10am on Monday November 1, 2010. [How to submit a soft copy](#)

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](#).

The final exam is worth 30%. The exam is open book.

[Lecture 1](#) (August 12)

**Introduction to Course
Defining "Modern"**

[Lecture 2](#) (August 12)

American Business: Production Systems and the Corporation

[Lecture 3](#) (August 19)

Inventing the 20th Century

[Lecture 4](#) (August 26)

Reshaping Society: Progressive Social Reform, Architecture and the City

[Lecture 5](#) (September 3)

Culture of Consumption

[Lecture 6](#) (September 9)

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

[Lecture 7](#) (September 16)

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

[Lecture 8](#) (September 30)

Cultural Modernism II: American Artists and the shifting scene

[Lecture 9](#) (October 7)

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

Part A

[Lecture 10](#) (October 21)

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

Part B

[Lecture 11](#) (October 28)

A Consumer's Republic

[Lecture 12](#) (November 4)

The IT Revolution Critical Visions

[Lecture 13](#) (November 11)

Beyond Modern America



[A/P Ian Gordon](#)

[History](#)

[American Studies](#)

[NUS](#)

Copyright © 2003

e-mail: <hisilg at nus.edu.sg>

