



BEFORE 1920's

Entertainment was a key part of American life before the 1920's

- VAUDEVILLE was very popular. This was a type of variety show with lots of different acts such as dancing, magicians, juggling and often a Minstrel show
- European music was replaced with less formal dances such as the Turkey trot
- RAGTIME was very popular with music such as the Entertainer.
- CINEMA was becoming increasingly popular with NICKELODEONS becoming widespread. These only cost a nickel to get in.
- SPORT - watching baseball and American football was already hugely popular.

THIS ALL LAID THE FOUNDATIONS FOR THE AMAZING GROWTH OF THE 1920's WHICH TOOK ENTERTAINMENT TO A NEW LEVEL AND GAVE IT ITS TITLE- THE ROARING TWENTIES.

JAZZ MUSIC

This form of music became hugely popular!

It had **African American** origins in **New Orleans**. Records were often called 'race records'

It was pioneered by amazing musicians like **FATS WALLER** and **DUKE ELLINGTON**. It was propelled to popularity when the music was carried north due on part to the **Great migration**. Persecution in the South drove Jazz to the cities and clubs of the north. It became increasingly popular in the **speakeasies** of the 1920's and black musicians could command huge money for playing.

It was also made popular due to **technology**. **Radio** and **phonographs** both made Jazz a highly valuable commodity which spread fast in popularity.

It was part of the **HARLEM RENAISSANCE** and was regarded as the definitive music for the decade- to such an extent that it was called the **JAZZ AGE**.

It encouraged **black pride** and **self confidence**. It was also part of the **risqué** nature of the 1920's. Many states banned listening to Jazz and the **short skirts** and **baggy trousers** were considered part of jazz culture. **Many conservative groups linked Jazz to immorality and the flappers.**



SPECTATOR SPORT

Sport was transformed into a national obsession in the 1920's

RADIO 📻 helped propel it to vast audiences
huge new **STADIA** were produced to bring in ever greater numbers of spectators.

BASEBALL ⚾ This was the most followed sport with millions following the progress of the new sports stars such as **BABE RUTH** - the so called Sultan of Swing who was a key player for the New York Yankees.

BOXING 🥊
This also became hugely popular driven by radio audiences and gambling. Boxers like **JACK DEMPSEY** became hugely famous. He was the first to earn \$1 million for a fight.

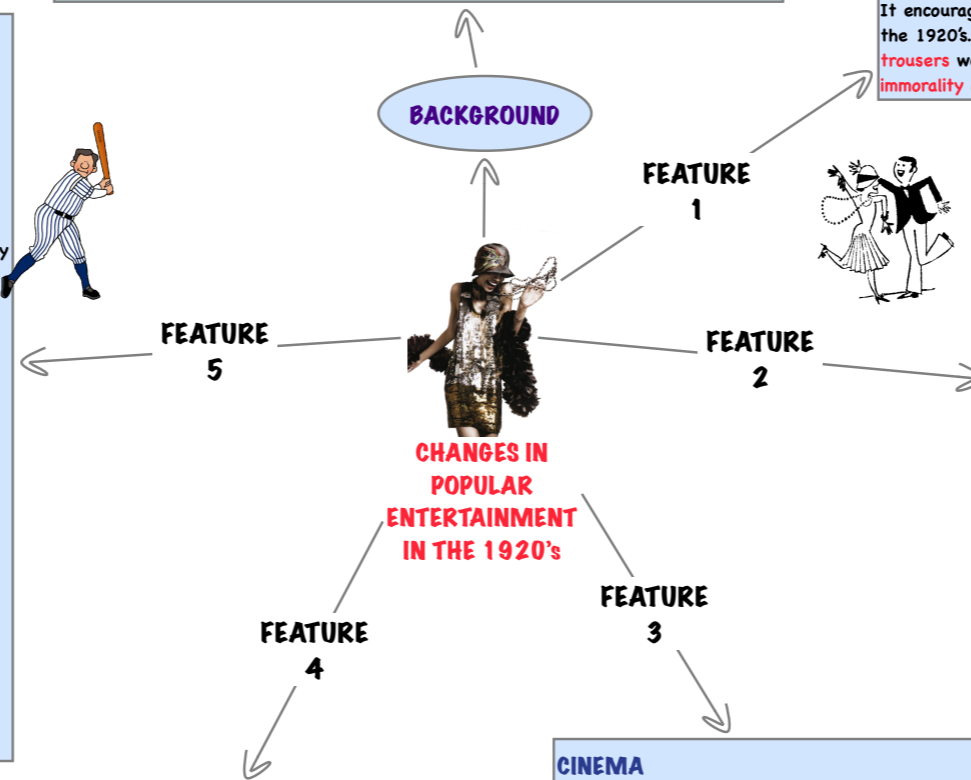
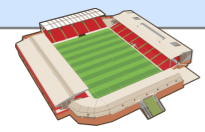
TENNIS 🎾
the first tennis 'tours' were introduced in 1926.

GOLF ⛳
This became increasingly popular leisure activity and the PGA Golf tournament grew throughout the 1920's.

AMERICAN FOOTBALL 🏈
The famous NFL National Football League was set up in 1920 and the sport flourished

IMPACT
RADIO was said to have boosted the popularity of sports, sports stars and attendance at sports events.

However, it was said to have benefited the most popular clubs and not those at grass roots.



NEW DANCES

New and exciting dances replaced the older more formal European dances.

These new dances often had **African American** origins and were much more risqué and daring.

The **Charleston** and **Black bottom** were fast moving and daring and both became very popular across the USA

Their adoption by **flappers** and famous movie stars / entertainers like **Ginger Rogers** and **Josephine Baker** boosted their acceptance and popularity.

IMPACT
despite their popularity, many conservative sections of America saw these dances as **immoral and sinful**. They were seen to be associated with the **speakeasies** and young and were hence connected with **immorality** in some peoples eyes.



RADIO

Radio started off the 1920s in its infancy. By the end of the decade there were **10 million** radios and **600 radio stations**.

This became the main way to get the **news**
It also became a key way to hear new **music**.

Huge broadcasting organisations like **NBC National Broadcasting Company** commanded lots of money for **advertising**.

Set piece dramas such as **Orson Welles War of the Worlds** were so realistic that they caused a mass panic that aliens were invading!

POLITICIANS learned to use the radio to their advantage. **Calvin Coolidge** was a pioneer of using it to reach American homes. **Roosevelt** used his **Fireside chats** to ease American worries in the **depression**.



CINEMA

Movie going became **massively popular** and replaced Vaudeville.

There were over **300,000** cinemas in the 1920's
It was estimated that **100 million** attended the cinema every week!

The **STAR** culture took off with major movie stars like **Charlie Chaplin** and **Mary Pickford** getting paid millions. Women even **fainted** when they heard that film star **RUDOLF VALENTINO** had died.

Developments occurred at a fast rate with 'talkies' being developed by 1927 - 'The Jazz Singer' **Mickey Mouse** was the first popular animations in 1928 and colour was added by the 1930's

IMPACT
These films were immensely popular and became central to American life
They also **changed social attitudes**. Women were portrayed in some as much more **liberated**. They would smoke in some movies and live glamourised lives. Some would be sexually liberated like **CLARA BOW** in the **IT girl**
This encouraged new attitudes which helped women develop but it was also heavily criticised by conservative elements in america for undermining moral values.

As a result Hollywood introduced the **HAYS CODE** 🚫 in 1934 to regulate what could appear on screen.

