**Vocabulary Match-up Activity**

**Chapter 19-The Post War Boom**

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| **Vocabulary Term** | **Definition** | **Section/ Page Number** |
| **Baby Boom**  | A time period marked by a greatly increased birthrate of American Children born during the late 1940’s through the early 1960’s.  |  |
| **Beat Movement**  | An expression of the social and literary nonconformity of artists, poets and writers during the 1960’s. |  |
| **Consumerism** | The belief that success is achieved by purchasing large amounts of material goods.  |  |
| **Fair Deal**  | Government programs introduced under President Truman that acted as an extension of FDR’s New Deal policies that included compulsory healthcare systems and crop-subsidy systems.  |  |
| **Federal Communication Commission (FCC)**  | The government agency that regulates and licenses television, telephones, radios, telegraphs and any other mediums operating within the communications industry.  |  |
| **Franchise**  | A company that offers a similar product or service in many locations.  |  |
| **Mass Media**  | A means of communication that reaches a wide spread audience.  |  |
| **Planned Obsolescence**  | A policy where manufactures purposely produced products that easily wore out becoming quickly outdated and obsolete.  |  |
| **Suburbs**  | Small residential communities located around surrounding cities. |  |
| **Urban Renewal**  | This congressional act called for tearing down old rundown neighborhoods and constructing low-income housing in its place.  |  |