**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Obsolescence** | A policy where manufactures purposely produced products that easily wore out becoming quickly outdated and obsolete.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. |  |