Part I: Advertisements

Describe the man in the advertisement on the right. What does this image say about masculinity in the '70s?

Describe the man in the advertisement on the left. What does this image say about masculinity?

What different views do these two ads convey?
Part I: Advertisements, continued

Compare and contrast these two advertisements.

What trends of the 1970s can you recognize?
Part I: Advertisements, continued

What is funny about the second cartoon?

What is different about the way these two cartoons address feminism?
Part I: Advertisements, continued

How do these advertisements engage with the issue of race and class in the 1970s?

Which looks back to the 1960s, which toward the 1980s?
Part I: Advertisements, continued

What is the implied message in the first ad? In other words, what is it trying to tell us?

What does the Volvo ad tell us about the economy in the 1970s?

What is similar about these two ads? What is different about these two ads?

What can we conclude about the economy in the 1970s from these two ads?
Part II: Song Lyrics

**Bruce Springsteen, “Born to Run”**

*In the day we sweat it out on the streets of a runaway American dream*
*At night we ride through the mansions of glory in suicide machines*
*Sprung from cages out on highway 9, Chrome wheeled, fuel injected, and steppin’ out over the line*
*Oh, baby this town rips the bones from your back*
*It’s a death trap, it’s a suicide rap*
*We gotta get out while we’re young*
*’Cause tramps like us, baby we were born to run*

*Wendy let me in I wanna be your friend*
*I want to guard your dreams and visions*
*Just wrap your legs ’round these velvet rims and strap your hands ’cross my engines*
*Together we could break this trap*
*We’ll run till we drop, baby we’ll never go back*
*Oh, will you walk with me out on the wire*
*’Cause baby I’m just a scared and lonely rider*
*But I gotta know how it feels*
*I want to know if love is wild*
*Babe I want to know if love is real*
*Oh, can you show me*

*Beyond the Palace hemi-powered drones scream down the boulevard*
*Girls comb their hair in rearview mirrors*
*And the boys try to look so hard*
*The amusement park rises bold and stark*
*Kids are huddled on the beach in a mist*
*I wanna die with you Wendy on the street tonight*
*In an everlasting kiss*

*The highway’s jammed with broken heroes on a last chance power drive*
*Everybody’s out on the run tonight but there’s no place left to hide*
*Together Wendy we can live with the sadness*
*I’ll love you with all the madness in my soul*
*Oh, someday girl I don’t know when we’re gonna get to that place*
*Where we really wanna go and we’ll walk in the sun*
*But till then tramps like us baby we were born to run*

*Oh honey, tramps like us baby we were born to run (2x)*

What vision of the future does Bruce Springsteen offer in this song from 1975?

Underline two passages that helped you come up with your answer.
Part II: Song Lyrics, continued

*Bee Gees, “Stayin’ Alive”*

Well, you can tell by the way I use my walk
I'm a woman's man, no time to talk
Music loud and women warm,
I've been kicked around since I was born

And now it's all right, it's OK
And you may look the other way
We can try to understand
The New York Times effect on man

Whether you're a brother or whether you're a mother
You're stayin' alive, stayin' alive
Feel the city breaking and everybody shaking
And we're stayin' alive, stayin' alive
Ah, ha, ha, ha, stayin' alive, stayin' alive
Ah, ha, ha, ha, stayin' alive

Well now, I get low and I get high
And if I can't get either, I really try
Got the wings of heaven on my shoes
I'm a dancing man and I just can't lose

You know it's all right, it's ok
I'll live to see another day
We can try to understand
The New York Times effect on man

Chorus

Life going nowhere, somebody help me
Somebody help me, yeah
Life going nowhere, somebody help me
Somebody help me, yeah.
Stayin' alive

What about this Bee Gees song harks back to the 1960s?

What about it anticipates the 1980s?