1980s Culture

* “Me, me, me” generation
* “Shop till you drop!”—Labels were everything
* Yuppies = Young Urban Professionals
* VCR—watching movies at home
* Cable TV in most homes
  + MTV, ESPN, Nickelodeon, CNN, TBS, The Weather Channel, Fox
* Madonna “Material Girl”—typical 1980s ideal
* Michael Jackson
* PC (Personal Commuter)—introduced by Apple in 1977
* AIDS epidemic—altered the sexual revolution of the 1970s
* Toys: Cabbage Patch Kids, Rubik’s Cube, “Garbage Pail Kids” trading cards, Speak and Spell, My Little Pony

Politics:

* Sandra Day O’Connor—1st female Supreme Court Justice
* 1982—ERA (Equal Rights Amendment) didn’t pass
* 1984—Geraldine Ferraro—1st female VP candidate
* 1984,1988—Jessie Jackson—1st African American presidential candidate
* Nancy Reagan’s “Just Say No!” campaign against drugs

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