



Central York School District

Pop Culture & American History

Overview

Grade Level: 10th, 11th, 12th Grade (Elective)

Course Description:

From early patriotic songs to the rise of Hollywood, pop culture has always shaped and been shaped by the American story. *Pop Culture & American History* explores how art, music, literature, film, fashion, and media reflected and influenced the nation's identity from the Revolutionary era onward. Students will examine how political ideals, social movements, and cultural shifts were expressed through popular trends, from revolutionary pamphlets and minstrel shows to jazz, television, and the digital age. By analyzing primary sources and cultural artifacts, students will gain a deeper understanding of how everyday expressions of culture reveal the values, conflicts, and aspirations of a changing America.

Course Big Ideas:

- Explore the evolution of American popular culture from the 19th century to the present day.
- Examine how entertainment, media, technology, fashion, music, sports, and advertising have shaped and reflected society.
- Analyze the relationship between popular culture and major historical events, movements, and societal changes.
- Investigate how popular culture influences American identity, values, beliefs, and behaviors.
- Evaluate the role of propaganda, consumerism, and media in shaping public opinion.
- Study the impact of civil rights movements, counterculture movements, and social change on popular culture.
- Understand how advancements in technology and communication have transformed the creation and consumption of popular culture.
- Develop critical thinking skills by analyzing historical and contemporary cultural trends.
- Examine how popular culture serves as both a reflection of society and a catalyst for change.
- Assess the lasting influence of popular culture on individuals, communities, and American society as a whole.

Course Essential Questions:

- How has popular culture reflected changes in American society throughout history?
- In what ways does pop culture influence political beliefs, social movements, and public opinion?
- How have technological innovations changed the way Americans create and consume culture?
- How have marginalized groups used pop culture to gain representation and challenge inequality?
- What role does the media play in shaping identity and societal norms?
- How do music, film, television, sports, and digital media impact American values and behaviors?
- To what extent does pop culture unite or divide Americans?
- How has American pop culture influenced global culture over time?

Course Competencies:

- Combining multiple elements to create a new idea or set of ideas. Synthesis includes the examination of context and multi-layered design to develop unique categories to organize information.
- Utilizing information to determine the angle from which information is being presented. Or, the construction of one's own position. Contextualization includes the examination of personal perspective, the examination of a new perspective, and the identification and significance of audience perspective
- Connecting multiple pieces of information and providing an appropriate explanation for the association. Reasoning includes the analysis of connection between coincidence, correlation, and causation of factors.
- Explaining how one component fits within a larger model; or how one component fits within a completely different circumstance. Contextualization includes the examination of connections that exist in a particular situation, and how parts of the topic fit within a bigger picture.

Course Assessments:

- Summative Assessments
- Thinking Skills-Based Assessments
- Writing Prompts/Discussion Forums
- Project/Problem-Based Learning/Performance-Based Assessments



Central York School District
Pop Culture and American History

Grade Level: 10-12

Unit 1: Pop Culture of the 19th Century (Pre 1900)

Time: 10 Days

Standards:

Pennsylvania Social Studies Standards:

- 8.3.12.A – Evaluate the role groups and individuals played in the social, political, cultural, and economic development of the U.S.
- 8.3.12.B – Evaluate the impact of historical documents, artifacts, and places in U.S. history.
- 8.3.12.C – Evaluate how continuity and change have impacted U.S. history.
- 8.3.12.D – Evaluate how conflict and cooperation among groups influenced U.S. history.

Know:

- Origins of American Popular Culture: Foundational forms of American popular culture and how pre-1900 American traditions, entertainment, and media helped shape a shared national identity.
- Industrialization & Urbanization: How industrialization, factory growth, and expanding cities influenced leisure time, public entertainment, and cultural experience in the 19th century.
- Media: The role of newspapers, print media, political cartoons, photography, theater, and entertainment served a significant role in the shaping of public opinion as well as spreading information.
- Immigration: How race, class, and immigration influenced cultural participation in American culture, entertainment, and media.
- Entertainment: The development of Early American entertainment, including vaudeville, minstrel shows, traveling performances, public fairs, sports, and theater, and how entertainment became more accessible.

Understanding/Key Learning:

- Popular culture both reflects and shapes the values, beliefs, conflicts, and priorities of American society.
- Historical events, social movements, and cultural shifts influence the development of popular culture, while popular culture can also drive societal change.
- Industrialization, urbanization, and technological innovation transformed how Americans communicate, consume information, and spend their leisure time.
- Media, entertainment, and advertising have the power to influence public opinion, shape social norms, and impact political and economic decision-making.
- Immigration and cultural diversity have significantly contributed to the development of American popular culture, creating new forms of entertainment, expression, and identity.
- Advances in communication technologies have expanded access to information and connected people across geographic, social, and cultural boundaries.
- Popular culture serves as a lens through which individuals and groups express identity, challenge social norms, and advocate for change.
- The expansion of mass media created shared cultural experiences that united Americans while also highlighting differences in perspectives and experiences.
- Music, film, television, sports, fashion, and digital media both influence and are influenced by the political, economic, and social climate of their time.
- The rise of digital technology and social media has transformed who creates culture, how it is distributed, and how individuals engage with information and one another.
- Understanding popular culture helps individuals become critical consumers of media and recognize the ways culture influences personal beliefs, behaviors, and societal trends.

Do:

- Analyze how industrialization, urbanization, and technological advancements influenced the development of American popular culture and transformed the ways people worked, communicated, and spent their leisure time.
- Interpret and evaluate political cartoons, photographs, advertisements, illustrations, and other forms of visual media to understand how they reflected societal values, attitudes, and historical events.
- Examine the role of newspapers, magazines, and emerging forms of mass media in shaping public opinion, influencing consumer behavior, and creating shared cultural experiences across the nation.
- Compare and contrast the cultural experiences, opportunities, and challenges of various groups in 19th-century America, including immigrants, women, industrial workers, African Americans, and rural and urban populations.
- Use primary and secondary sources to develop historical arguments, draw evidence-based conclusions, and evaluate multiple perspectives on social, political, and cultural issues.
- Evaluate how entertainment, advertising, literature, sports, and other forms of early popular culture reflected the economic, political, and social conditions of American society during the 19th century.
- Investigate how cultural trends and media both reinforced and challenged prevailing social norms, beliefs, and power structures.
- Assess the impact of new technologies and communication methods on the spread of ideas, information, and cultural movements throughout the United States.
- Explain how popular culture served as both a reflection of everyday life and a catalyst for social change during periods of rapid growth and transformation.

Unit Essential Questions:

1. How did popular culture reflect the values, conflicts, and identity of Americans during this era?
2. In what ways did media, entertainment, and technology influence American society during this time period?
3. How did race, class, gender, and politics shape participation in popular culture during this era?

Lesson Essential Questions:

- How did music and media shape American culture during this era of American society?
- What did popular culture reveal about American society during this era?
- How did fashion and consumer culture reflect the values and identity of Americans during this era?
- How did entertainment and technological innovation change American life & society?
- What influence did this era have on present day American culture and society?

Materials/Resources:

1. Library of Congress: <https://guides.loc.gov/american-pop-culture>
2. Library of Congress (Historical Newspaper Archive): <https://www.loc.gov/collections/chronicling-america>
3. PBS LearningMedia – Popular Culture Resources:
<https://www.pbslearningmedia.org/collection/amex/t/popular-culture/>
4. National Museum of American History (Smithsonian): <https://americanhistory.si.edu/>
5. Harper's Weekly: <https://onlinebooks.library.upenn.edu/webbin/serial?id=harpersweekly>

Vocabulary:

Popular Culture

Industrialization

Urbanization

Immigration

Mass Media

Newspapers

Political Cartoon

Public Opinion

Photography

Vaudeville

Entertainment

Consumer Culture

Advertisement

Social Class

Leisure

Gilded Age

Technology

Cultural Identity

Nativism

Assimilation

Assessments:

- Project/Problem-Based Learning/Performance-Based Assessments
- Formative Assessments
- Summative Assessments



Central York School District
Pop Culture and American History

Grade Levels: 10-12

Unit 2: Foundational Pop Culture (1900s-1920s)

Time: 10 Days

Standards:

Pennsylvania Social Studies Standards:

- 8.3.12.A – Evaluate the role groups and individuals played in the social, political, cultural, and economic development of the U.S.
- 8.3.12.B – Evaluate the impact of historical documents, artifacts, and places in U.S. history.
- 8.3.12.C – Evaluate how continuity and change have impacted U.S. history.
- 8.3.12.D – Evaluate how conflict and cooperation among groups influenced U.S. history.

Know:

- Mass Culture: The rise of a shared national culture during the early 1900s & 1920s as Americans became increasingly connected through media, entertainment, consumerism, and technological advancements.
- Media: The growth of radio, silent film, newspapers, and early Hollywood entertainment and how these forms of media shaped public opinion, communication, and American culture.
- Music: The rise of jazz music and the cultural influence of the Harlem Renaissance in shaping American entertainment, artistic expression, and African American cultural identity.
- Consumer Culture: The expansion of advertising, brand marketing, and consumerism during the 1920s as businesses encouraged Americans to purchase goods and embrace new lifestyles.
- Society & Identity: Changing gender roles, youth culture, racial tensions, and immigration restrictions during the era and how social developments influenced American society and popular culture.
- Technology: How technological advancements such as radios, vehicles, motion pictures, and household products transformed communication, entertainment, and everyday life.

Understanding/Key Learning:

- The growth of mass media transformed how Americans consumed entertainment, information, and culture during the given time period.
- Technological advancements helped create a more national culture through the use of various media forms.
- Jazz music & the Harlem Renaissance expanded African American cultural influence and reshaped American art, music, and entertainment.
- Consumer culture and advertising increasingly shaped American identity, values, and lifestyles during the given time period.
- Leisure activities and entertainment became increasingly important parts of everyday American life.
- Popular culture both reflected and influenced social change in American society during the early 20th century.

Do:

- Analyze how radio, silent film, and newspapers influenced American culture during the early 1900s and 1920s.
- Evaluate the impact of jazz music and the Harlem Renaissance on American society and entertainment.
- Interpret advertisements, photographs, film clips, and music as historical sources from the era.
- Explain how consumer culture and advertising influenced American lifestyles and identity during the 1920s.
- Evaluate how popular culture reflected changing social values related to race, gender, immigration, and youth culture during this era of American history.

Unit Essential Questions:

1. How did popular culture reflect the changing values and identity of Americans during the early 1900s and 1920s?
2. In what ways did media, music, and technology influence American society and culture during this era?
3. How did race, gender, immigration, and consumerism shape participation in popular culture during the 1920s?

Lesson Essential Questions:

- How did radio, silent film, and jazz music shape American culture?
- What did popular culture reveal about changing social values and identity during the 1920s?
- How did fashion, advertising, and consumerism reflect the lifestyles and values of Americans?
- How did new forms of entertainment and technology transform everyday American life?
- What influence did this era have on present day American culture and society?

Materials/Resources:

1. Library of Congress: <https://guides.loc.gov/american-pop-culture>
2. Library of Congress (Historical Newspaper Archive): <https://www.loc.gov/collections/chronicling-america>
3. PBS LearningMedia – Popular Culture Resources:
<https://www.pbslearningmedia.org/collection/amex/t/popular-culture/>
4. National Museum of American History (Smithsonian): <https://americanhistory.si.edu/>
5. Online Internet Archive: <https://archive.org>

Vocabulary:

Mass Culture	Jazz	Harlem Renaissance	Consumerism
Advertisement	Celebrity Culture	Silent Film	Radio
Flapper	Prohibition	Immigration	Social Norms
Technological Innovation			

Assessments:

- Project/Problem-Based Learning/Performance-Based Assessments
- Formative Assessments
- Summative Assessments



Central York School District
Pop Culture and American History

Grade Level: 10-12

Unit 3: WWII & The Use of Pop Culture Propaganda (1930s-1940s)

Time: 10 Days

Standards:

Pennsylvania Social Studies Standards:

- 8.3.12.A – Evaluate the role groups and individuals played in the social, political, cultural, and economic development of the U.S.
- 8.3.12.B – Evaluate the impact of historical documents, artifacts, and places in U.S. history.
- 8.3.12.C – Evaluate how continuity and change have impacted U.S. history.
- 8.3.12.D – Evaluate how conflict and cooperation among groups influenced U.S. history.

Know:

- Propaganda: The use of posters, films, radio broadcasts, advertisements, and political messaging to influence public opinion and encourage support for the war effort during WWII.
- Media: The role of radio, newspapers, film, and newsreels in spreading information, shaping public opinion, and building a strong national unity during the 1930s-40s.
- Music: The influence of wartime music, patriotic songs, and big band entertainment in boosting morale as well as shaping American culture during WWII.
- Entertainment: The growth of Hollywood films, comic books, sports, and public entertainment as a form of escapism and national identity during the war era.
- Society & Identity: The impact of WWII on gender roles, racial tensions, Japanese American internment, and the collective experiences of minority groups during the era.
- Consumer Culture: The effects of rationing, war production, and patriotic consumer campaigns on American lifestyles.

Understanding/Key Learning:

- Propaganda and mass media played a major role in shaping public opinion and national identity during WWII.
- Entertainment and pop culture were used to promote patriotism, unity, and support for the war effort.
- Music, film, and comic books reflected the fears, values, and goals of American society during the war era.
- WWII transformed gender roles and expanded opportunities for women in American society and the workforce.
- Minority groups experienced both increased opportunities and continued discrimination during WWII.
- Technological advancements changed how Americans communicated, consumed media, and experienced entertainment.
- Consumer behavior and everyday life were heavily influenced by wartime needs and government policies.
- Pop culture during WWII both reflected and influenced American attitudes about patriotism, sacrifice, and national identity.

Do:

- Analyze how propaganda influenced public opinion and support for WWII in America.
- Evaluate the impact of wartime music, films, comic books, and radio on American culture during the war era.
- Interpret propaganda posters, advertisements, photographs, and media broadcasts as historical sources from the war era.
- Explain how WWII changed gender roles and race relations.

- Evaluate how popular culture reflects patriotism, fear, sacrifice, and national identity.

Unit Essential Questions:

1. How did popular culture reflect American values, fears, and identity during World War II?
2. In what ways did propaganda, media, and entertainment influence public opinion and support for the war effort?
3. How did World War II change American society, culture, and everyday life during the 1930s and 1940s?

Lesson Essential Questions:

1. How did radio, film, music, and propaganda shape American culture and public opinion during WWII?
2. What did popular culture reveal about gender roles, patriotism, race, and national identity during WWII?
3. How did wartime rationing, fashion, and consumer culture reflect the sacrifices and values of Americans during the war era?
4. How did entertainment and technological advancements influence everyday American life during WWII?
5. How did the popular culture of the WWII era influence society at the time and society today?

Materials/Resources:

1. Library of Congress: <https://guides.loc.gov/american-pop-culture>
2. Library of Congress (Historical Newspaper Archive): <https://www.loc.gov/collections/chronicling-america>
3. PBS LearningMedia – Popular Culture Resources:
<https://www.pbslearningmedia.org/collection/amex/t/popular-culture/>
4. National Museum of American History (Smithsonian): <https://americanhistory.si.edu/>
5. Online Internet Archive: <https://archive.org>

Vocabulary:

Propaganda	Patriotism	Rationing	War Bonds
Newsreel	Censorship	Big Band	Rosie the Riveter
Internment	Comic Books	Nationalism	Victory Gardens
Allies	Axis Powers	Mass Media	

Assessments:

- Project/Problem-Based Learning/Performance-Based Assessments
- Formative Assessments
- Summative Assessments



Central York School District
Pop Culture and American History
Grade Level: 10-12
Unit 4: Post War America (1950s-1960s)
Time: 10 Days

Standards:

Pennsylvania Social Studies Standards:

- 8.3.12.A – Evaluate the role groups and individuals played in the social, political, cultural, and economic development of the U.S.
- 8.3.12.B – Evaluate the impact of historical documents, artifacts, and places in U.S. history.
- 8.3.12.C – Evaluate how continuity and change have impacted U.S. history.
- 8.3.12.D – Evaluate how conflict and cooperation among groups influenced U.S. history.

Know:

- Television: The growth of television as a dominant form of entertainment and communication and its influence on American families, politics, and culture during the 1950s.
- Music: The rise of Rock and Roll music and its impact on youth culture, race relations, and generational conflict in post-war America.
- Consumer Culture: The expansion of suburban living (Levittowns), advertising, automobiles, and household products as consumerism became a major part of American identity during the 1950s.
- Celebrity Culture: The emergence of television stars, musicians, athletes, and public figures as mass media expanded celebrity influence in American society.
- Society & Identity: Changing gender roles, conformity, the “ideal” American family, racial segregation, and early Civil Rights Movement.
- Technology: How technological advancements and postwar economic growth changed how Americans communicated, consumed entertainment, and used transportation.
- Entertainment: The growth of drive-in theaters, television programming, sports, and leisure activities.

Understanding/Key Learning:

- Television transformed how Americans consumed entertainment, information, and political messaging.
- Rock and Roll music reflected changing culture and challenged traditional social norms.
- Consumerism and suburbanization became central parts of American identity and culture during the postwar economic boom.
- Popular culture reflected both the conformity and growing social tensions that related to race, gender, and generational changes.
- The early Civil Rights Movement challenged segregation and influenced American media, culture, and entertainment.
- Celebrity culture expanded as television and mass media increased the visibility and influence of public figures.
- Technological advancements changed leisure activities, communication, and everyday life.
- Popular culture during the postwar era in America reflected and influenced values, fears, and identity.

Do:

- Analyze how television and mass media influenced American culture during the 1950s & 60s.
- Evaluate the impact of Rock and Roll music on youth culture and American society during the postwar era.
- Interpret ads, TV clips, images, and music as historical sources from the time period.

- Explain how consumer culture and suburbanization shaped American lifestyles and identity.
- Evaluate how popular culture reflected tensions related to race, gender roles, conformity, and generational conflict.

Unit Essential Questions:

1. How did popular culture reflect American values and identity during the postwar era?
2. In what ways did television, music, and consumer culture influence American society during the 1950s?
3. How did race, gender roles, conformity, and youth culture shape American popular culture during the postwar era?

Lesson Essential Questions:

1. How did television and Rock and Roll music shape American culture during the 1950s?
2. What did popular culture reveal about conformity, gender roles, race, and the "American Dream" during the postwar era?
3. How did fashion, advertising, and consumer culture reflect the lifestyles and values of Americans during the 1950s?
4. How did entertainment and technological advancements change everyday American life during the postwar era?
5. How did the popular culture of the 1950s influence future American culture and society?

Materials/Resources:

1. Library of Congress: <https://guides.loc.gov/american-pop-culture>
2. Library of Congress (Historical Newspaper Archive): <https://www.loc.gov/collections/chronicling-america>
3. PBS LearningMedia – Popular Culture Resources: <https://www.pbslearningmedia.org/collection/amex/t/popular-culture/>
4. National Museum of American History (Smithsonian): <https://americanhistory.si.edu/>
5. Online Internet Archive: <https://archive.org>

Vocabulary:

Television	Rock and Roll	Suburbia	Conformity
Civil Rights Movement	Segregation	Baby Boom	Drive-In Theater
American Dream	Sitcom	Levittown	McCarthyism
Interstate Highway System			

Assessments:

- Project/Problem-Based Learning/Performance-Based Assessments
- Formative Assessments
- Summative Assessments



Central York School District
Pop Culture and American History

Grade Level: 10-12

Unit 5: Civil Rights & The Counterculture Revolution

Time: 10 Days

Standards:

Pennsylvania Social Studies Standards:

- 8.3.12.A – Evaluate the role groups and individuals played in the social, political, cultural, and economic development of the U.S.
- 8.3.12.B – Evaluate the impact of historical documents, artifacts, and places in U.S. history.
- 8.3.12.C – Evaluate how continuity and change have impacted U.S. history.
- 8.3.12.D – Evaluate how conflict and cooperation among groups influenced U.S. history.

Know:

- Music: The rise of protest music, psychedelic rock, Motown, and other musical movements that reflected political activism, youth rebellion, and culture change during the 1960s & 70s.
- Media: The role of television, newspapers, radio, and live news coverage in shaping public opinion about the Civil Rights Movement, the Vietnam War, and social protest movements.
- Counterculture: The growth of the counterculture movement and how hippies, antiwar activism, and youth rebellion challenged traditional American values and social norms.
- Society & Identity: The impact of the Civil Rights Movement, feminist movements, Native American activism, LGBTQ activism, and antiwar protests on American society and culture.
- Entertainment: The influence of music festivals, television programs, sports, and film in shaping American identity and public discourse during the era.
- Consumer Culture: The expansion of youth-oriented products, fashion trends, music merchandising, and popular culture trends.
- Technology: How advancements in television broadcasting, music recording, and communication technology increased the influence of media and entertainment during the era.
- Celebrity Culture: The role of musicians, athletes, activities, and entertainers in influencing political movements, social activism, and public opinion during the era.

Understanding/Key Learning:

- Popular culture became a major platform for political activism and social change.
- Television and mass media changed how Americans experienced war, protest movements, and national events.
- Music and entertainment reflected growing tensions surrounding race, gender, politics, and generational conflict.
- The counterculture movement challenged traditional American values and encouraged new forms of self-expression and activism.
- Social movements expanded opportunities and visibility for historically marginalized groups in American society.
- Celebrity figures increasingly used their platforms to influence political and social issues during the era.
- Popular culture both reflected and accelerated culture political change.
- Youth culture became a major force in shaping trends, entertainment, and political activism.

Do:

- Analyze how music, TV, and media influenced social and political movements.
- Evaluate the impact of the Civil Rights Movement, counterculture, and protest movements.
- Interpret protests songs, news broadcasts, photographs, ads, and film clips as historical sources.
- Explain how popular culture reflected tensions related to race, gender, war, and generational conflict.
- Evaluate how entertainment and celebrity figures influenced activism, public opinion, and social change.

Unit Essential Questions:

1. How did popular culture reflect social and political change during the 1960s and 1970s?
2. In what ways did music, media, and entertainment influence activism and public opinion during the era?
3. How did race, gender, war, and youth culture shape American identity and popular culture during the 1960s and 1970s.

Lesson Essential Questions:

1. How did protest music, television, and media shape American culture and public opinion during the 1960s and 1970s?
2. What did popular culture reveal about race, gender, war, and generational conflict during the era?
3. How did fashion, youth trends, and consumer culture reflect changing values and identity during the 1960s and 1970s?
4. How did entertainment and advancements in media technology influence American society during the era?
5. How did the popular culture of the 1960s and 1970s influence future American culture and society?

Materials/Resources:

1. Library of Congress: <https://guides.loc.gov/american-pop-culture>
2. Library of Congress (Historical Newspaper Archive): <https://www.loc.gov/collections/chronicling-america>
3. PBS LearningMedia – Popular Culture Resources:
<https://witf.pbslearningmedia.org/collection/amex/t/popular-culture/>
4. National Museum of American History (Smithsonian): <https://americanhistory.si.edu/>
5. Online Internet Archive: <https://archive.org>

Vocabulary:

Counterculture	Protest Music	Hippie	Woodstock
Feminism	Vietnam War	Psychedelic Rock	Motown
Civil Disobedience	Activism	Peace Movement	Black Power
Chicano Movement	Stonewall	Generation Gap	

Assessments:

- Project/Problem-Based Learning/Performance-Based Assessments
- Formative Assessments
- Summative Assessments



Central York School District
Pop Culture and American History

Grade Level: 10-12

Unit 6: Expansion of Mass Media & Literacy (1980s-1990s)

Time: 10 Days

Standards:

Pennsylvania Social Studies Standards:

- 8.3.12.A – Evaluate the role groups and individuals played in the social, political, cultural, and economic development of the U.S.
- 8.3.12.B – Evaluate the impact of historical documents, artifacts, and places in U.S. history.
- 8.3.12.C – Evaluate how continuity and change have impacted U.S. history.
- 8.3.12.D – Evaluate how conflict and cooperation among groups influenced U.S. history.

Know:

- Music: The rise of hip-hop, pop music, grunge, and MTV culture and how music reflected changing American identity and youth culture.
- Media: The expansion of cable TV, 24-hour news networks, music videos, and mass entertainment media.
- Technology: The impact of personal computers, video games, the internet, and new communication technologies.
- Celebrity Culture: The growing influence of musicians, athletes, actors, and TV personalities as celebrity culture becomes increasingly commercialized and globalized.
- Society & Identity: The influence of race, gender, politics, and social issues on American culture.
- Consumer Culture: The growth of branding, fast food culture, sneaker culture, shopping malls, and corporate ads.
- Entertainment: The rise of blockbuster films, sitcoms, sports culture, reality TV, and video game entertainment.
- Globalization: How American music, film, fashion, and entertainment expanded globally and increased the worldwide influence of American popular culture.

Understanding/Key Learning:

- Music television and mass media transformed how Americans consumed entertainment and interacted with culture.
- Hip-hop, grunge, and other musical movements reflected social issues, youth identity, and culture change.
- Technological advancements changed communication, entertainment, and the daily lives of Americans.
- Consumer culture and advertising became increasingly influential in shaping identity, trends, and lifestyles.
- Celebrity culture expanded significantly as athletes, musicians, and entertainers became major influences on society and politics.
- Popular culture reflected changing conversation surrounding race, gender, representation, and identity.
- American entertainment and media became increasingly globalized and influential around the world.
- Popular culture during this time period reflected and influenced political, social, and technological change in society.

Do:

- Analyze how MTV, cable television, and mass media influenced American culture during the 1980s and 1990s.
- Evaluate the impact of hip-hop, pop culture, and entertainment on youth identity and American society during the era.

- Interpret music videos, advertisements, television clips, film, and video games as historical sources from the late 20th century.
- Explain how technology and consumer culture changed communication, entertainment, and lifestyles during the era.
- Evaluate how popular culture reflected issues related to race, gender, politics, globalization, and identity during the 1980s and 1990s.

Unit Essential Questions:

1. How did popular culture reflect social, technological, and political change during the 1980s and 1990s?
2. In what ways did music, television, and technology influence American identity and society during the era?
3. How did consumer culture, celebrity influence, and globalization shape American popular culture during the late 20th century?

Lesson Essential Questions:

1. How did MTV, hip-hop, and cable television shape American culture during the 1980s and 1990s?
2. What did popular culture reveal about race, gender, politics, and identity during the era?
3. How did fashion, branding, and consumer culture influence American lifestyles and youth culture during the 1980s and 1990s?
4. How did entertainment and technological advancements change communication and everyday life during the late 20th century?
5. How did the popular culture of the 1980s and 1990s influence future American culture and society?

Materials/Resources:

1. Library of Congress: <https://guides.loc.gov/american-pop-culture>
2. Library of Congress (Historical Newspaper Archive): <https://www.loc.gov/collections/chronicling-america>
3. PBS LearningMedia – Popular Culture Resources:
<https://www.pbslearningmedia.org/collection/amex/t/popular-culture/>
4. National Museum of American History (Smithsonian): <https://americanhistory.si.edu/>
5. Online Internet Archive: <https://archive.org>

Vocabulary:

MTV	Hip-Hop	Grunge	Globalization
Branding	Cable Television	Sitcom	Blockbuster
Video Games	Internet	Commercialization	Sneaker Culture
Reality Television	Pop Icon	Mass Consumption	

Assessments:

- Project/Problem-Based Learning/Performance-Based Assessments
- Formative Assessments
- Summative Assessments



Central York School District
Pop Culture and American History

Grade Level: 10-12

Unit 7: Modern Pop Culture (2000s-Present Day)

Time: 10 Days

Standards:

Pennsylvania Social Studies Standards:

- 8.3.12.A – Evaluate the role groups and individuals played in the social, political, cultural, and economic development of the U.S.
- 8.3.12.B – Evaluate the impact of historical documents, artifacts, and places in U.S. history.
- 8.3.12.C – Evaluate how continuity and change have impacted U.S. history.
- 8.3.12.D – Evaluate how conflict and cooperation among groups influenced U.S. history.

Know:

- Social Media: The rise of social media platforms and how digital communication transformed entertainment, relationships, politics, and everyday life.
- Media: The growth of streaming services, online content creation, podcasts, influencers, and digital news media.
- Technology: The impact of smartphones, social media apps, AI, and internet technology on communication, entertainment, and culture.
- Music: The influence of digital music platforms, viral trends, and online music culture on the music industry on identity.
- Celebrity Culture: The rise of influencers, internet celebrities, athletes, musicians, and online personalities as social media transforms the definition of fame.
- Society & Identity: The role of popular culture in discussion surrounding race, gender, politics, mental health, activism, and identity.
- Consumer Culture: The growth of online shopping, targeted ads, brand deals, influencer marketing, and fast fashion.
- Entertainment: The expansion of streaming platforms, esports, internet humor, memes, reality TV, and social media apps.

Understanding/Key Learning:

- Social media and digital technology transformed how Americans communicate, consume entertainment, and participate in culture.
- Streaming services and online platforms changed how music, TV, film, and media are created and consumed in society today.
- Influencers and online personalities expanded the meaning of celebrity culture and public influence in the digital age.
- Popular culture became increasingly shaped by viral trends, internet communities, and digital communication.
- Technology and social media influenced political activism, public opinion, and social movements.
- Consumer culture and advertising became more personalized and data-driven through social media and other digital platforms.
- Modern popular culture reflects ongoing conversations surrounding race, gender, politics, identity, and mental health.
- Popular culture in the digital age both reflects and influences modern American values, relationships, and society.

Do:

- Analyze how social media and digital technology influenced American culture.
- Evaluate the impact of streaming platforms, influencers, and online entertainment on modern society and identity.
- Interpret social media posts, advertisements, videos, memes, podcasts, and digital media as historical and cultural sources.
- Explain how technology changed communication, entertainment, and consumer behavior.
- Evaluate how popular culture reflects political activism, identity, social issues, and public opinion in the digital age.

Unit Essential Questions:

1. How has digital technology transformed American popular culture during the 21st century?
2. In what ways do social media, streaming platforms, and influencers shape modern American identity and society?
3. How does modern popular culture reflect political, social, and technological change in America today?

Lesson Essential Questions:

1. How have social media, streaming platforms, and digital media changed American entertainment and communication in the 21st century?
2. What does modern popular culture reveal about identity, politics, activism, and social issues in America today?
3. How do influencers, online trends, and digital advertising shape consumer culture and identity in modern America?
4. How have technology and digital entertainment transformed everyday life in the 21st century?
5. How will the popular culture of the digital age influence future American society and culture?

Materials/Resources:

1. Library of Congress: <https://guides.loc.gov/american-pop-culture>
2. Library of Congress (Historical Newspaper Archive): <https://www.loc.gov/collections/chronicling-america>
3. PBS LearningMedia – Popular Culture Resources:
<https://www.pbslearningmedia.org/collection/amex/t/popular-culture/>
4. National Museum of American History (Smithsonian): <https://americanhistory.si.edu/>
5. Online Internet Archive: <https://archive.org>

Vocabulary:

Social Media	Streaming	Influencer	Viral
Meme	Podcast	Algorithm	E-Sports
Content Creator	Digital Footprint	Hashtag Activism	Artificial Intelligence
Cancel Culture	Viral Marketing	Online Community	

Assessments:

- Project/Problem-Based Learning/Performance-Based Assessments
- Formative Assessments
- Summative Assessments