







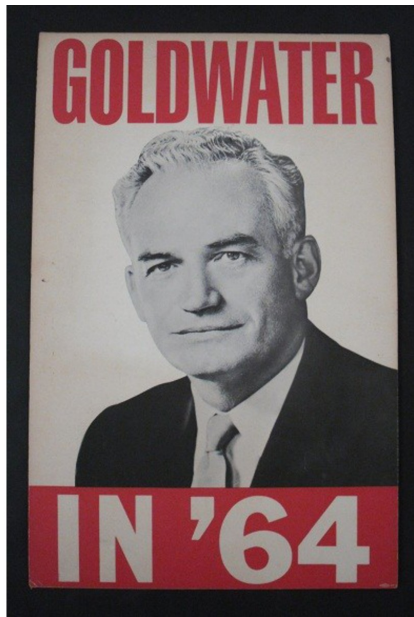
Phyllis Schlafly at a STOP ERA Rally

- ▶ What explains Schlafly's rise, and what were the effects of her movement on the feminists and liberals she opposed?

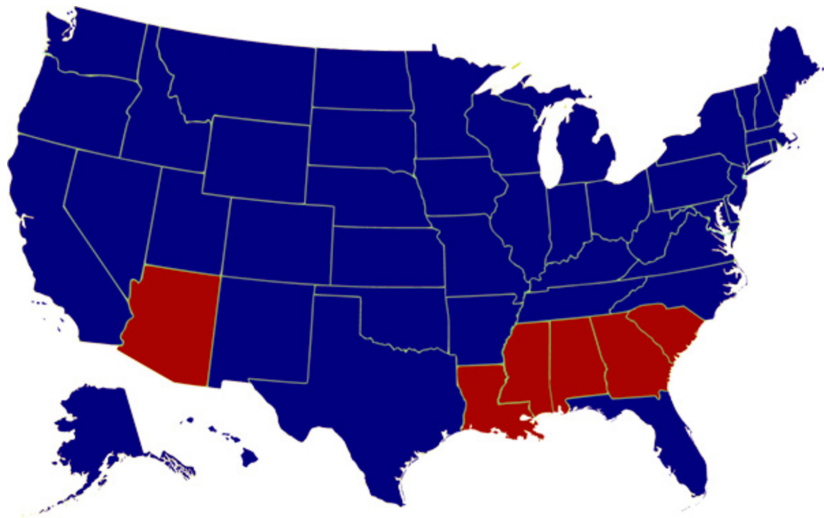
- ▶ What explains Schlafly's rise, and what were the effects of her movement on the feminists and liberals she opposed?
- ▶ What explains the conservative movement's rise, and what were its effects on American society and politics?

## Section 1

### The Rise of Conservatism

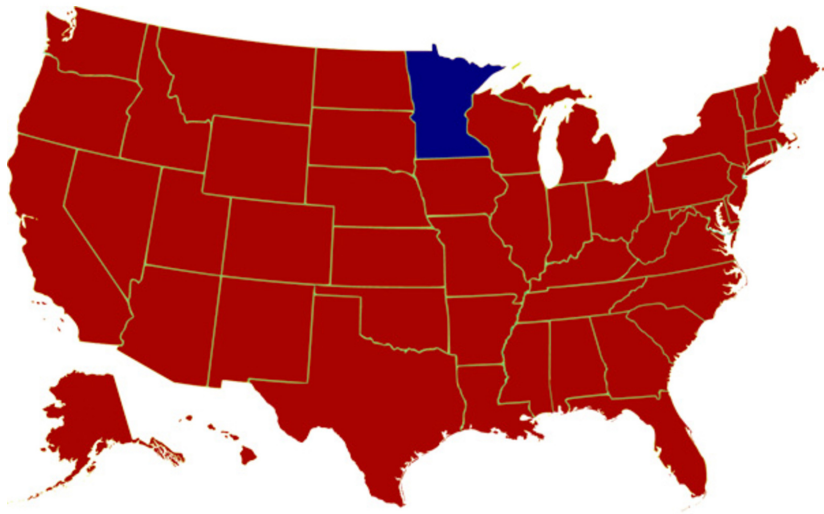


Barry Goldwater, Republican Presidential Nominee in 1964



Presidential Election of 1964





Presidential Election of 1984

## U.S. Presidents, 1969 to 2008

Republican	Democratic
Nixon	
Ford	
	Carter
Reagan	
Bush I	
	Clinton
Bush II	

## 1. Spending on Government Programs

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- ▶ Reagan: “Government is not the solution to our problem; government is the problem.”
- ▶ Clinton: “The era of big government is over.”

## 2. Civil Rights and Anti-Discrimination

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- ▶ Reagan on race

### 3. Feminism and Gay Rights





Anita Bryant's Save Our Children campaign, 1977



Jerry Falwell on Cover of TIME, 1985

## Section 2

### Explaining the Rise of Conservatism

## Possible Causes:

1. Paranoia and Resentment?

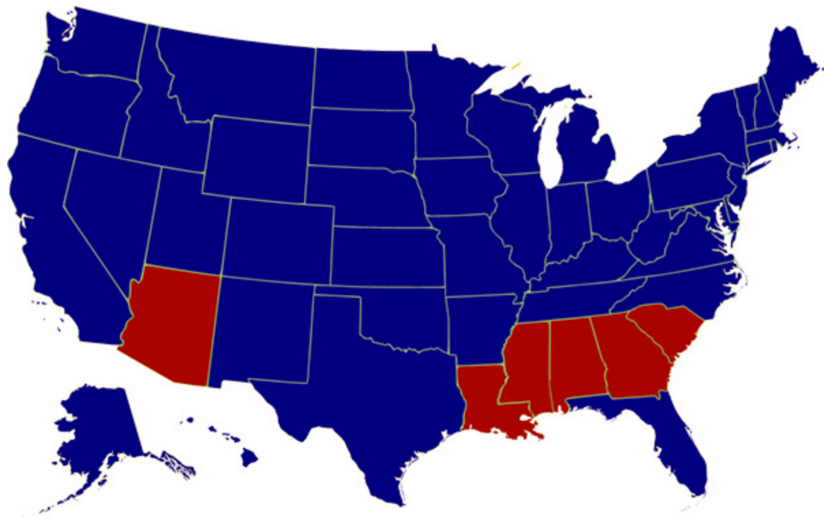
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1. Paranoia and Resentment?
2. Backlash against Radical Left?
3. Something else ... ?





Presidential Election of 1964



Integration at Central High School in Little Rock



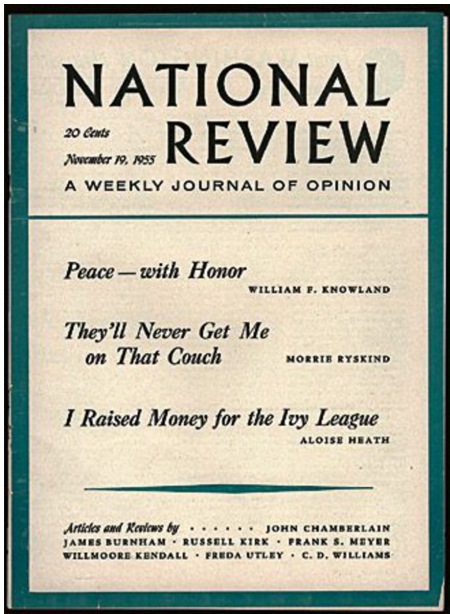
Oklahoma City Bombing, 1995

*[Historians'] first accounts of the rise of the Right sought to account for its support among white working-class voters, once thought to be the stalwart supporters of liberalism. In this narrative, the widespread support that liberalism had once enjoyed foundered in the late 1960s in response to the radicalism of the New Left. The rise of black power, the growing militancy of the antiwar movement, and the challenges of feminism and gay rights all provoked a sharp backlash from the mainstream of American society. The result was a shift to the right.*

- ▶ Historian Kim Phillips-Fein, 2011

Reagan on the Free Speech Movement at Berkeley

<http://www.youtube.com/watch?v=QCr3nL78qWs>



First Cover of National Review, 1955



Women's Republican Study Club of Los Angeles, 1952

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# A CHOICE NOT AN ECHO

*by Phyllis Schlafly*



"the inside story of how  
American Presidents are chosen."

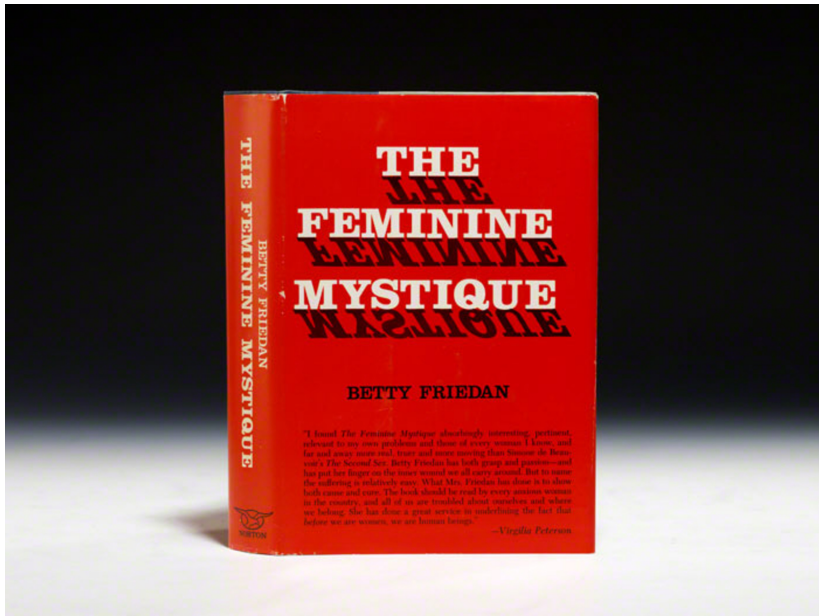


*Earlier scholars had depicted the rightward movement of American politics as an angry reaction epitomized by the outbursts of the 1970s. The more recent body of work has challenged the idea of a backlash, instead emphasizing the extent to which conservatives organized a sustained, long-term attempt to realize their particular vision of American society.*

- ▶ Historian Kim Phillips-Fein, 2011

## Section 3

New Questions



Betty Friedan's *The Feminine Mystique* (1963)