

# **Changing Social and Economic Status of Women**

## **Chapter 8**

## Standard:

**US.34** Describe changes in the social and economic status of women during this era, including: flappers, birth control, clerical and office jobs, and the rise of women's colleges.

# Women in the 1920s

- The role of women in society had taken a massive leap forward In 1920 when all women were given the right to vote.
- The 'New Woman', including the young Flappers, embraced new fashions, personal freedom and new ideas that challenged the traditional role of women.
- The Traditionalists feared that the ' New Morality' of the era was threatening family values and the conventional role of women in the home.
- Affected by the rise of Consumerism in America and were influenced by mass advertising campaigns via magazines, newspapers, the radio and the movies.

# Flappers

- Represented Modernism and typified the clash of values and the changing status of women of the new era. .
- The independent, exuberant and unconventional attitudes of the Flappers challenged the traditional ideas by wearing short skirts, bobbed hairstyles, and make-up
- Flappers began drinking and smoking in public and became sexually liberated during the 1920's.



# Turn and Talk

How was the new “Flapper” woman characterized? Consider clothing, social activities, living situation, and morals.

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# Women in the Workplace

- The number of working women increased by 25% as a result of the work they had undertaken during WWI
- Married women typically did not hold jobs outside of the home, only around 10% however among single women, there was a huge increase in employment during this time.

# Women in the Workplace

- With the rise of the corporate office, a number of other types of jobs opened up. Typists, filing clerks, stenographers, and even some secretarial roles all became possibilities for the ambitious young woman.



Partial View of Home Office — VICTORY LIFE INSURANCE CO. — Chicago, Ill.

# The Rise of Women's Colleges

- As more women moved out of the traditional “Homemaker” role, they needed to seek out higher education
- The number of women attending colleges rose to 10% (only 20% of college aged people were attending college)
- Gave women more opportunities
- Certain paths of education were more popular for women like, teaching, nursing, and social work (All of which required some form of higher education)
- As more women sought out higher education, more colleges for women began to pop up

# Birth Control in the 1920s

- The birth control movement in the United States was a social reform campaign beginning in 1914 that aimed to increase the availability of contraception in the U.S. through education and legalization
- As women became more empowered and moved out of traditional roles they wanted a method for family planning

# Margaret Sanger



- During this time, basic information about sex, sexuality, and even anatomy was often outlawed as obscene
- Sanger worked to educate women about the reproductive process to allow them to choose when and whether to bear children.
- She was convinced that society couldn't evolve unless people practiced family planning, especially among the poor.
- 1921: Sanger founded the American Birth Control League—now known as Planned Parenthood—to advocate for birth control rights

# Homework:

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Complete your study guide and study for your assessment tomorrow.

## Exit Ticket:

1. What did Margaret Sanger widely support?
    - a. Prohibition
    - b. Flapper clothing
    - c. Birth Control
    - d. Smoking in public
  2. The number of women attending college rose to \_\_\_\_\_% of the population by the end of the 1920's.
    - a. 50%
    - b. 3%
    - c. 10%
    - d. 26%
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