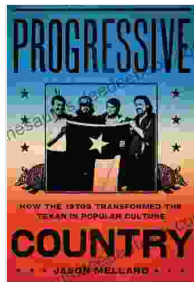


How The 1970s Transformed The Texan In Popular Culture



Progressive Country: How the 1970s Transformed the Texan in Popular Culture by Jason Mellard

★★★★☆ 4 out of 5

Language : English
File size : 3873 KB
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Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 289 pages
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The Texan has long been a popular figure in American culture. From the early days of the Republic, when frontiersmen like Davy Crockett and Sam Houston captured the public imagination, to the mid-20th century, when Western films and television shows made cowboys and ranchers into icons of American masculinity, the Texan has been a symbol of strength, independence, and rugged individualism.

However, the 1970s was a decade of great change for the Texan in popular culture. The cowboy image that had been so prevalent in the 1950s and 1960s began to give way to a more modern and urban image. This was due in part to the rise of the counterculture movement, which rejected the traditional values of the Old West. At the same time, the oil boom of the 1970s brought new wealth and prosperity to Texas, which led to a more cosmopolitan and sophisticated culture.

The Counterculture Movement

The counterculture movement of the 1960s and 1970s was a rebellion against the traditional values of American society. This movement rejected the materialism, conformity, and militarism that had come to define the post-World War II era. Instead, the counterculture celebrated individualism, creativity, and peace.



The counterculture movement had a profound impact on popular culture, including the way that Texans were portrayed in the media. In the 1950s and 1960s, Texans were typically depicted as cowboys or ranchers. However, in the 1970s, Texans began to be seen in a more diverse range of roles. For example, the television show "Dallas" featured a cast of wealthy and sophisticated Texans who were far removed from the traditional cowboy image.

The Oil Boom

The oil boom of the 1970s was another major factor that contributed to the transformation of the Texan in popular culture. The oil boom brought new wealth and prosperity to Texas, which led to a more cosmopolitan and sophisticated culture. Texans began to travel more, and they were exposed to new ideas and cultures. This led to a more open-minded and tolerant attitude towards different lifestyles.



The oil boom also led to a new wave of immigration to Texas. People from all over the world came to Texas in search of jobs and opportunity. This influx of new cultures and perspectives further contributed to the transformation of the Texan in popular culture.

The New Texan

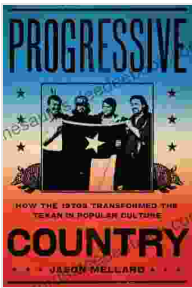
The Texan of the 1970s was a far cry from the cowboy of the Old West. He was more likely to be found in a boardroom than on a ranch. He was more likely to be interested in art and culture than in rodeos and hunting. He was more likely to be tolerant of different lifestyles than his predecessors.



The new Texan was a reflection of the changing times. He was a product of the counterculture movement and the oil boom. He was a more modern and urban Texan, but he was still proud of his heritage. He was a Texan through and through, but he was also a citizen of the world.

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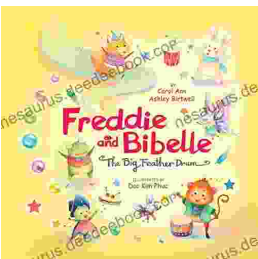
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