

Welcome to the 80s and On

May 12<sup>th</sup>, 2014

# Preassessment

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[http://www.polleverywhere.com/free\\_text\\_polls/IezkybKy3qM9UWQ](http://www.polleverywhere.com/free_text_polls/IezkybKy3qM9UWQ)

# Popular Culture

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- ◉ With the approach of the millenium, popular culture mirrored the confusion and cynicism of young people.
- ◉ Youth culture was a culture of subgroups. Each had a particular style of music and dress and attitude towards life.
- ◉ There was a huge rise in consumerism & materialism. Brand names/designer labels became powerful marketing tools.

# Boomers and On

- 1980s: Most baby boomers were between 20 and 40.
- After their parents retired, the boomers took on influential positions.
- 1990s: Huge economic growth is due to this being the peak spending years of the boomers.
- Their wealth changed the way people expected to live their lives.



# Post Boomer Generations

## GENERATION X

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- Born between 1965-1976
- Latchkey kids of working parents
- Comfortable with technology
- Comfortable with diversity
- Over-educated, underemployed
- Independent, individualistic
- Cynical, pessimistic outlook

## GENERATION Y

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- Born between 1976-late 1990s
- Born into nurturing child-centric times.
- Most technologically literate generation in history – plugged in 24/7
- Celebrate diversity
- Success orientated
- Confident/ambitious
- Fun loving outlook.

# More Multiculturalism

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- 1980s: Canada became more multicultural than ever before.
- Gov't policies encourage wealthy immigrants to create jobs by investing in existing companies or creating new ones.
- These immigrants were drawn to the cities.
- Though as new cultures took root in BC, issues with holidays were raised in schools with large multicultural populations.

## The Multiculturalism Act

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Also known as Bill C-93

- Enacted by parliament in 1988
- Provided a legal framework for existing multiculturalism policies across Canada.
- Aimed to reinforce racial and cultural equality with legal authority.
- The gov't established the Department of Multiculturalism and Citizenship.

# Towards a More Just World

## THE RIGHTS MOVEMENTS

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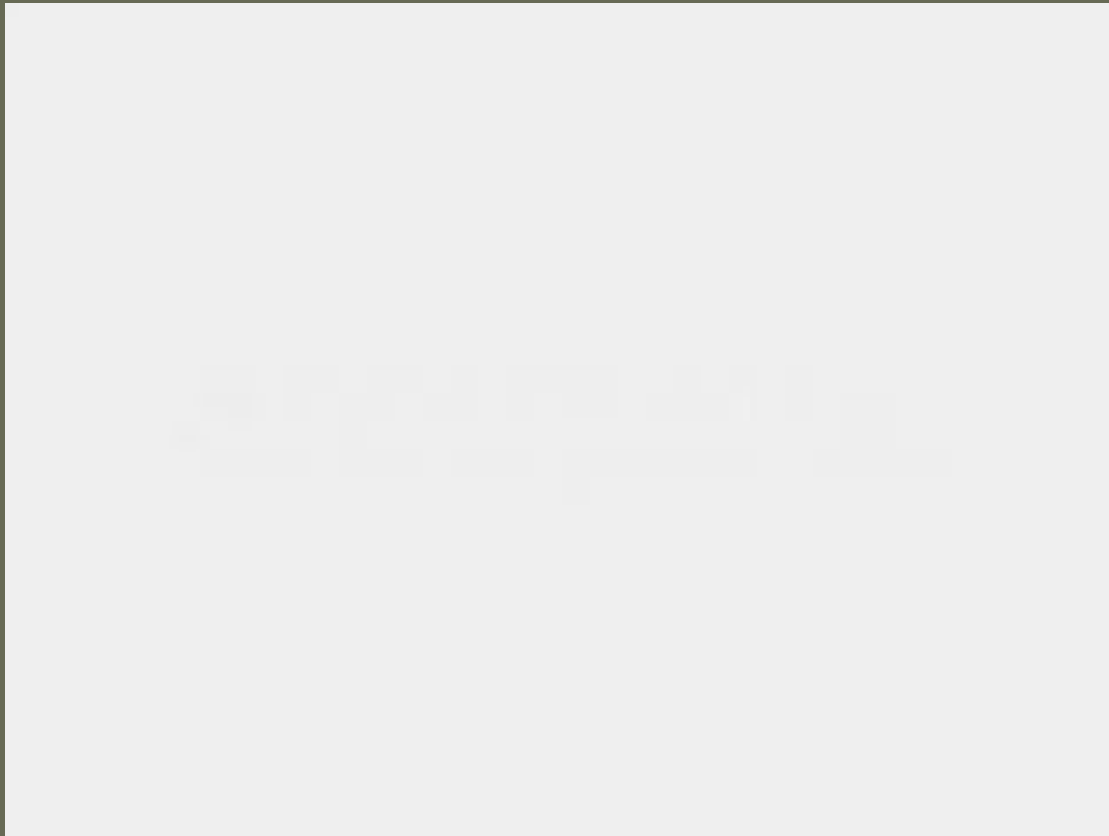
- 1982: Equality for women included in the Constitution
- 1985: Aboriginal women would retain First Nations status if they married white men.
- Mid-1990s: Tests for jobs suitability that favoured males were challenged.
- Mid-1990s: Discrimination based on sexual orientation outlawed.
- 2005: Canada had legalized same sex marriage.





## The Spirit of Generosity

This is the song Tears are not Enough by the Canadian supergroup, Northern Lights. It was created in an effort to raise money for famine in Ethiopia.



## A More Modern Version

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This is Wavin' Flag by Young Artists for Haiti.

