

# THE BIRTH OF HIPPIE CULTURE

Est. Time: 60-90 minutes

Subjects: ELA, History, Social Studies

Age Range: Elementary School

See the full lesson [here!](#)


★ *TEACHROCK* ★






How did the Grateful Dead reflect and promote Hippie Culture in the 1960's?

In this lesson you will:

- Learn about the idea of “The American Dream”
  - Find out how new ideas, beliefs, and actions spread in the late 1960s
  - Connect the ideas of the Hippie movement with the Grateful Dead
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Have you ever heard of “The American Dream”?

Write a short definition of what you think it means.

Then read **this definition**. How does your definition compare?





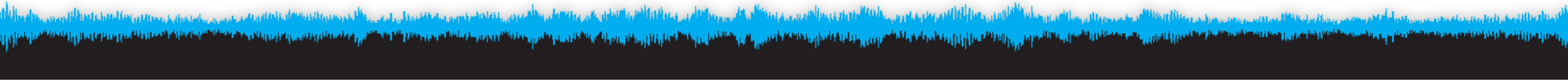
Look at **this illustration** of The American Dream. List as many words as you can to describe what you see in this drawing.







Consider or ask a friend:

- How many words were on your list of words to describe the image of The American Dream?
  - Do you think that this family has too many things, not enough things, or just the right amount of things? Why did you choose this answer?
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## 1960s TV COMMERCIAL

Watch [this television commercial](#) from the 1960's.



Consider or ask a friend:

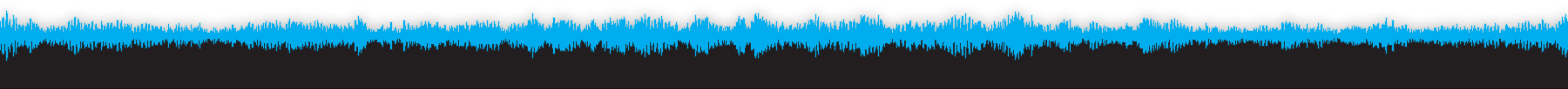
- Why do you think these people are dancing?
  - How do you think the woman in the commercial feels? Why?
  - What does this commercial tell us about the life of women in 1960?
- 



In the mid 1960's, while many people celebrated "the American Dream," others were critical.

They said that Americans were becoming mindless workers and consumers who were only thinking about buying new things.

People who felt this way often created their own communities of like-minded people.








## INTRODUCING HAIGHT-ASHBURY

Watch [this video](#) to learn about what was happening in San Francisco in 1968.





Consider or ask a friend:

- The reporter claims the Haight-Ashbury neighborhood attracted young people “seeking something new and significant for themselves.” What do you think these young people hoped to find?
  - What might life have been like for people who moved to this neighborhood? Would you want to live in that kind of environment? Why or why not?
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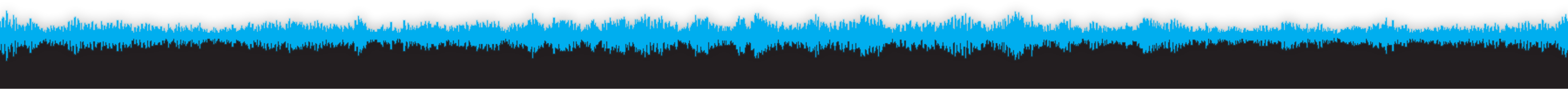
## INTRODUCING THE GRATEFUL DEAD

Watch [this video](#) of The Grateful Dead, a band that started in the Haight Ashbury neighborhood in 1965.





Consider or ask a friend:

- What did the Grateful Dead's daily life seem like when they lived in Haight-Ashbury?
  - What might have Jerry Garcia meant when he said at the beginning of the clip, "We'd all like to be able to live an uncluttered life, a simple life, a good life?"
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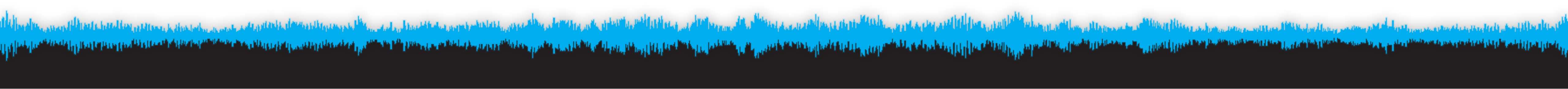
Look at the images in **this handout** and think about how these photos are alike and different.







Consider or talk with a friend:

- What differences did you notice between the “Hippie” images and the “Mainstream America” images?
  - Based on these images, how would you describe the “Hippies”?
  - In your opinion, is one of these cultures better than the other? Why or why not?
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# SUMMARY

- The American Dream is that anyone can achieve success and have lots of nice things
- Hippie Culture was a reaction to conservative ideas in the late 1960's
- The Grateful Dead began in San Francisco's Haight Ashbury and played to huge audiences from 1965 to 1995





# BE CREATIVE

- Think about your favorite band or musician. Design two concert posters for that musician or band in the styles of 1968 Mainstream America and 1968 Haight Ashbury. Use **this handout** for inspiration.
- Create a colorful and detailed Venn Diagram comparing and contrasting Mainstream American Life with Hippie Life in Haight Ashbury.

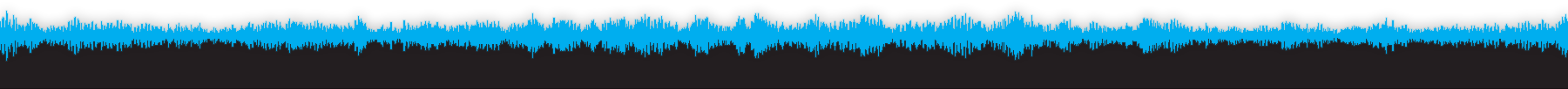




# BE CREATIVE

Be an interviewer!

- Ask an adult what they know about the hippies in Haight-Ashbury, and share what you have learned.
- Were Hippies trying to change culture or run away from Mainstream American Culture? What do you two think?
- Do the two of you notice anything about Hippie culture that is part of popular culture today?





# BE CURIOUS

- Learn about The Grateful Dead by exploring these TeachRock Lessons:
  - **Loudspeakers, PA Systems, and the “Wall of Sound”**
  - **Feeling the Vibrations**
  - **Math with the Grateful Dead**
- Find out more about the Hippie Movement **here**
- Just for fun, watch some more television commercials from the 1960’s **here**





# CONNECT

Share with us! Either you or an adult in your life can share your filled in handout, art piece, or signing video with TeachRock on **Instagram** or **Facebook**, email to **info@teachrock.org**, or Tweet it to **@TeachRock**





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