**Learning Objective:**

Explain how and why various groups responded to calls for the expansion of civil rights from 1960 to 1980.

**Thematic Focus:**

*Social categories, roles, and practices are created, maintained, challenged, and transformed throughout American history, shaping government policy, economic systems, culture, and the lives of citizens.*

1. Responding to social conditions and the African American civil rights movement, a variety of movements emerged that focused on issues of identity, social justice, and the environment.
2. Latino, American Indian, and Asian American movements continued to demand social and economic equality and a redress of past injustices.
   1. The United Farm Workers was a union organized and led by Cesar Chavez, Dolores Huerta, Philip Vera Cruz, and Larry Itliong. Cesar Chavez is recognized as a significant civil rights leader. He turned a grape pickers strike in California into a national campaign by attacking the structure of the migrant labor system through a boycott of grapes.
   2. The United States Immigration and Nationality Act of 1965 abolished the national-origins quota system that had been in place since the 1920s.
3. Feminist and gay and lesbian activists mobilized behind claims for legal, economic, and social equality.
   1. Women’s Rights
      1. Betty Friedan was the author of *The Feminine Mystique* and the first president of the National Organization for Women (NOW). The following passage from *The Feminine Mystique* reflects the fact that 1960s feminism was a middle-class, female-led movement: “The problem lay buried, unspoken, for many years in the minds of American women. It was a strange stirring, a sense of dissatisfaction, a yearning that women suffered in the middle of the twentieth century in the United States. Each suburban wife struggled with it alone. As she made the beds, shopped for groceries, matched slipcover material, ate peanut butter sandwiches with her children, chauffeured Cub Scouts and Brownies, lay beside her husband at night—she was afraid to ask even of herself the silent question—‘Is this all?’” NOW was founded in 1966 in order to challenge sex discrimination in the workplace.
      2. Women’s rights were expanded by Title VII of the Civil Rights Act of 1964, affirmative action regulations, the *Roe v. Wade* ruling guaranteeing women the right to an abortion as a constitutional implied right to privacy, and the Equal Credit Opportunity Act.
      3. A law requiring equal pay for men and women was passed in 1963; to this day, women earn 78% of men’s wages.
      4. A constitutional amendment, called the Equal Rights Amendment (ERA), outlawing discrimination on the basis of gender failed to gain enough states to ratify it in 1972.
      5. Phyllis Schlafly was an outspoken opponent of the ERA, arguing that the ERA would take away gender-specific privileges currently enjoyed by women, including “dependent wife” benefits under Social Security and exemption from Selective Service registration.
4. Feminists who participated in the counterculture of the 1960s rejected many of the social, economic, and political values of their parents’ generation and advocated changes in sexual norms.