**Chapter 28, Section 3: The Great Society**

**I. Johnson Takes the Reins** *(pages 854–857)*

**A.** Lyndon Johnson took office during what seemed like a prosperous time for the United States. In reality, however, away from the nation’s affluent suburbs were some 50 million poor. Kennedy and Johnson made the elimination of poverty a major policy goal.

**B.** Johnson differed from Kennedy’s elegant society image. Johnson, a Texan, spoke directly and roughly at times. He sought ways to find **consensus,** or general agreement. His ability to build coalitions made him one of the most effective and powerful leaders in Senate history.

**C.** Johnson declared that his administration was waging an unconditional **war on poverty** in America. By the summer of 1964, Congress had created the Office of EconomicOpportunity (OEO), which focused on creating jobs and fighting poverty.

**D.** The election of 1964 had Johnson running against Republican candidate BarryGoldwater. Americans were not ready for Goldwater’s aggressive message, andJohnson won in a landslide.

**Discussion Question**

What tactics of President Johnson’s became known as the Johnson Treatment? *(The treatment was Johnson’s way of persuading others to agree with him. His reputation for getting things done involved doing favors, twisting arms, bargaining, flattering, and sometimes threatening.)*

**II. The Great Society** *(pages 857–859)*

**A.** Johnson promised a **Great Society** during his campaign. It was the vision of a more perfect, more equitable society.

**B.** Between 1965 and 1968, over 60 programs were passed, including **Medicare** and **Medicaid.** Medicare was a health insurance program for the elderly funded through Social Security. Medicaid financed health care for those on welfare or living below the poverty line.

**C.** Johnson’s interest in education led to the Elementary and Secondary Education Act of 1965 and to the preschool program, Project **Head Start,** which was administered to disadvantaged children.

**D.** Johnson urged Congress to act on legislation dealing with the deterioration of inner cities. Congress responded with the creation of the Department of Housing and Urban Development in 1965. Its first secretary, **Robert Weaver,** was the first African American to serve in a cabinet. “Model Cities,” a broad-based program with matching funds from local and state agencies, supported programs in the areas of transportation, health care, housing, and policing.

**E.** The Immigration Reform Act of 1965 played a key role in changing the composition of the American population. It kept a strict limit on the number of immigrants admitted to the United States each year. It also eliminated the national origins system, which gave preference to northern European immigrants. Immigrants arrived in the U.S. from all parts of Europe and from Asia and Africa.

**Discussion Question**

What were some of Johnson’s programs within his Great Society campaign? *(Upward Bound provided college preparation for low-income teenagers. Between 1965 and 1968, over 60 programs were passed, including Medicare and Medicaid. Medicare was a health insurance program for the elderly funded through Social Security. Medicaid financed health care for those on welfare, living below the poverty line. The preschool program, Project Head Start, administered to disadvantaged children.)*

**III. Legacy of the Great Society** *(pages 859–860)*

**A.** The impact of the Great Society was felt by all aspects of American life and improved many lives.

**B.** Some Americans opposed the massive growth of federal funds and criticized the Great Society for intruding too much in their lives.

**C.** There is a continued debate over the success of the Great Society. It did result in many Americans asking questions, questions Americans continue to ask today.

**Discussion Question**

What remains today of the Great Society? *(Programs like Medicare and Medicaid as well as the Department of Transportation and the Department of Housing and Urban Development and Project Head Start are what remain today of the Great Society.)*