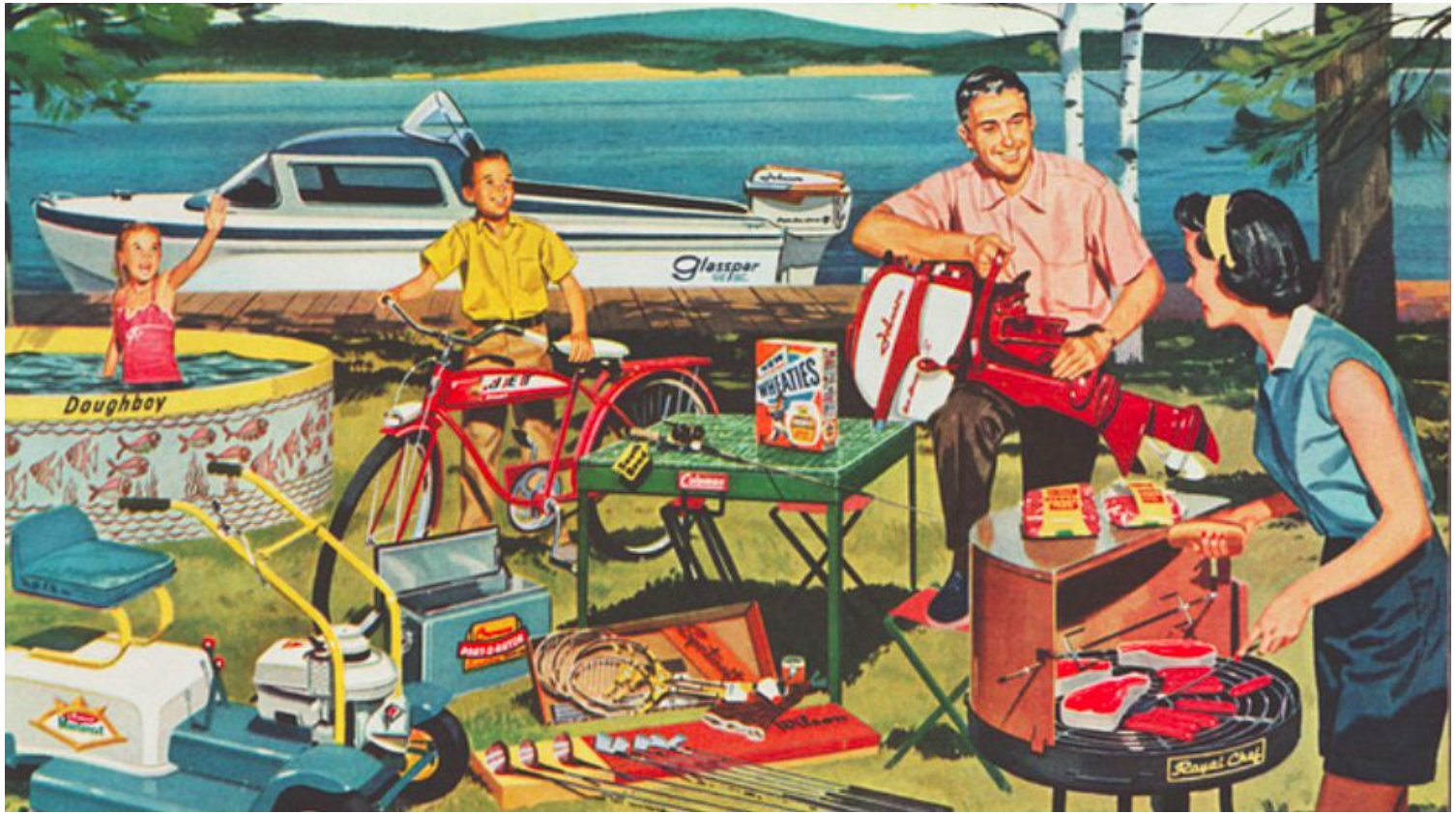
# Chapter 3

# Population and society

Modernization of Quebec(1945-1980)

# What does this picture represent?



# Influence of American Culture

- **American culture was spreading through movies and TV**, even making its way to Quebec
  - Hollywood movies portrayed the image of a r**ich, prosperous America**
  - This was an America where the middle class families all **owned cars ad appliances**
  - This was a life based on **consumption and material comfort**




**3.33** Advertisement that appeared in the journal *Le Canadien français* from January 13, 1955.

# Influence of American Culture

- American influence created a **mass culture**
- American lifestyle, attitude, values and behaviours **influenced the western world** with the ideas that were seen in Hollywood and on the big screen
- This led to a **shift from tradition to modernity** even during the Duplessis Era



# Increased Purchasing Power

- In the Post-war world, workers were in a very good place: **their salaries increased faster than the cost of living**
  - This led to an **increase in purchasing power**, allowing Quebecers to consume more
- **Consumer credit** was also growing as credit cards became more common
- Advertising became a popular way of encouraging people to buy products






# Advertising

- **Advertising became more present** in public and private spaces
  - It appeared in newspapers, magazines, in neon lights, on the radio, and on tv
  - Images and slogans invaded all spaces
- Advertising is a form of **mass communication**
  - It speeds up the spreading of new products or ideas
  - Encourages people to adopt specific behaviours, such as buying certain products






**3.36** One of the first desktop computer models, in 1970.

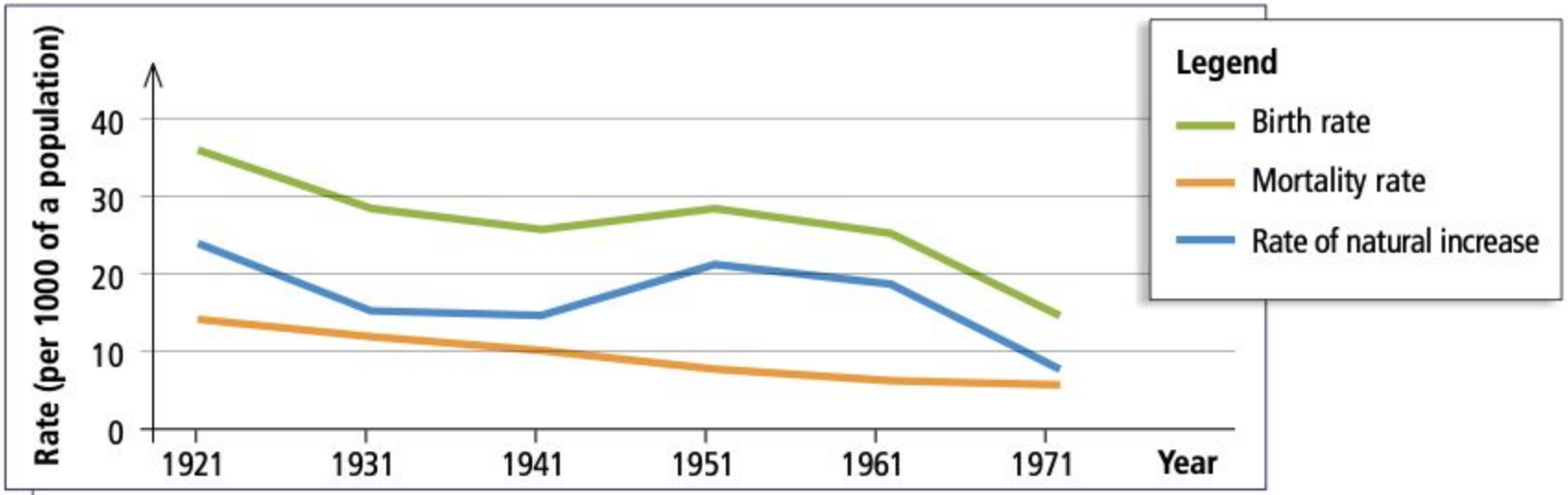
# Advertisement for Ford

Would this commercial convince you to buy a car?

What has changed about car commercials?



## 20 Population growth in Québec, 1921–1971




Data from: Statistics Canada, *Vital Statistics*.

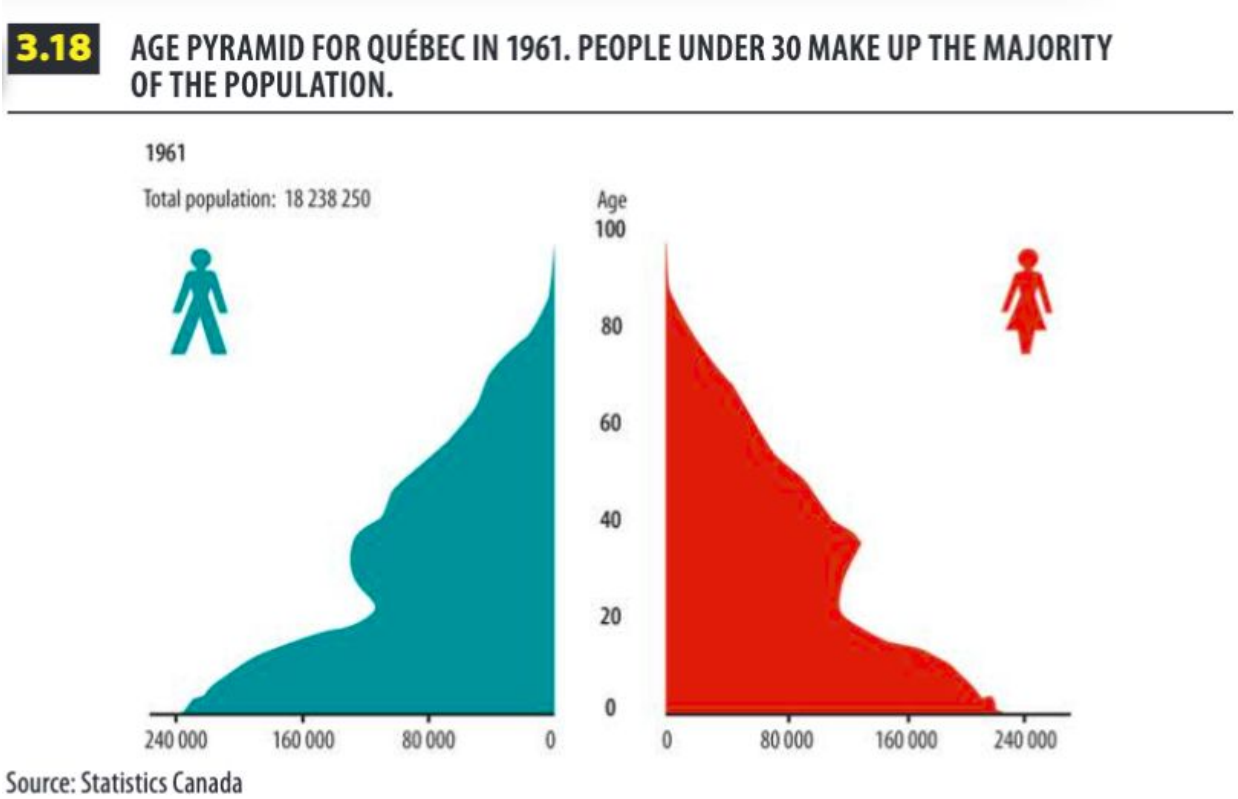
# Baby Boom

- **Natural growth**
  - The difference between the number of births and the number of deaths in a specific time period
  - For example, Canada's birth rate in 1952 was 30.7 per 1000 inhabitants
- From 1945-1972, Quebec welcomed 2 million children into the world. This was a major increase in the birth rate
- **This occurred for three reasons**
  - **Women were having more children**
  - **People were getting married young**
  - **The Great Depression and the War were over and couples were able to reunite, they also now could see a brighter future for their possible children**



# Baby Boom

- This big increase in births is known as the baby boom
- The baby boom was not only occurring in Quebec, but also in Canada, Europe and the USA



## New arrivals and cultural communities

Starting in 1945 and in the following years, Québec experienced a rise in immigration and welcomed between 20 000 and 30 000 people per year. In **1952**, the Canadian government adopted an immigration act that once again favoured immigrants from Western Europe and the United States. European immigrants came primarily from the United Kingdom, Italy, Germany, Austria, France, Greece and Hungary. Among these new immigrants, many were Jews.

**21** The arrival of immigrants, 1947



## Newfoundland joins the Canadian federation, 1949

On April 1, 1949, Newfoundland officially became the tenth Canadian province. Newfoundland's entry into the Canadian federation increased the population of Canada by approximately 350 000 people.



▲ **In Ottawa, Prime Minister St-Laurent gives a welcome speech to Newfoundlanders.**


RESIDENTIAL
SCHOOLS
NATIVE
CULTURE
MAYES
edmonton

# Residential Schools

- In the 1950s, **new residential schools were created in Quebec**
  - The goal of the schools was to **assimilate** Indigenous children
  - This would have terrible repercussions both socially and culturally for these children
- Residential schools were **built later in Quebec than the rest of Canada**
  - This is due to political factors. Quebec's **Compulsory School Act** in 1943 required all students to go to school
  - This led to the construction of residential schools



**3.45** Residential schools were run by the federal government and by the Catholic Church, the Anglican Church and Presbyterian churches

# Residential Schools

- Most of Quebec's residential schools were **built in the 1950s and 1960s**
- 10 Catholic residential schools opened in the province
- Teaching consisted of basic instruction; focusing on instilling the **Catholic religion and European values** in Indigenous children
- In 1969, the government ended its partnership with the church and these schools became secular

| NAME AND MUNICIPALITY | CHURCH | OPENED | CLOSED |
|---|---|---|---|
| SEPT-ÎLES (SEPT-ÎLES) | Catholic | 1952 | 1971 |
| POINTE BLEUE (POINTE BLEUE) | Catholic | 1960 | 1973 |
| SAINT-MARC-DE-FIGUERY (AMOS) | Catholic | 1955 | 1973 |
| ST. PHILIP (FORT GEORGE) | Anglican | 1934 | 1979 |
| FORT GEORGE (FORT GEORGE) | Catholic | 1937 | 1980 |
| LA TUQUE (LA TUQUE) | Anglican | 1962 | 1980 |

# Canadian Sovereignty in the Arctic

- **Canada has claimed Arctic sovereignty** since the 19th century
- It became hard for Canada to assert its rights over the territory it did not occupy even though they had many expeditions in the Arctic
    - Both the USA and Norway carried out more expeditions and discovered more than Canada did at this time
- **International law:** does not recognize a state's sovereignty (authority) over an area just because they put a flag
    - They also need to occupy and administer the territory
- Canada took a few **measures to assert its sovereignty over the Arctic**
    - Opened Royal Canadian Mounted Police (RCMP) detachements (sections which police a certain area)
    - In 1950, a weather station was built at the north end of Ellesmere Island. It later became a Canadian Forces Station Alert in the 1960s (military base)
- In the 1950s, the government established an **Inuit population in the remote, icy north.**
    - **They pressured 19 Inuit from the Hudson Bay region to relocate to the High Arctic. The** government claimed the area was rich in resources
    - What actually happened was that the **Inuit families were abandoned in a hostile territory where many suffered from starvation due to the lack of resources and lack of experience of such harsh conditions**
    - Those who survived were moved back south 20 years later



# Map of the Arctic



Ch. 3 p. 212

**25** **An Innu family, toward the mid-20th century**



## The impact of resource exploitation on Indigenous communities in Québec

Starting in the 1950s, the acceleration of resource exploitation in certain regions, particularly in the Côte-Nord and Nouveau-Québec, had a direct impact on the way of life of Indigenous communities. In addition to not financially benefiting from the exploitation of their territory, Indigenous people saw their traditional activities disrupted by these changes. Their hunting and trapping activities were threatened, among other things, by the construction of large hydroelectric dams that caused the flooding of parts of their territories. Mining, the construction of transportation infrastructure and population growth with the arrival of large numbers of workers also disturbed the ecosystems of several territories.

# First nations right to vote

Indigenous people were given the right to vote if they renounced their status from 1867 onwards. It was finally in **1960** that  Indigenous people got the right to vote without any restrictions.

