Mad Men is an important political text for reasons that include, but reach beyond, its significant impact on popular culture. The show has much to tell us about American identity, not only in the 1960s – a period of major change and importance in American social and political life – but in our own 21st century milieu. In depicting a postwar America defining itself as a political and economic superpower, while struggling with its inequalities of race, gender, and class, Mad Men offers viewers a way to explore contemporary facets of American identity through the lens of the recent past.

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