

Americanization - The US strikes back?



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Reviews

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(Flo Welch)

AMERICANIZATION - THE US STRIKES BACK?



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GRIN Verlag Okt 2007, 2007. Taschenbuch. Book Condition: Neu. 210x149x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2002 in the subject English - Applied Geography, grade: 1,3 (A), University of Bayreuth (Language Center), 21 entries in the bibliography, language: English, abstract: The American influence is a part of Globalization which everyone can see in the media, taste in the food, and sense in the products we buy. Hence, it is perceivable for everyone, every day. Satellites, the internet, airplanes, and container ships are carrying the American culture to Europe all around the clock. In fact, the English language, or better said, American English and its variations are dominating the stage in all fields of intercultural exchange such as business, sciences, and entertainment. Just 100 years ago, German scientists dominated worldwide research, and thus most publications were in German. Nowadays most publications are in English, due to the concentration of the best researchers at American universities and the function of English as the 'common denominator'. In times of the rule of 'publish or perish' one is forced to adopt English in order to obtain international recognition. But the impact is far deeper. It goes back to our cultural identity itself. When you switch on the television, when you go to the cinema, or when you open a magazines you will recognize this American influence such as in the case of Anglicisms like 'Star', 'Opponent' and 'Internet Kids'. This essay aims a shedding more light on the myth of Americanization. Based on a definition, it will cover briefly its chronology and then continue with two deep dives on language and popular culture. 28 pp. Englisch.



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