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**The American Cultural Hegemony as a process of
Globalization**

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Dedication

I would like to dedicate this work to:

My sweetheart mother

My dear father

My brothers : keiraddine and yaakoupe.

My sisters: Radia and Sara

My friends Soumaia, Amel and hamza

To all the people I love

Acknowledgment :

First of all, I thank God for his help and guidance. I would like to express my great gratitude to Mr. TEMAGOULT for the patience and care throughout the whole research process; he was vast source of insightful guidance and advice.

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I am the same hugely grateful to all those who have taught me here at Muhammad Kidder University and to all the Department of English.

Abstract

This work aims at studying American cultural hegemony as a process of globalization. Through this work we understand that American cultural hegemony is one major aspect of the American dominance of the world.

Throughout this research, we aim at providing and discussing the necessary information to understand the spread of the American culture into the world and how American economy contributes to the spread of American culture where we find that the United States is not only powerful economically and politically but also culturally, this is our main hypotheses.

Our research is divided into three chapters, the first chapter we show that the U.S culture has made its power throughout human history where people exchanged cultural values, ideas, and goods through trade and migration where, the Americans use such principles as democracy, justice and freedom to influence people and to justify their hegemonic attitudes outside the U.S. in the second chapter throughout our statistics we understand that America is really a hegemonic nation in terms of industrial gigantism and power. This enables the United States to dominate and expand culturally, where most of the people on the world have access to mass media. In the third chapter, we show the evolution of America culture by giving the impacts of globalization. We find that; the Americans have standardized their culture in the “global village ”the U.S. surrounds the globe with many satellites which have no borders. In addition to that we understand that American English has an important role to the spreading of American culture. Finally, in this research we can say that this topic requires deeper studies and long analysis to the fact that the United States has a great power in all domains. America is not only as a world leader but is eager to keep and maintain its leadership forever.

ملخص

يهدف هذا البحث إلى دراسة الهيمنة الثقافية الأمريكية حيث من خلاله نطمح بتقديم المعلومات الضرورية لفهم الانتشار الغير مباشر للهيمنة الثقافية الأمريكية في العالم وكيفية مساهمة الاقتصاد في نشر الثقافة. بذلك استنتجنا بان أمريكا ليست قوية اقتصاديا وسياسيا بل أيضا ثقافيا.

ينقسم بحثنا هذا إلى ثلاث فصول:

الفصل الأول يبين بان قوة الثقافة الأمريكية تكمن بتبادل الأفكار، القيم، المنتجات عبر التجارة والهجرة حيث الأمريكيين استعملوا بعض المبادئ كالديمقراطية، العدل والحرية لتأثير على الشعب واثبات هيمنتها.

الفصل الثاني حسب الإحصائيات فهمنا بان أمريكا فعلا هي دولة قوية ومهيمنة بمصطلح الضخامة الصناعية، هذا ما جعل أمريكا تهيمن ثقافيا وتتوسع عبر العالم من خلال الإعلام.

الفصل الثالث يبين تطور الثقافة الأمريكية من خلال تأثيرات العولمة لذلك استنتجنا بان الأمريكيين تدريجيا طابقوا ثقافتهم فيما يسمى بالقرية العالمية ، بالإضافة إلى اللغة لعبت دورا هاما في نشر الثقافة الأمريكية.

وفي الأخير وصلنا إلى نتيجة بان هذا البحث يتطلب دراسة عميقة وطويلة لان أمريكا دولة عظيمة وقوية في كل المجالات.

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Chapter one:

The history of American culture

Chapter two:

Statistics about American cultural hegemony

Chapter three:

The evolution of American culture

General Introduction:

At the end of the twentieth century, America has a hand in everywhere, influence in the world culture where it put its hand in the fields of all Activities. The development and changes of America's domestic democracy have strengthened the status of the United States as hegemony, and have also enriched its hegemonic thoughts. It is a nation growing in itself on an international stage a long, with the consequences that result from that growth.

The United States culture has made its mark throughout human history; peoples have exchanged cultural experience, values, ideas, and goods through trade, and migrations. Whereas it is clear that American, products are flooding world cultural markets and its dominance in the global presence of US multinational companies like Coca Cola. US culture is now penetrating every continent through the dramatic growth of mass communications like music, television, films (Hollywood movies), and the Internet, as well as through the penetration of American companies into foreign countries. Critics often focus on US technological advances and industries that represent mainstream America. A better indicator to US cultural mixture abroad is perhaps its citizens. American volunteer programs, tourism, and the face-to-face connections abroad may give a better image to the world of what being American truly is. US trade, politics, and economics also are indicators of American ideals.

Today, most people of the world know a lot about the American culture, they know about American ideals; freedom, justice, democracy and human rights its ideologies; security, interests, economic dominance ...America has exported its culture outside "Americanization." Most of them glorify the American culture because of the historical experience of the United States, which considered the first country based on democratic institutions, freedom of choice and respect of human rights. At the same

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time, the Americans maintain this wide spread belief towards the American society so that they win the Admiration of other foreign communities. In fact, the American culture of democracy and human rights has become a central aspect of many countries of the world because of the positive role that can result in society. However, behind the spread of the American culture, there is a depiction of an imperialist attitude developed by American institutions.

American culture influences the world but the exchange is mutual. The food, fashion, and plant industries in the United States are greatly influenced by the world. When considering the top fashion designers. The American food industry is a mixture of the world's cuisine. The reality is, US culture is widely marketed to the world and accepted. This may be on purpose or just by complete nature of its hegemonic status, an expected occurrence. The global impact is very important. It dictates how and what countries trade and the manner in which international politics are conducted. However, this does not make it a superior culture, just one that dominates due to its widespread international gratitude.

Behind the wide spread of American culture, many students look at the domination of the American culture from a critical eyes as it represents a danger to the other cultures, this brings some questions to our minds: 'cultural hegemony' who is dominating whom? What is the secret behind the reputation of the American culture? This work hence studies the nature and the impact of American cultural domination. This study analyzes American cultural hegemony in the world. Its aim is to show the power of American cultural domination to shape the world, Historians have noticed the spread of American culture, and they have related this phenomenon to the advance of the U.S. in the domain of communication and American economy.

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In terms of literature review, we can cite on works of writers such as John Tomlinson, and books of cultural studies such as Cultural Intelligence, Post-colonial Studies, Linguistic Imperialism, American ways. in addition to books and articles about statistics about American companies and its products dominance such as Roger D.Kilmer "the Facts about Modern Manufacturing", and Schiller, Herbert I communication and cultural domination.

Our hypothesis are based the assumptions that if America is marking its presence in the world it's because of American hegemonic culture. It is the American economic power that contributed to the American hegemony. We aim to clarify American cultural hegemony where it will be key reference for the secret of American domination, to understand the term of American globalization and to investigate the impacts of American cultural hegemony around the world.

The study of American cultural domination becomes more interesting to the scholars and us because it helps us to understand American attitudes and values. The method that fits the issue is the Descriptive analytical one, because we show the dominance of American culture in the world by giving statistics, diagrams to demonstrate the evolution of the U.S domination. American culture is hegemonic in a way that it is observable anywhere, everywhere, and this is what we are going to investigate with statistics. In this research, we limit ourselves just to the American cultural hegemony in the world from the end of the twentieth century until now.

This work can be divided in three chapters; the first chapter about a historical background of the American cultural hegemony in the world (the history of American domination). We define the issues: hegemony, cultural hegemony and globalization then we describe the expansion of American culture American way of life .we rely on

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works of writers such as Robert Mc Keer "Politics. U.S.A" and Edward Said, Lenin "Imperialism, the highest stage of capitalism"

The second one, we will prove the cultural hegemony of the U.S through analysis of some statistics in terms of number of factories, Multinational companies, industrial production, Hollywood movies, and mass media. We rely in works of writers like Roger D. Kilmer "The Facts about Modern Manufacturing "and Marshall McLuhan "globalization"

Finally, in the third chapter, we are going to investigate the evolution of American culture by giving the impacts of globalization, how American culture became global one, what are the secrets of this domination. We rely on the works of writers like David Gradool "future of English". We hope to give the necessary information and items to recognize the real inferences of American cultural hegemony.

Introduction

The last three decades have known a discussion about culture and hegemony giving birth to a new stream of writers and thinkers who are studying this field from different points of view. They tend mainly to show openly the relation that exists between the concepts- culture and hegemony. In an era where the United States has become a superpower economically and culturally, cultural hegemony is widely associated with this country.

In the late 20th century and beginning of 21st century, scholars have observed a wide spread of the American culture all over the world. They have also noticed that it is taking more and more space in a limited and short period of time. This fact has created not only a feeling of doubt and distrust, but also a feeling of interest and interest among historians and sociologists. This chapter will thus consider the importance that exists between American hegemony and the American culture, where we give the history of the American cultural hegemony in the world. We describe the expansion of American culture American way of life. From a postcolonial examination, we try to show the truth of American cultural hegemony, this chapter evaluate the concept of globalization as a new word to replace Hegemony and to create a regular world culture following the American interests.

1– The History of American cultural hegemony

It is almost impossible to study the history of a great power without mentioning the word hegemony or domination. Throughout history, the notions of power and hegemony have gone hand in hand to form empires and civilizations. Historians such as Robert McKeever believe that the U.S. is a result of the British imperial expansionist policy of the 16th century. In his book, *Politics: U.S.A.*, he speaks of westward growth and the American interventionism in Asia and Latin America as something not different from European imperialism. In short, the U.S. is a continuing European power on the other side of the Atlantic Ocean. Today, it has become the most powerful country in the world dominating most aspects of peoples' life.

To understand well American cultural hegemony we require a good understanding of the concepts “culture” and “hegemony. We find sociologists, anthropologists, linguists and historians such as Ibn Khaldun, Edward Said, Frantz Boas, Margaret Mead and lot of other thinkers. The word culture is always referred as a system, which distinguishes human beings from other creatures, on one hand, and distinguishes between human societies on the others.

To discuss American hegemony, it is useful to refer to Post-colonial Studies which give an appropriate definition of culture. According to Bill Ashcroft, it is “*a range of separate and distinct systems of behaviour, attitudes and values*” (p60). In this quotation, Bill Ashcroft means that Culture gathers all aspects of life of a particular society, and it includes beliefs, behaviour, language, customs, and works of arts, inventions, and traditions.

The word hegemony is a complex term. Because its ambiguity and the scholars have different positions- ideological, political and cultural- the concept of hegemony differs from one to another. In their analysis of the concept of hegemony, scholars

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obtain to a variety of definitions which sometimes disagree on the way each looks at some of its aspects. For instance, in his book *Imperialism, the Highest Stage of Capitalism*, Lenin relates the concept of imperialism to free trade which, for him, facilitates the process of immigration and exploitation. Ronald Robinson instead gives us a more general definition: “... *a political function of a process of incorporating some countries at some times into the international economy*” (cited in Bush p 45). While Lenin discussed the economic side of hegemony, Robinson in his quotation included the political length. In the same situation, the 1990s saw another movement of scholars who defined culture as a powerful factor of domination

Despite the differences among themselves, scholars agree on the fact that hegemony takes ideas of domination and imposition. Edward Said had put it as a “*practice, theory, and the attitudes of a dominating metropolitan centre ruling a distant territory*” (*Culture and Imperialism*, p8). In this context, it seems that Edward Said has reached a reasonable and an appropriate definition which is sufficient to carry on this work.

“Postcolonial studies” or what is also called the “cultural imperialism thesis”, leaded by the French sociologist Michel Foucault, John Tomlinson, the Italian Antonio Gramsci and the Palestinian writer Edward Said, emerged in the 1960s as a response against the colonial discourse. This latter aimed mainly to show the dominance of the colonizing western Civilization over the colonized countries. At the beginning, this theory concerned by what is economic and political because these were the prominent problems of the post independence period. In addition, the notion of neo-colonialism occupied the minds of historians.

Scholars thought that this new colonial relation between the “North” and “South”, the

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West and the former colonies, was only economic. It took them time to know the role of culture in the history of hegemony. During 1990s, the socio-historical background showed the emergence of the U.S.A ahead of all other powers. Gradually, the world was becoming more and more uniform adopting the American culture rooted in the concepts of democracy and freedom. In this case, the postcolonial theory challenged the accepted hegemonic history and open the past as more varied. (Belaid Allal in his thesis "American Cultural Imperialism" p5)

Actually, no one can reject the power in the hands of the U.S.A. Because the U.S.A. has created such new system; "globalization", the American hegemony has got access to every aspect of peoples' life. In the 21st century, the creation of a new global system in which individuals and communities are affected by economic and cultural forces "*stands... as a legacy of American imperialism*" (Ashcroft p 112). Algranati in *Mondialisation des Resistances* argues "*U.S. hegemony... is a reality in the era of globalization*" (p54).

In fact, American cultural hegemony is not something totally new. It goes back to the early years of the American independence. In 1801, a letter from Thomas Jefferson, the third president of the U.S., to James Monroe who was at that time the governor of Virginia, demonstrates the American will to expand and spread their culture. Jefferson wrote:

" When our rapid multiplication will expand itself beyond those limits [and] cover the whole northern, if not the southern continent, with a people speaking the same language, governed in similar forms, [and] by similar laws; nor can we contemplate with satisfaction either blot or mixture on that surface."

Jefferson in This statement shows the real intention of Washington in expanding its empire not only on the political scale but also on the cultural scale. Hence, Thomas

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Jefferson describes an empire speaking one language which is English, a language which represents the whole culture. It represents the culture because it is its bank memory. The German American anthropologist and ethnologist, Franz Boas said that “*different in culture, different in language*”. That is who says language says culture. However, even though the process started long ago, it is in the late 20th century that it has become more successful and quicker. This is due to the rapid technological development in the field of communication.

The popularity of American literature, films, music, books, and other cultural merchandise in countries across the continents has supported scholars to look more rapidly and carefully at the possible effects of the globalization of American culture. Emilee Rauschenberg explains, “[*t*]he spread of American culture goes beyond popular consumption, raising questions of U.S. dominance in the cultural sphere” (p2). Here, Emilee means that the role of the free market, the consuming products and exportation intended to the world market in the stream of the American culture to every place of most countries.

In this way, the American life style is well represented in the works of arts which attracts the admiration of other societies. In addition, what peoples like becomes the vehicle of values and ideologies of Americans. Music illustrates very well this point. Because it is a means available to all individuals, available and easy to get, this cultural vehicle has got a great influence on people, mainly youth. The cultural revolution of the 1960s and the emergence of the rock music for the first time in the U.S. became a world event during the 1980s and 1990s. Accordingly, American personalities such as Joan Baez, Pete Seeger and Bob Dylan won a universal celebrity. “*Sold 16 million copies of their hit song ‘Rock around the Clock’ in one year*” (McWilliams pp 31-32). That is

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mean in many countries; there is a huge amount carrying American culture to other frontiers.

The widespread of the American culture could have effects on people's way of considering the American political system. Moreover, any imitation to the American life style is going to influence the American economy positively through exportation. The use of the American products, which stands most of time to modernity, becomes a fashion in other countries.

In this context, Professor Jacques Bonnet explains that culture entered the merchants' relations, for it represents a stake between great powers and multinational firms which are interested in tertiary sector (p49). The idea of "global manager" is grounded on this statement.

Or, a successful American business manager is the one who is able to convince a foreign market of the superiority of the American culture to increase the demand for American products and thus American culture. Thomas and Kerr Inkson wrote in their book *Cultural Intelligence*:

"One way of trying to deal with the problem is to stick to be Like Me policy and try to brazen it out. We can reason, particularly if we come from a dominating ... Culture, such as the United States, that it is for us to set norms for business behaviour, and for others to learn how to imitate us". (p12)

In This statement Thomas and Kerr Inkson showed how the Americans look at the world and their hope from other cultures. It even shows the American "manifest destiny" to lead the world. This state of mind is also expressed by William Henry Seward, a Secretary of State under presidents Lincoln, Johnson, and Grant, as early as 1850. He described the hugeness of the U.S. as a country which "... *must command the empire of the seas, which alone is real empire...*," he added that a "more perfect

civilization will arise to bless the earth” (cited in Rosati, p24). Hence, it is clear that this American thinking is not new, but is as old as an American nation.

Language is another aspect of American cultural hegemony. More than that, it is much powerful than other aspects because it is the memory store of every culture. Franz Boas, a German American anthropologist and ethnologist, observes language as a vital element of culture. Certainly, to study a language of a known group is the best way to learn its culture. Boas emphasizes the idea of “different in culture, different in language” (Burke p379). Nowadays, American English is becoming the lingua franca and increasingly spoken all over the world. English is now taking part in speeches of about 508 millions of the world’s population, second level after Chinese (Chautard p 141). From here, we can say taking on American English as new language means taking on American culture or American way of life.

The widespread of American culture extends the gap between peoples and their indigenous cultures. As a result, cultures are Americanized either directly or indirectly. Robert Boyer argues that it was at the level of the Third World that, in the second half of the 1960s, the notion of cultural imperialism points to the process of Americanization [and modernization] (p38). The spread of the American culture resulted in the search of the Third World societies for modernity is a new form of hegemony in modern world.

2-Globalization

Globalization is a difficult term to understand , where globalization becomes a positive force for all the world 's people, Indeed, Jan Aart Scholte in his work “Globalization and Modernity,” a Paper presented at the International Studies Association Convention in San Diego. He states that “*globalization stands out for quite a large public spread across the world as one of the defining terms of late twentieth century social consciousness.*” The term is often distinguished more by what it is not,

rather than what it is. Paul Hirst and Grahame Thompson, in their book “Globalization in Question” said that the globalization period might be described as one that began in the midst of the 1970s, thus briefly overlapping with the end of the Cold War. This period suggests that globalization began with two phenomena at the same time. The first was the introduction of détente between the United States and Soviet Union. The second was the breakdown of the ‘Social Contract,’ at first in Britain but finally throughout the advanced industrial countries. The significance of the end of the ‘historic compromise’—the linkage among labour representation, wage control and the dominant mass production system—is that globalization represents a transition to a new formulation about the terms and nature of work.

2-1 “Hegemonic ”Globalization

This “hegemonic globalization” forms a serious challenge for developing nations and traditional cultures because it locates the power for shaped national policies and decisions in the hands of “foreign” interests. In addition, it also forces minority populations in developed nations to assimilate and to conform to the dominant culture. The major players in “hegemonic” globalization include North American and Western European nations and their settlement nation partners, media, national and international financial institutions (e.g., World Bank).

A serious concern is the “hegemonic” imposition of values associated with North American (i.e., United States) popular culture, including individualism, materialism, competition, rapid change (“progress”), profit, greed, , and English-language preference. These values carry with them a way of life that are unknown and offensive to many people throughout the world, even inhabitants in Western cultures. They are powerful values, generated and continued by institutions and organizations with self-

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serving programs. In fact, American popular culture values are becoming the favourites of youth around the world.

Douglas Porch, a British scholar, in his acclaimed book, *Wars of Empire*, noted parallels between turn of the century European imperialism and much of what is transpiring. He wrote:

“Through imperialism, poverty would be transformed into prosperity, the savage would be saved, superstition would vanish into enlightenment, and order would be imposed where once only turmoil and barbarism reigned. . . . The peace operations and humanitarian interventions of the late twentieth and twenty-first centuries may be seen as a revival, albeit in less violent form, of yesterday’s “savage wars of peace.”(p16).

His final goal was similar: throw open markets to the global economy, bring government to the up till now ungovernable, end ethnic conflict and cultural cleansing, and employ converts for the Western way of life.

In terms of people’s daily lives, globalization means that the inhabitants of one country are more likely now than they were fifty years ago. To eat the food of another country; to spend in another country; to make profits from other countries; to talk on the telephone to people in other countries; to visit other countries; to know that they are being affected by economic developments in other countries; and to know about developments in other countries.

Globalization is much more than an economic phenomenon. The technological and political changes that drive the process of economic globalization have huge noneconomic consequences. In the words of Anthony Giddens, a leading sociologist: *“I would have no hesitation ... in saying that globalization, as we are experiencing it, is in many respects not only new, but also revolutionary. ... Globalization is political,*

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technological and cultural, as well as economic." Giddens in his words means that Globalization is not just in economic but it is a political, technological and cultural.

.3-The expansion of American culture

American culture has an important regional variation. Most Americans are aware of these differences despite the fact that these regions have experienced economic transformations and that Americans are a mobile people who often leave their regions of origin.

The Northeast is densely populated. Its wide passages of urbanization have been called the national "megalopolis." Once a leader in technology and industry, the Northeast has been overtaken in those areas by California's Silicon Valley.

The Midwest is both rural and industrial. It is the home of the family farm. In the Great Lakes area of the upper Midwest, the automobile and steel industries were central to community and economy.

The South was shaped by its secession from the Union before the Civil War and is associated with slavery and with subsequent battles over civil rights for African-Americans. In contemporary terms, these are the sunshine states, and new economic frontiers.

The West, the last national frontier, is associated with national dreams and myths of unlimited opportunity and individualism. It has the nation's most open landscapes. California, along with the south-western states was ceded to the United States by Mexico in 1848 after the Mexican-American War. The Southwest is distinctive because of its historical ties to colonial Spain, its Native American populations, and its regional cuisine, which has been influenced by Native American and Spanish cultures.

3-1.American language

Standard English is the language Americans are expected to speak. Within the social hierarchy of American English dialects, Standard English can be described as the exemplar of acceptable for correct usage based on the model of cultural, economic, and political leaders.

Spoken English includes many dialects that have been influenced by Native Americans, immigrants, and slaves. These languages include not only Dutch, German, and Scandinavian, Asian, and African languages, but less widely spoken languages such as Basque, Yiddish, and Greek. Thus, spoken English reflects the nation's immigration and history. As linguistic diversity has increased, and particularly as Spanish has become more widely spoken, language has become an important aspect in American culture.

Education was important in spreading English as a standard language. Public schools played an important role where in 1870; every state in the country had committed itself to compulsory education. The percentage of foreign-born persons who were unable to speak English peaked 31 percent in 1910, by 1920 had decreased to 15 percent, and by 1930 had fallen less than 9 percent. Among Native Americans, English was enforced by the establishment by the Bureau of Indian Affairs of compulsory boarding schools for school-age children. Contemporary Native American speech patterns can be traced to that experience.

3-2. the background of traditional American values

In the twenty-first century, the United States probably has a greater diversity of racial, ethnic, cultural, and religious groups than any other nation on the world .From the beginning of American history , there has been a cultural diversity where Native

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Americans throughout the North American continent, Spanish settlers in the south west and ion Florida, French missionaries.

Today there is more recognition of the value of cultural diversity than at any other time in the history of the United States. Maryanne Kearny Datesman, Joann Crandall and Edward N. Kearny mentioned in their book American ways that John Zogby, an American pollster who surveys public opinion, says that what holds the United States together is that " *We are defined by the rights we have... Our rights are our history, why the European settlers came here and why millions more have come here since.*"(p28).

That is mean; the United States is attracting immigrants from all over the world. The immigrants have been immigrate to America for three basic traditional values: firstly, the chance for individual freedom ; it means that Americans believe they should take care of themselves, solve their own problems, and stand on their own two feet. Maryanne Kearny Datesman, Joann Crandall and Edward N. Kearny mentioned in their book American ways " Tocqueville observed the Americans' belief in self-reliance in the1830s:

" They owe nothing to any man, they expect nothing from any man; they acquire the habit of always considering themselves as standing alone, and they apt to imagine that their whole destiny is in their whole destiny is in their own hands"(p29).

This strong belief in self-reliance continues as a traditional basic American value. Most Americans believe that they must be self-reliant in order to keep their freedom. The second important reason is the equality of Opportunity and competition, where the immigrants believe that in the United States everyone has a chance to succeed. Maryanne Kearny Datesman, JoAnn Crandall and Edward N. Kearny in their book

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(American ways) say; when Tocqueville visited the United States in the 1830s, he was impressed by the great uniformity of conditions of life in the new nation. He wrote, *"The more I advanced in the study of American society, the more I perceived that...equality of condition in the fundamental fact from which all others seem to be derived."*The third reason is material wealth and hard work, where the immigrants have traditionally come to the United States is to have a nice and better life-that is to raise their standard of living. Most Americans still believe in the value of hard work, most people should hold jobs and not live off welfare payments from the government.

Conclusion

As a conclusion, in this chapter we have seen that the history of American culture is a great power in the whole world where no one can reject the power of the U.S.A, because it has created a new system "globalization". Globalization became a positive power for the entire world's people. We understood that American have great strategies for the spread of its culture .It attracted the immigrations and all the people of the world by its ideology and ideals human rights, freedom, and humanity ... to put its hand in the global affairs and in my opinion it is the introduction of its cultural domination in the world.

Introduction

Cultural hegemony has become an important issue, where Cultural domination can be due to economic and technological factors. It supposed to be that the cultural products i.e. multinational companies, foods, films, news, and etc., of the developed world step across the developing and non-developed countries and conquer the local culture of those ones. Receiving culture can be either a danger or a gift. The dominant culture may be superior over and beat the cultural identity of local cultures. On the other hand, receiving culture is a spreading of some universal values, for example, freedom of expression, democracy, human rights, and equality.

In the 20th century, multinational companies have developed in a high level that now they are part of our daily lives where from the mobile phones, to the daily cosmetic products we use, from the cars we drive to the oil that keeps it running, from the coffee we drink to the fast food we eat, most of the products we use are supplied by multinational companies. The study of American cultural hegemony requires careful observations and analysis, for that in this chapter I will prove the cultural domination of the U.S through analysis of some statistics in terms of number of factories, Multinational companies, industrial production, Hollywood movies, mass media...

1-Mass media

The media, in all its forms, has become a central influence in shaping individual, community, and national identities. Mass media reduced the world in a very small village by communication where Marshall McLuhan in his book globalization 1960s argues that there are seven billion people in the world from different cultures, but this quantity of people live in a “small village”.

Joseph Ki-Zerbo, a historian from Burkina Faso, West Africa, wrote, “*Our cultures are being reduced little by little to nothing. These technologies have no passport and no visa, but they are affecting us and shaping us.*” These two sentences are very significant, and they show a social truth in the new world. In fact, American cinema and popular music and other technological programs introduce American traditions and values.

For that, we can say that the five continents are just a “global village” where anyone finds himself in this global village faces a TV screen or a computer to the degree that people become as closer as they are around one table. This kind of relation between societies and cultures can be gainful, especially when there is control from institutions and other organizations.

However, after some great inventions in the field of technology, mass media became an resourceful means of hegemony. America became on the top in this field especially before the invention of the computer and then internet which are now widely used and demanded.

Robert Boyer relates cultural power of the U.S. with its ability to communicate, where. He quoted: “*American superpower is the ‘first global society’ in the history because it is the society that communicates more (65 percent of global communications come from the United States), and it is the only one which succeeded to make of her life*

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style, her techniques, her cultural products, her ways ... universal "(trans p 85). That's mean that America succeeded to spread its culture around the world by communication.

1-2Television

The growth of the influence of American television reflected within the film industry, as well. Viewed from the perspective of other countries, the dominance of the United States film industry in Europe has been a rapidly and recently growing concern. In 1987, U.S. films already held an imposing 56 percent of the European film market. Less than a decade later, that share had risen to over 90 percent. By 2009 though, US films had just 67.1 percent market share. (Dager, N. (n.d.). Cited from (<http://www.digitalcinemareport.com/European-market-12-percent-increase-2009>)

American movies and television shows are referred to trade idiom as audio-visual services, are so an important product among U.S. exports. As is often the case with exports and imports, exporting nations rarely acknowledge problems when one of their industries is able to capture a large or steadily increasing share of export revenues. However, when any sector of a nation's industry is threat need by foreign imports, big concerns are raised. This is perhaps doubly the case with regard to naturally cultural products. Not only do foreign nations worry about their own domestic entertainment industries from an economic standpoint, but they also worry about the effects on their culture.

1-3Hollywood movies

Although the United States may play a dominant role within the phenomenon of cultural globalization, it is important to keep in our minds that this is not a one-way road. Many other countries also contribute to global culture, including American culture itself. Just as American popular culture influences foreign countries, other

national cultures are powerful within the United States and increase their presence worldwide.

Hollywood is a good example of an industry that integrates elements from more than one culture. American films are the only ones that reach every market in the world. (The highly successful films of India and Hong Kong hardly travel outside their regions.) In major markets around the world, lists of the biggest-grossing films are essentially lists of Hollywood success in slightly differing orders with one or two local films for variety. In the European Union, the United States claimed 70% overall, of the film market in 1996, up from 56% in 1987; even in Japan, America now accounts for more than half the film market. “Titanic” has grossed almost \$1.8 billion worldwide. “Armageddon” and “Lethal Weapon 4” play well from Belgium to Brazil. Hollywood’s empire also appears to be expanding by the year. Hollywood now gets roughly half its revenues from overseas, up from just 30% in 1980. At the same time, few foreign films make it big in the United States, where they have less than 3% of the market. Between 1995 and 1996, Europe’s trade deficit with the United States in films and television grew from \$4.8 billion to \$5.65 billion. One reason for Hollywood’s success is that from the earliest days it was open to foreign talent and foreign money. Some of the great figures of Hollywood—Chaplin, Murnau, Stroheim, Hitchcock—were imports. And now, two of the most powerful studios, Columbia Tristar and Fox, are owned by foreign media corporations, Japan’s Sony and Australia’s News Corporation. Several of Hollywood’s most successful films have drawn heavily on international resources. “Three Men and a Baby”, which helped to revive Disney after a fallow period in the mid-1980s, was a remake of a French comedy. “Total Recall” was made partly with French money, directed by a Dutchman and starred an Austrian, Arnold Schwarzenegger. “The English Patient” was directed by a Briton, shot in Italy, and

starred French and British actors. The more Hollywood becomes worried by the global market, the more it produces general runaway to success. Such films are drive by special effects that appreciated by people with minimal grasp of English rather than by dialogue and plot. They avoid cultural observation for general subjects that anybody can identify with, regardless of national origins. There is nothing particularly American about boats crashing into icebergs or asteroids that threaten to destroy human life. (The Economist)

2-Multinational companies

Communication is one of the ways that lead America to represent its culture in the world; multinational companies are another way that represents American culture. In the end of the 20th century Multinational Corporation have grown and developed in a large scale that now, they are part of our daily lives.

Brain Roach in his book " Corporate power in a Global Economy" declared that according to the United Nations Conference on Trade and Development (UNCTAD), there were about 75,000 MNCs operating worldwide in 2005 and about 73% of MNCs are headquartered in developed industrial economies, when there were about 35,000 MNCs. This growth has been especially dramatic in developing nations. While the number of MNCs in developed countries increased by 66% between 1990 and 2005, the number in developing countries increased by a factor of more than seven during the same period.

When we consider the geographic distribution of only the very largest MNCs, a greater share are concentrated in the U.S. and Japan, although this has also been changing in recent decades. About 64% of the largest 250 industrial companies, ranked by revenues, were headquartered in the U.S. in 1960. Except for a handful in Japan, all

the rest were located in Europe. By 2006 we find only 34% of the world's 500 largest firms in the U.S.(world bank).

2-1 Made in America

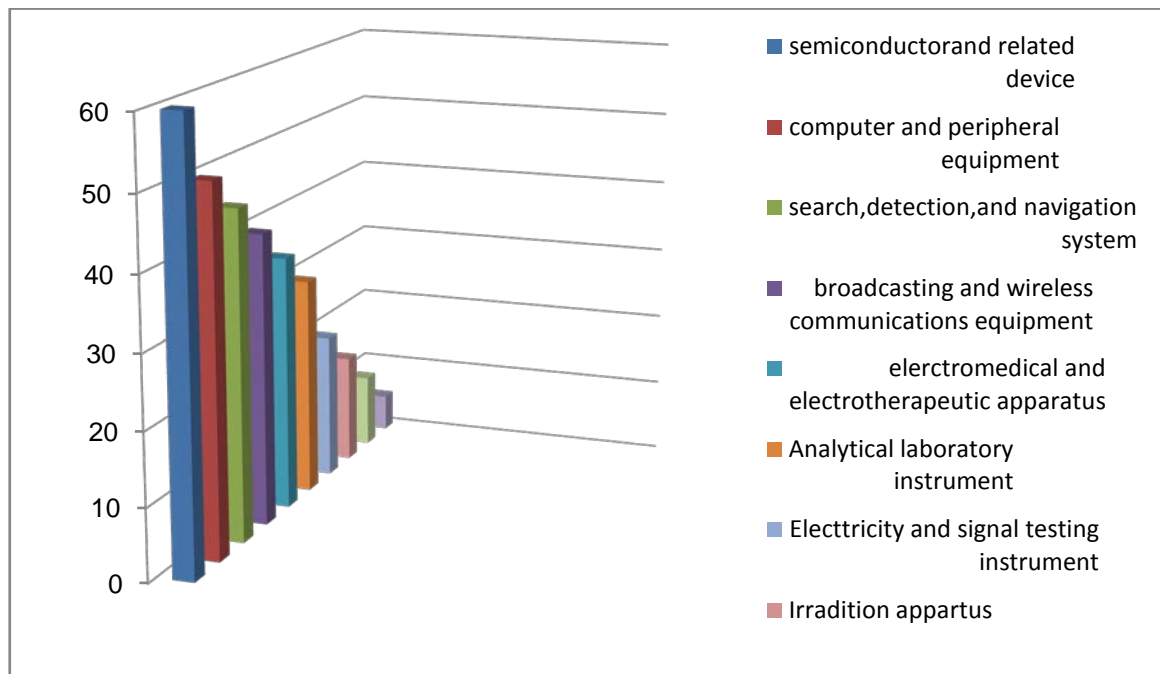
If most of what we see every day in the store isn't made in the United States, yet the country leads the world in value added and is a large manufacturing exporter, what exactly is it that is made in America? It turns out that products made in America variety from chemicals and pharmaceuticals to transportation equipment and foods and from computer and electronic equipment to fabricated metal and machinery products.

2-2. Computer and electronic product manufacturing

According to bureau of the census, Computer and electronic product manufacturing accounts for 10 percent of U.S. manufacturing value added. Within this subsector, semiconductors account for more than 20 percent of value added. Semiconductor facilities are particularly capital concentrated—almost 60 percent of the capital expenditures in support of computer and electronic manufacturing went to semiconductor facilities in 2008. The manufacturing of computers themselves (and peripherals) accounts for 16 percent of the value added in this sector. Following close behind are: search, detection, and navigation system and instrument manufacturing; broadcasting and wireless communications equipment; and electro medical and electrotherapeutic apparatuses. This is an area where the United States was highly competitive in the past and is still hard .U.S. Companies lead the world in much of the industry and manufacturing in the country remains substantial—even as market share has grown for other countries (see figure 1)

Figure: 01

Computer and Electronic products



Source: Bureau of the Census, *Annual Survey of Manufactures* (Department of Commerce, 2008).

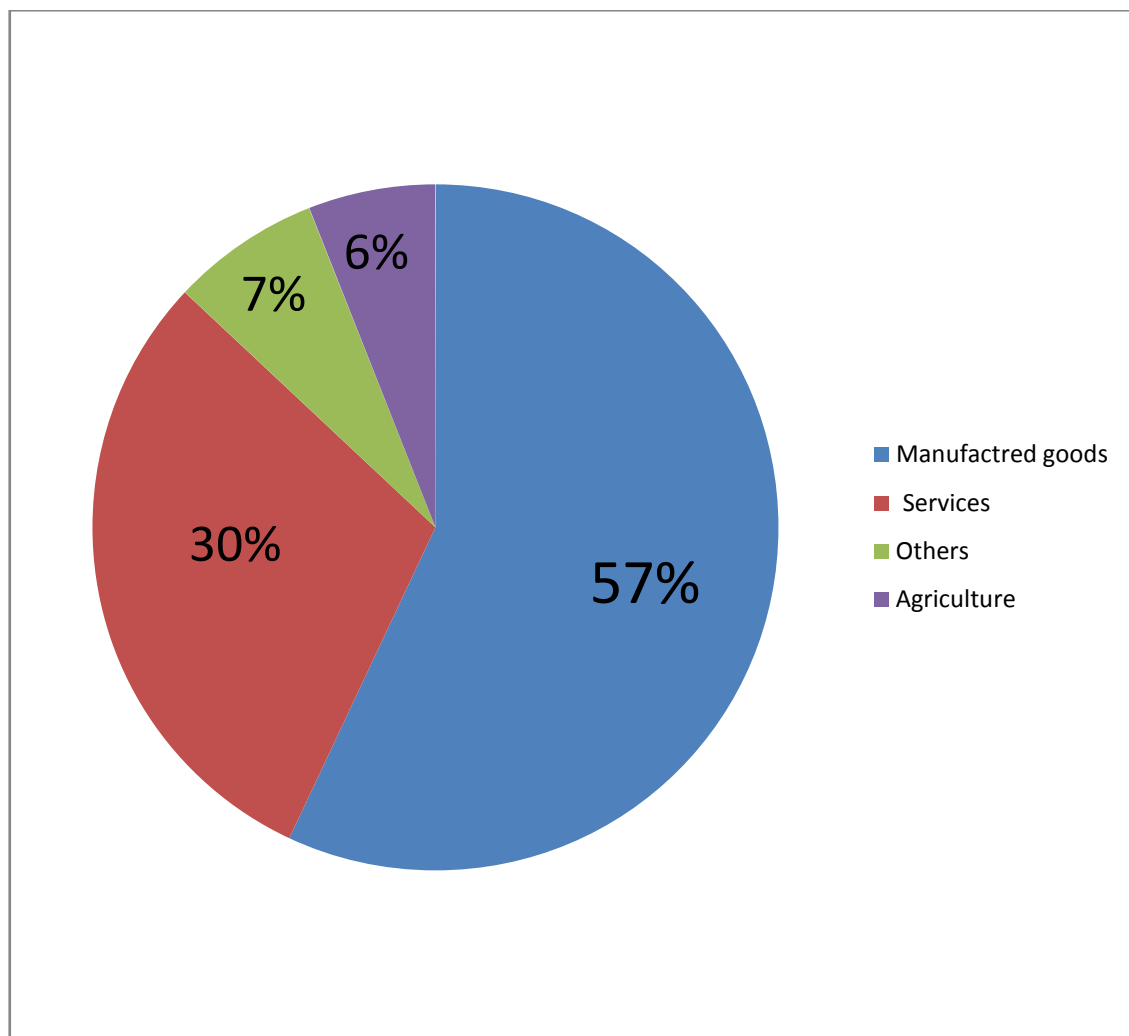
In the figure above, we observe that the U.S.A put its hand in the world by the manufacturing of computer and electronic products.

The United States is the third-largest exporter of manufactured goods. According to the Organization for Economic Co-operation and Development, a group comprised of the world's most developed economies, the United States exported \$1.3 trillion worth of goods in 2008, of which manufactured goods comprised \$1.1 trillion (neither of these numbers includes the \$550 billion in services that were exported).

2-3 Manufacturing Dominates U.S. Exports

According to Bureau of the Census U.S. manufacturers exported \$88 billion per month in 2008, and exports increased from \$649 billion in 2000 to \$1,039 billion in 2008, or by 60 percent. In 2008, manufactured goods exports accounted for 57 percent of total exports, compared with only 6 percent in agriculture

Figure2: Manufacturing Dominates U.S. Exports



. (Source: U.S. Bureau of the Census, 2008)

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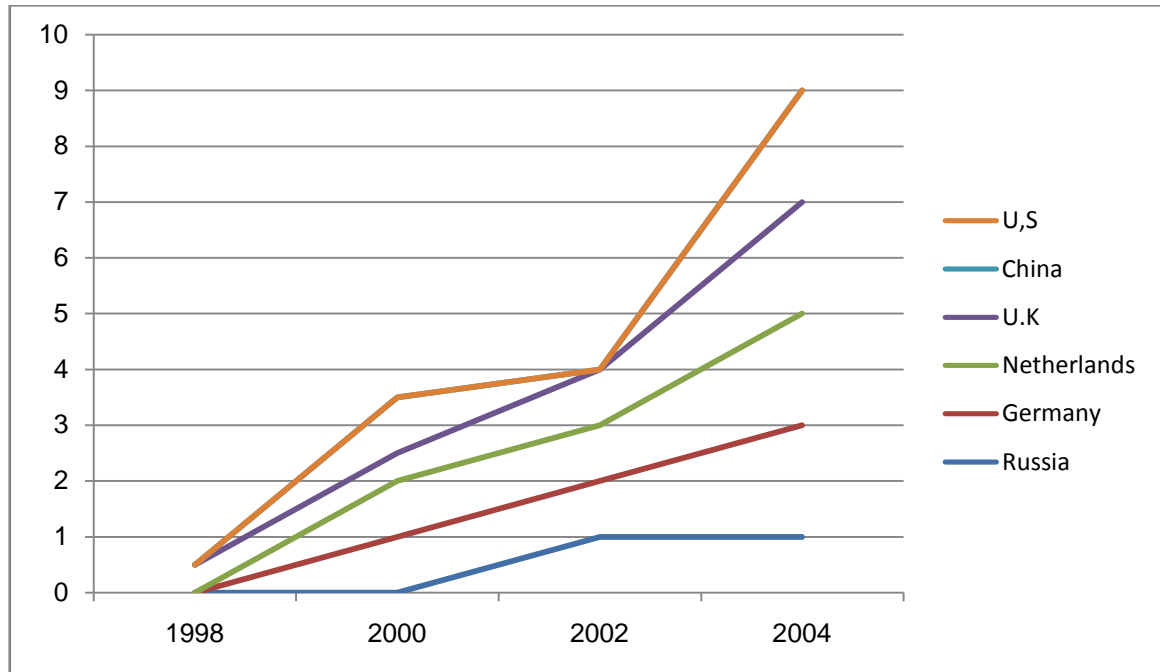
According to U.S. Bureau of the Census, 2008, we see that American exports divided into four types where Manufactured Goods are 57%, Services 30% and others 7%, but we see that the Agriculture is only 6%. The manufacturing goods increased in 2008 and the Agriculture fall down. We can say that America put its hand on the world affairs by exporting their goods and we understood very well that the exports of goods contributed in American cultural domination.

2-4 U.S. Attracts More Investment than Other Countries

The United States maintained its position as the world's largest recipient country of Foreign direct investment (FDI) in 2007 as investors continued attracting by its large and open market, the quality of its communications, high-income levels, and access to progressive technology and research.

U.S. manufacturing affiliates of foreign firms, including international powerhouse Companies like Honda, Siemens, and Saint Gobain, now employ about 2 million manufacturing workers and sell about \$1.1 trillion in goods each year, based on 2006 data. Following the United States, the United Kingdom, France, the Netherlands, and Germany are large recipients of FDI as well. China, including Hong Kong and the Russian Federation are the largest recipients among developing and transition economies.

Figure3: U.S. Attracts More Investment than Other Countries



Includes Hong Kong

Source: UNCTAD World Investment Report, 2008

In the diagram above, the U.S is in the top where we observe that The United States kept its position as the world's largest receiver country of foreign direct investment (FDI) in 2007 as investors attracted by its large and open market. This is mean that the U.S puts its hand in the world affairs and it is really a hegemonic nation.

2-5 Industry Analysis: Soft Drinks

Barbara Murray (2006c) explained the soft drink industry by stating,

“For years the story in the nonalcoholic sector centered on the power struggle between...Coke and Pepsi. But as the pop fight has topped out, the industry's giants have begun relying on new product flavors...and looking to noncarbonated beverages for growth.”

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That is mean, no one live in this world has not heard of one of the following companies: Coca-Cola, Nike, Microsoft, Samsung, etc.

2-6 Dominant Economic Factors

Market size, growth rate, and overall profitability are three economic indicators that can be use to evaluate the soft drink industry. The market size of this industry has been changing. Soft drink consumption has a market share of 46.8% within the non-alcoholic drink industry, illustrated in (Table 1)

Table 1:

Domination of Global Soft Drinks industry.

Category	Share %
Carbonates	46,80%
Bottled water	18,40%
Juices	14,90%
RTD tea and coffee	8,5%
Functional drinks	7,60%
Concentrates	3,90%
Total	100%

Source Data monitor (2005, May), New York.

Data monitor (2005) also found that the total market value of soft drinks reached \$307.2 billion in 2004 with a market value forecast of \$367.1 billion in 2009.

Further, the 2004 soft drink volume was 325,367.2 million liters (see Table 2).

Table2: Global Soft Drinks Market volume Liters million, 2000–2004

Year	Liters million	% Growth
2000	284,971.7	
2001	296,389.3	4.00%
2002	305,4861.1	3.10%
2003	316,032.3	3.50%
2004	325,367.2	3.00%
CAGR,_2004		3.4%

Source: Data monitor

Clearly, the soft drink industry is profitable with a possible for high profits, but there are several obstacles to overcome in order to capture the market share.

The growth rate of soft drinks due to the U.S. market distribution has criticized. Where Data monitor (2005) stated, *“Looking ahead, despite solid growth in consumption, the global soft drinks market is expected to slightly decelerate, reflecting stagnation of market prices”*.

The change attributed to the other growing divisions of the non-alcoholic industry including tea and coffee (11.8%) and bottled water (9.3%). Sports drinks and energy drinks expected to increase in growth as competitors start adopting new product lines.

Productivity in the soft drink industry will remain rather solid, but market diffusion especially in the U.S. has caused analysts to suspect a slight deceleration of growth inThe industry (2005). Because of this, soft drink leaders are establishing themselves in alternative markets such as the snack, confections, bottled water, and sports drinks industries (Barbara Murray, 2006c).

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In order for soft drink companies to continue to grow and increase profits they will need to diversify their product offerings. The geographic scope of the competitive rivalry explains some of the economic features found in the soft drink industry. According to Barbara Murray (2006c), *“The sector is dominated by three major players...Coca-Cola is king of the soft drink-empire and boasts a global market share of around 50%, followed by PepsiCo at about 21%, and Cadbury Schweppes compete globally in order to be successful at 7%.”*

That is mean the leading companies have famous presence in the soft drink industry. The leaders include the Coca-Cola Company, PepsiCo. According to the Coca-Cola annual report (2004), it has the most soft drink sales with \$22 billion. The Coca-Cola product line has several popular soft drinks including Coca-Cola, Diet Coke, Fanta, Barq’s, and Sprite, selling over 400 drink brands in about 200 nations (Murray 2006a). Pepsi is the next top competitor with soft drink sales grossing \$18 billion for the two beverage subsidiaries, (PepsiCo Inc., 2004).

The carbonated beverage industry is a highly competitive global industry as illustrated in the financial statements. According to John Sicher of Beverage Digest (2005), Coca-Cola was the number one brand with around 4.5 billion cases sold in 2004. Pepsi followed with 3.2 billion cases, and Cadbury had 1.5 billion cases sold. However, the market share shows a different picture. Coca-Cola and PepsiCo control the market share with Coca-Cola holding 43.1% and Pepsi with 31.7%; however, these market shares for both Coca-Cola and Pepsi Co have slightly decreased from 2003 to 2004.).

American culture expanded over the world through the power of its economy, where it develops cultural domination of its product culture.

3-Fast food Restaurant in the U.S

According to Euro monitor, Fast food sales grew by 5% in 2007 reaching US\$179 billion, driven by the number of customers who are trading down from full-service restaurants.

1-Fast food chains dominate the American fast food market in terms of sales, dealings, and number of passages

2-The number of fast food outlets in the U.S. reached 248,355 in 2007, up from 225,777 in 2002 (Euro monitor).

3-Take-away sales accounted for 73% of fast food sales in 2007 (Euro monitor).

4-Burger fast food sales accounted for 48% of total sector sales in 2007 (Euro monitor).

That is mean; the U.S. customers are increasingly trading down from full-service to fast food restaurants. To remain competitive, fast food restaurants are offering best menu items, while preserving a low-price strategy. Hamburgers continue to be extremely popular in the U.S. Hamburgers accounted for 14% of all restaurant orders or 8.7 billion servings from fast food to fine dining restaurants in 2007.

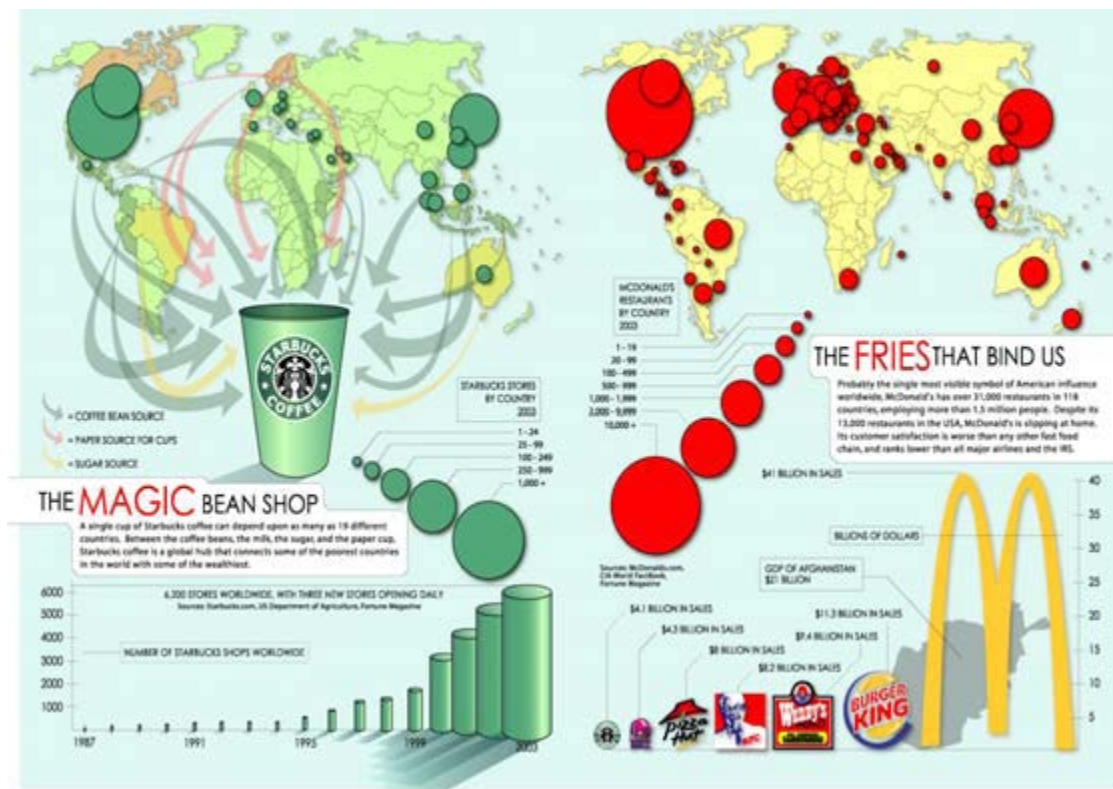
One of the principal concerns about the new globalization of culture that is theoretically taking place is that it not only leads to a homogenization of world culture, but also that it represents the "Americanization" of world cultures. The spread of American companies abroad has various consequences on local cultures. For example, the influence of American companies on other countries' cultural identity can be seeing with regard to food, which matters on two levels. First, in many countries food is an essential aspect of the culture. Second, restaurants can influence the mores and behavior in societies where they work.

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Moreover, restaurant chains not only affect eating habits, but they also influence the traditions and habits in countries where they are located. An example we see with the worldwide influence of McDonald's. appropriately enough, the sociologist George Ritzer coined the term McDonaldization. In his book *The McDonaldization of Society*, Ritzer states, “*the principles of the fast food restaurant are coming to dominate more and more sectors of American society as well as of the rest of the world*”.

Statistics show that within the last fifty years, McDonalds has expanded to over 31,000 restaurants worldwide.

Figure 4: Starbucks/McDonald's global dominion graph [Electronic image].



source:<http://consumerist.com/2006/08/starbucks-mcdonalds-global-dominion-graph.html>

In this graph we observe that the McDonald restaurants are played a big role to the spread of American culture .

4-The Dominance of the American Market

The United States play an important role in cultural globalization for a number of reasons:

1. The size of united state market, where nearly 300 million consumers.The United States is one of the largest markets in the world. it is a company has access to the U.S. market and these 300 million people, it can take advantage of economies of scale.
2. The wealth of the U.S. economy. Although the United States contains only four percent of the world's population, it accounts for nearly 25 percent of global economic output. The combined effects of being one of the richest countries in the world and one of the largest in terms of population put the U.S. market in a dominant position. Only the European Union now exceeds the U.S. market in size and wealth. (Adapted from *culture and globalization* p5)



We mean by this picture that the EU became the wealth of the United States where the EU achieved unity of money in 2002. now, the Euro has been adopted by sixteen member states of the European Union and is shared by 500 million citizens, making it one of the world's most important currencies and one of the EU's greatest achievements(Economic and financial affairs (2012, June 7).

Conclusion

In the chapter above, we showed that America is really a hegemonic nation in terms of industrial gigantism and power. This enables the U.S to dominate and expand culturally. From the statistics in this chapter, we understand that the American cultural power is seen through its industrial power; it means that the economy of America is the secret of the domination of its culture over the world. We find that if you are not industrially powerful, you cannot claim to any cultural power. Through this chapter we discover that American economy contributes to the American hegemony, this is our main set of hypothesis.

Introduction

Scholars who work about globalization disagree with what exactly happens to local cultures when a politically and economically powerful nation distributes cultural products in another country, and whether it represents progress or disbanding for a society. It is clear that the imposition of American culture can have radical effects on developing countries that are much different from the U.S., but it is less clear how it may operate in another wealthy developed country that differs more ideologically than materially or politically. Americanization seems to be a process that cannot be successfully measured or quantified by analysis of American exports and cannot prove to have a causative effect on the values and ideologies of the receiving country. However, by approaching the subject from a social constructionist perspective and thus studying the way this process perceived one can gain insight into the social construction of Americanization in a particular location as well as pinpoint some of the physical effects in people's lives.

When we look at the dominant form of culture that characterizes our society today, it is often referred to as "globalization." But to many, this idea of a unified world is characterized by the concept of "Americanization." To a large extent, the shared culture around the world is becoming more and more influenced by American culture. There are many impacts of globalization, but primarily these are the result of the economic dominance of that nation, the development of global systems of communication, and the spread of English as the new international language. The following chapter will address the impacts of globalization in order to fully understand the reasons why the United States has a stranglehold on the global market in mass culture.

1-Cultural Impacts of Globalization:

1-1:The Spread of the American Political and Economic Model

When we say the influences of globalization on culture, we should ask to what extent the effects on culture are negative or positive, and why they are happening. The mechanisms of cultural globalization are numerous and come from different sources.

Thinking about globalization in the broadest possible terms, According to (Globalization101.org) there are three principal ways that globalization have an impact on global culture. These occur through:

1. The development of a new culture of the globally connected professionals and especially business elites;
2. The proliferation of pop culture—that many critics complain is primarily American.
- 3 The spread of beliefs and values like, human rights and other social mores.

Debates over these cultural issues are not simply esoteric ones either. Cultural issues have in fact been prominent in the outcome of several trade negotiations and in other kinds of international disputes. Each of three ways that culture influenced by globalization has implications for decisions made by government policymakers and political systems.

1-2: the impact of new Global Professions

Many observers of globalization have come to recognize a new class of people who are generally well-educated, trained professionals in the business field, who have developed a kind of global common culture.

According to Globalization 101organization, Harvard University Professor Samuel Huntington has characterized this group of global professionals as the "Davos culture", named after the Swiss luxury resort locale of an annual, informal meeting of very select and elite businessmen, financiers, and heads of states. Although the participants at

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these meetings do not represent governments, make policy decisions, or negotiate any agreements in any official capacity, they do share ideas and put forth proposals pertaining to global economic concerns. Huntington sees these individuals as drivers of global economic processes and as a force for pursuing the business agenda of further globalization.

The members of this group, hailing from various places around the world, are largely capable in English.

Robert Reich, who served as Secretary of Labor under President Clinton and whose political views are very different from Huntington's, has also noted the existence of this group. However, Reich draws a broader definition of its membership, including a large number of professionals within the United States. Although much of Huntington's thesis focuses on the differences between various civilizations, Reich points out that this cultural globalization is also creating a division within American society (Reich, 1991). For Reich, this new class of globalized professionals accounts for approximately 15 to 25 percent of the U.S. population.

He observes that the members of this group:

- think in cosmopolitan rather than national terms;
- have high skill and education levels and, as such, benefit the most economically from globalization;
- speak foreign languages;
- travel worldwide;
- are much less likely to lose their jobs, or to work in industries with falling wages, due to globalizing economics;
- Are unlikely to have served—or even have family members who have served—in the military.

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Members of this group therefore may be more likely to think of themselves as "citizens of the world." They can feel as at home in Tokyo, Rome, or Hong Kong as they would in New York or Los Angeles. (Reich 1991) asserts that they have been the biggest winners in the globalization game, and comprise most of the membership of those who are shaping the globalization program. However, as his essay also notes, this does not mean that members of this group are in agreement with each other on many, or any, of the decisions made about globalization, or that they share an understanding of its implications.

In contrast, the rest of society - being national or regional in its outlook—is not only more responsive to the interruptions of global culture on their local standards, but is also more likely to stand the economic expenses of the disruptions of globalization and serve in the military. The frustrations of these groups may explain the rebirth across the world of anti global nationalist figures like: Pat Buchanan in the United States.

Of course, there are positive arguments made on behalf of this globalizing professional class. Although many observers note the impression of American culture on this group, it is also possible to look upon a culture as one that pays more respect to the market than any intolerant national identity.

Some suggest that the new American model is itself a multicultural one. Thomas Friedman suggests that one kind of leadership the United States has offered the world over the past several decades is the example it has set for multicultural diversity. In *The Lexus and the Olive Tree*, he quotes an executive from a biotech company in California describing his staff: "*We have nineteen employees. Three were born in Vietnam, two scientists and one administrator; two were born in Canada, both scientists; one was born in Germany, a scientist; one was born in Peru, a scientist, one was born in*

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Malaysia, a scientist; one was born in China, a scientist; one is from Iran, a scientist; and one is from India, a scientist.

The rest of us are native-born Americans. I cannot think of another country in the world where you could so easily put such a team together."

Friedman means that, due to the increased volumes of immigration and mobility brought about by globalization, almost every country in the world has had to come to terms with multiculturalism. In spite of the problems faced in dealing with the issues of race and civilization, many people around the world look to the United States as an example of how to promote diversity and tolerance among various cultures within one society. (Culture and globalization p9)

1-3: the impact of Pop Culture

Among the three effects of globalization on culture, the growth of global "pop culture" tends to get the most attention, and to hit people on a instinctive level. Many criticize that this form of globalization is actually Americanization, because the United States is by far the biggest producer of popular culture goods. Pop culture manifested around the world through movies, music, television shows, newspapers, satellite broadcasts, fast food, and clothing, among other entertainment and consumer goods.

Former Canadian Prime Minister Kim Campbell observed, "*images of America are so pervasive in this global village that it is almost as if instead of the world immigrating to America, America has immigrated to the world, allowing people to aspire to be Americans even in distant countries.*" (Barthin, 1998)

In that meaning, for the United States, the entertainment industry is one of the most important spheres of economic activity. In fact, the U.S. entertainment industry generates more profits from abroad sales than any other industry other than the

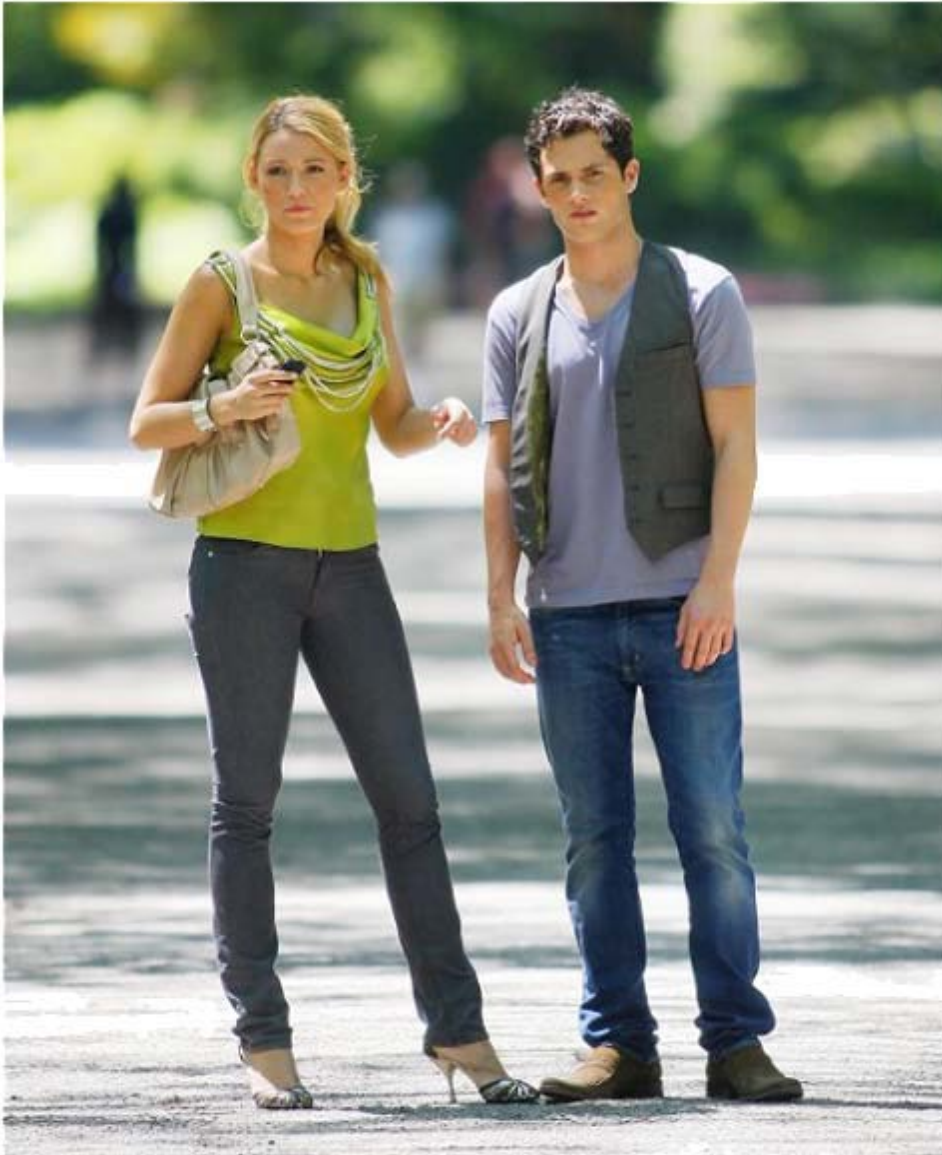
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commercial aerospace industry. Many would say that this new power of American industry has forced the American pop culture around the world at a frenetic speed.

American television shows, much like movies, are transmitted throughout the world. Popular shows, such as “One Tree Hill,” “Glee,” and “Gossip Girl” are TV shows about American individuals that tend to deal with “typically” American subjects, such as prom, cotillion, American high school life, etc. As a result, youth from around the world become aware of these habits and might even begin to put together certain “typically American customs” into their lives. Furthermore, such popular shows “Gossip Girl” or the extremely popular “Entourage” aggressively promotes music, brands, restaurants, and bars, resulting in worldwide imitation.

In The New York Times, Ruth Ferla writes:

“Since its debut last fall, “Gossip Girl” has always been more than a television series about its overt subject, the social machinations of Manhattan private-school students. It has also presented a cavalcade of fashion, its primary viewership of teenagers and young women tuning in not only for the plots, but also to render judgment on the clothes. The extravagant wardrobes of the stars — a clash of piped blazers, tiny kilts, dueling plaids and festoons of jewelry — have inspired countless posts on fan Web sites, and magazine features about the female leads.”



(La Ferla, R. (2008, July 8). Forget gossip, girl: The buzz is about the clothes. *The New York Times*.)

In the picture above, we see that American fashion contributed in the spread of the culture of the United States over the world.

1-3-1: the Spread of American Popular Culture:

Globalization enables foreign companies to distribute American cultural products, including music and books. In new years, American movies, music, and TV shows have every time gained more and more viewers worldwide.

It is interesting to note that foreign media groups contribute to the spread of American popular culture as well. Foreign companies make profits by selling U.S. products, and U.S. products easily reached worldwide.

According to Globalization101 organization, Canada is one of the best examples of a country where U.S. cultural products dominate despite the Canadian government's efforts to preserve local culture. Canadian films account for just 2.1 percent of Canadian film ticket sales, and the vast majority of the remaining 98 percent are American. Moreover, three quarters of the television watched, four out of five magazines sold on newsstands, and 70 percent of the content on radio, are of foreign origin.

The vast majority of foreign products in all of these categories are American. In most other countries, however, American cultural products are not as widespread as they are in Canada, and they face competition that is more domestic. In most cases, two general trends can we observed. First, many American cultural products tend to be popular with people of very different societies. Second, despite the popularity of American cultural products, other countries still produce a large number of films, music, books, and TV shows.

1- 4-1:the impact of global village:

According to the Critics of globalization the phenomenon of globalization, especially seen through pop culture, is perpetrating a kind of cultural genocide on the world, that the largest, most dominant cultures are becoming larger and more dominant at the expense of many others. In this view, globalization is in fact another word for Americanization.

Nevertheless, others argue that globalization offers the possible to enrich the world culturally. To these people, the notion that the chances for cultural exchange brought by globalization can help promote open-mindedness and diversity is very attractive. Their dream is the multi-cultural "global village", where ideas and practices can be freely exchanged and appreciated. The possible enlightenment of the global village contrasted with the way people tended to view other nations and cultures ages ago.

Globalization has changed this dynamic, sometimes in quite powerful ways. In the modern world, foreign policy decisions derived by television images, which transmitted around the world by satellites and display famine or fighting in other nations. In this context, globalization enables a newscaster to humanize an event overseas. As Smith might have observed, seeing images of starving children and other human suffering on television creates a much more powerful emotional reaction in an observer than reading in a newspaper that 100,000 people have died because of a natural disaster overseas.

1-5The CNN Effect

This unconcern about people in foreign countries noted by Smith can be very different today, due in part to globalization (though this is clearly not always the case). Foreign policy decision-makers have discovered that press coverage on wars, famines, and other events overseas can have powerful impacts on popular opinion at home. Public anger

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over violence or kindness at suffering can generate significant public force to governments to respond.

In 1984, a British television documentary about the famine in Ethiopia led a group of pop artists in Britain to organize a charity event on behalf of the victims. Led by Bob Geldof, the singers and musicians recorded a song, "Do They Know It's Christmas?" and held a concert that raised nearly \$15 million for relief efforts.

In 1992, the U.S. government encouraged to intervene militarily in Somalia to help avert a famine. Administration officials at the time cited one of the reasons they felt that action necessary was due to immense public pressure that generated based on news coverage of the crisis. Similarly, the Clinton Administration, trying to resolve a very complex and bloody conflict in the Balkans, often noted that images on the news of killings there had a significant impact on their decisions.

2-Globalizing Values

Other observers have suggested that globalization leads to effects away from simply raising responsiveness and understanding for people and events in other nations. There is also a transmission of values on issues such as human rights, democracy, and even on very specific concerns such as health matters.

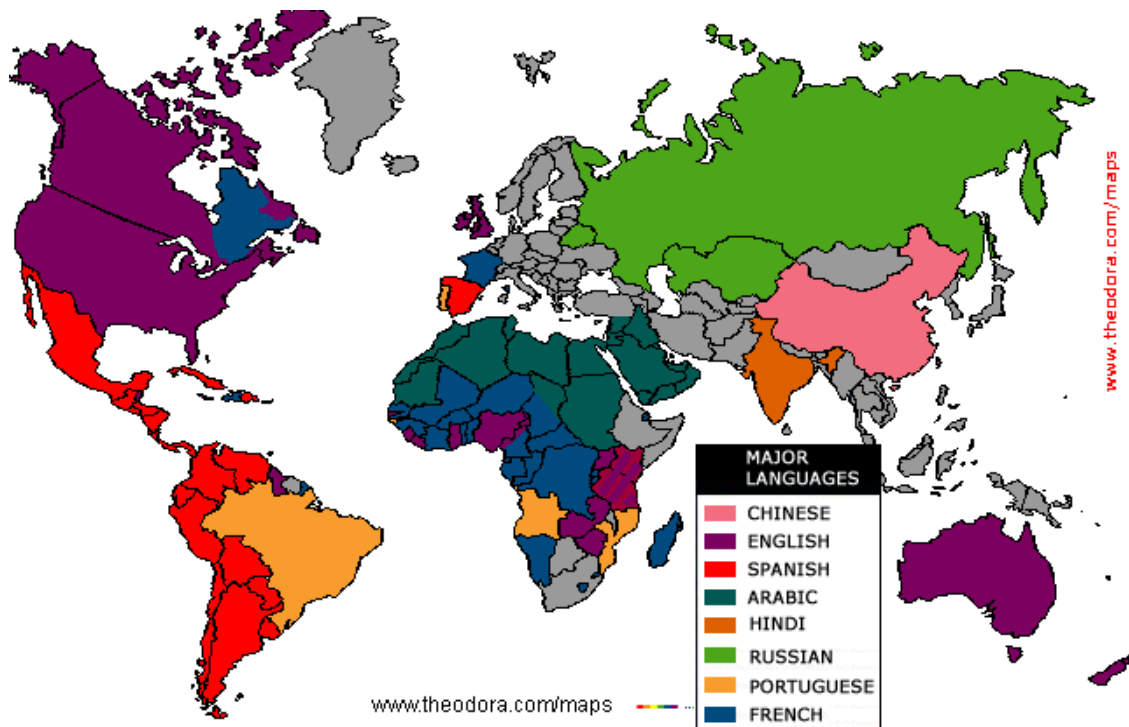
Sociology Professor Peter Berger has noted that a global network of basics, academic networks, non-governmental organizations and some governmental, and multinational agencies (such as the UN system and development agencies), have become transmission agents for what they perceive to be positive cultural values (Berger, 1997).

This group spreads its ideas through mass communication, think tanks, educational systems, development projects, the legal system, and other mechanisms of international organizations.

3-The spread of English as the new international language

There are two main historical mechanisms for the spread of English .First was the colonial expansion of British, which resulted in settlements of English speakers in many parts of the world. According to David Gradool in his book *Future of English*, in the 20th century, the role of the United States has been more important than that of Britain and has helped ensure that the language is not only at the head of scientific and technical knowledge, but also leads customer culture.(Adapted from *culture and globalization p25*)

Most Widely Spoken Languages in the World



Map: Major languages spoken across the globe

(From http://www.allcountries.org/maps/world_language_maps.html)

In the above map, we observe that the Chinese language is in the first then English language. We understood very well that English language within the United States is a form of cultural protection. Any who doubt the depth of concern by people around the

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world about the effects that globalization is having on their local cultures, might keep in mind these kinds of reactions even within the United States.

In my point of view, the United States use its power of hegemony of English as a average to spread their ideas around the world which makes others to agree upon the US rules and values. The speaking of American English has used as part of globalization strategies in many non-English speaking countries.

Conclusion

In the chapter above, we understood very well that globalization's impacts affects people and different places. Globalization often appears to be a force of nature, a phenomenon without limits. But peoples' movements have shown that it is neither unchangeable nor expected. Citizens all over the world—ordinary people from the global north and south—can work together to shape futures, to build a globalization of assistance, solidarity and respect for our common earthly environment.

General Conclusion

Throughout this research, we understand that the American cultural hegemony is one major aspect of the American dominance of the world. Nowadays, the United States is not only powerful economically and politically but also culturally, where the culture has often served American hegemonic policy to increase access to material profits outside the U.S. This Study has investigated some provocative questions about culture, power, and hegemony.

U.S culture has made its power throughout human history where people exchanged cultural values, ideas, and goods through trade and migration that what we understand from our study in the first chapter, where the Americans have used such principles as democracy, capitalism, justice and freedom to influence peoples and called o justify their hegemonic attitudes outside the U.S. America conduct their policies by mixing between ideals and ideologies which means human ideals such as democracy and human rights with their hegemonic interests through specific strategies called "Realpolitik".

In addition, throughout our statistics in the second chapter we understand very well that America is really a hegemonic nation in terms of industrial gigantism and power. This enables the United States to dominate and expand culturally. Today, most of the people on the world have access to mass media such as television and internet. These people find themselves following automatically the American life style, loving the American movies like "Hollywood movies" and defending the American democracy. The American culture is terribly influential where it imitate the American way of life, that is mean that American success based on money and wealth.

Throughout the third chapter, we discussed the evolution of America culture where we give the impacts of globalization. We understand that, the Americans have

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standardized their culture in the “global village ”the U.S. surrounds the globe with many satellites which have no borders. Furthermore, American cultural hegemony works at the level of the language. It shows up local languages and gives the American English an important role in communication. Where The world have become more and more converted to the English language as we saw previously English language is in the second rate that is mean it is a global language. For this purpose, the U.S. takes advantage of its complicated technology and its modernity, which are to be competent in promoting cultural hegemony.

At the end, this study covers the key links of the secret of American cultural hegemony in the world for that, we can say that this study is the answer of our hypothesis; it is American economic power that contributed to the American hegemony. Through our descriptive analytical research, we find that American cultural hegemony is one of the causes that make America to put its hand in the global affairs. Where our problematic condition is somehow true which is if America is making its presence in the world it is because of American cultural hegemony. Furthermore, the American cultural hegemony contributed in a large quantity for the presence of America in the world. We can conclude that America has successfully exported and imposed its culture throughout the world and the word that fits this issue is “American culture” which now called "Globalization".

Glossary

globalization the integration of the world's economy through the mass consumption of mainly Western culture, technology and trade. Globalization affects economic, political, social, cultural, and environmental decision-making

Global village a term used to describe how the world appears to be getting smaller through the accessibility of technology—especially technologies that facilitate the transfer of information. Thus, the actions that occur in one corner of the globe can rapidly and significantly affect people elsewhere.

High culture incorporates elements of lasting value such as art, literature, theatre, ballet, opera and classical music. Some critics consider its content to be 'high brow' or 'intellectual' when compared with 'popular culture'.

Intellectual capital using ideas, knowledge, or inventions as a means of gaining material wealth through a business enterprise. Specialized knowledge of how a product works creates jobs in areas such as information technology

Popular culture considered more mainstream than 'high culture'. It is associated with 'lighter' forms of entertainment such as sporting events, television programs, comic strips, and rock concerts.

Transnational corporations (TNCs) large international companies whose operations take place in both developed and less developed countries; their headquarters are usually located in developed countries.

World Bank an international organization made up of three United Nations (UN) agencies. It provides less developed countries (LDCs) with technical assistance,

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reconstruction, and development finance (adapted from geography of global interactions
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