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The Power of the American Hegemonism through Popular Culture

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Dedication

To my beloved parents: Mohammed and Fatiha

To my dear sisters: Dalal, Hoda, and Kaouther

To my dear brothers: Nabil, Houssam, and Ibrahim

To my closest friends: Leila, Karima, and Sara

To the sweaty Marwa, and the pretty Wafa

To all my friends in the campus: Bisma, Hadjira, Samia, Sana, Zineb, Hadjer and Djamaa.

To my dear mates: Khadija, Fatima, Linda, Amina, Nadira, Soumia, and Hind

To all the Students of Master 2 (2010/2011): option Literature and Civilization.

I dedicate this work.

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Abstract

The power and the influence of the United States of America is now the notable issue that takes the whole world's interest. It has been created itself as the great hegemonic power in the world since the collapse of the Soviet Union, as it achieved an international dominance, which gave it the ability to impose its rules and decisions on the other countries. It has realized dominance politically, militarily, economically and culturally. This latter is the most notable and influential. That, as the American Popular Culture emerged, including music (Blues music, Jazz, Rock'n'Roll, etc), fashion or clothing (Blue jeans, adidas, etc), food (fast food, coca cola, etc), cinema (Hollywood), TV programs and channels...etc, and is mainly shaped through the immigrants' cultural diversity, and has expanded thanks to the development of mass media, this culture has achieved a huge and fast dominance all over the world. It has been accepted by all, and becomes a global culture, by which it faces any challenges, which are mainly represented in the Anti-Americanism, and the emergence of the BRICS (Brazil, Russia, India, China, and recently South Africa) countries. This global dominance of the American Popular Culture leads to search about its role in enhancing the American Hegemonism by asking to what extent does American Popular Culture enhance the American Hegemonism? Thus, we assume, first, that the special characters of the American Popular Culture have their role in the global acceptance of the American Popular Culture. Then, the American Popular Culture is a mixture of all the world's various cultures which are brought by the immigrants. Next, the American society is a dynamic society and believes in change and success. The purpose of this study is to bring light to the worldwide dominance of the American popular culture, which in early history was non-existent, and state how this dominance affects in reinforcing its hegemony. For seeking this purpose a

combination between the Historical and the Descriptive methods is used. The historical method is used when we deal with events and verbal information, whereas the descriptive method is used when we deal with statistics and numerical information. It concludes that the wide acceptable and great favour of the American forms of entertainment, goods, and way of life has maintained American supremacy over other countries and has enhanced the American hegemonism. It also concludes that all these challenges, which are facing America, did not weaken it or decrease its ability for more progress.

الملخص

تعتبر قوة وتأثير الولايات المتحدة الأمريكية اليوم محور اهتمام كل العالم . إذ أنها بنت نفسها كأعظم قوة مهيمنة في العالم منذ انهيار الاتحاد السوفيتي, وحققت سيطرة عالمية, مما اكسبها القدرة على فرض قوانينها و قراراتها على باقي دول العالم. فقدرتها تكمن في سيطرتها على جميع المجالات : سياسيا, عسكريا, اقتصاديا وثقافيا. هذا الأخير الذي يعتبر الأكثر وضوح وتأثيرا. فالثقافة الأمريكية منذ ظهورها, متضمنة الموسيقى (البلوز, الجاز, روك اند رول...), السينما (هوليوود), الأزياء و الملابس (جينز, أديداس, نايك...) الاكل (فاستفود, كوكاكولا...) و البرامج و القنوات التلفزيونية, و التي يعود الفضل في تكوينها و انتشارها للمهاجرين و ظهور وسائل الإعلام و تطورها, حققت انتشارا واسعا و سريعا في كل العالم كما أنها لاقت قبولا كبيرا من الجميع لتصبح بذلك الثقافة العالمية التي تمكنت أمريكا من خلالها التصدي لأية عقبات خاصة التي تواجهها من طرف الانتي أمريكيين و دول البريكس (البرازيل, روسيا, الهند, الصين و جنوب أفريقيا). هذا الانتشار العالمي للثقافة الأمريكية يدفعنا للبحث عن دورها في تعزيز الهيمنة الأمريكية و ذلك بطرح السؤال التالي: إلى أي مدى تقوم الثقافة الأمريكية بتعزيز الهيمنة الأمريكية؟ و على هذا الأساس وضعنا الفرضيات التالية: المزايا التي تملكها الثقافة الأمريكية لها دور فعال في القبول العالمي لها. الثقافة الأمريكية هي مزيج من مختلف ثقافات العالم التي جلبها المهاجرون. أيضا المجتمع الأمريكي مجتمع حركي و نشيط يؤمن بالتغيير و النجاح. و الهدف من هذه الدراسة هو تسليط الضوء على الثقافة الأمريكية التي لم يكن لها أي وجود في الماضي القريب. كما تهدف إلى إظهار تأثير سيادة و سيطرة هذه الثقافة على تقوية الهيمنة الأمريكية في العالم. و تحقيقا لهذا الهدف تم استعمال مزج بين المنهج التاريخي و المنهج الوصفي. فقد تم استعمال المنهج التاريخي في دراسة الأحداث و المعلومات الحرفية, بينما تم استعمال المنهج الوصفي في تعاملنا مع الإحصائيات و المعلومات الرقمية. إذ أننا وجدنا أن القبول الواسع و التفضيل الكبير لجميع أشكال التسلية, البضائع و أسلوب الحياة الأمريكية من شأنه المحافظة على استمرارية التفوق و السيادة الأمريكية على حساب الدول الأخرى و تعزيز هيمنتها الكاملة. كما وجدنا أيضا أن جميع العراقيل و الصعوبات التي تواجه أمريكا ليست بالقوة التي من شأنها إضعافها أو إنقاص قابليتها نحو التقدم

Table of Contents

Dedication.....	I
Acknowledgement.....	II
Abstract	III
Table of Contents.....	VI
List of Tables and Figures.....	IV
General Introduction.....	X
1. Definition of the Problem.....	X
2. Limitation of the Study.....	X
3. Aims of the Study.....	XI
4. Significance of Study.....	XI
5. Hypothesis.....	XI
6. Research Method.....	XII
Chapter One: The American Hegemonic Power and Its Challenges	
.....	1
Introduction.....	1
1. Background of the American Hegemonic Power.....	1
1.1 Definitions of Hegemony/ Hegemonism.....	1
1.2 The Process of American Hegemonism.....	3
1.3 The Aspects of the American Hegemony.....	7
1.3.1 The American Politico-Military Hegemony	7

1.3.2 The American Economic Hegemony.....	10
2. The World's Reaction to the American Hegemonism.....	15
2.1 The Anti-Americanism in the World.....	15
2.2 The Emerging of the BRICS Countries.....	18
2.2.1 China's Progress Power.....	19
2.2.2 The Other BRICs.....	22
Conclusion.....	25

Chapter Two: Background of the American Popular Culture.....27

Introduction.....	27
1. Definition of Culture/ Popular Culture.....	27
1.1 Definition of Culture.....	27
1.2 Definition of Popular Culture.....	29
2. The Aspects of American Popular Culture.....	31
2.1 Cinema and TV Shows.....	31
2.1.1 Hollywood.....	31
2.1.2 TV Shows.....	36
2.2 Fashion.....	38
2.2.1 Blue Jeans.....	39
2.2.2 Foot wears.....	40
2.2.3 T-Shirt.....	44
2.3 Food and Drinks.....	45
2.3.1 Hamburger.....	45
2.3.2 Coca Cola.....	46
2.4. Music.....	48

2.4.1 Blues Music.....	48
2.4.2 Jazz Music.....	49
2.4.3 The Country music.....	52
2.4.4 Rock'n'Rool Music.....	53
2.4.5 Hip-Hop	55
Conclusion.....	58
Chapter Three: the American Hegemonism through Popular Culture.....	59
Introduction.....	59
1. The worldwide consumption of the America Popular Culture.....	59
1.1 The Consumption of the Entertainment Programs.....	59
1.2 The Consumption of American goods.....	62
2. The Advantages of the wide spread of the American Popular Culture to America.....	63
2.1 Political advantages.....	63
2.2 Economic advantages.....	64
3. Means to Assist in Spreading American Culture.....	65
3.1. Immigration and American Popular Culture.....	65
3.2. Mass Media and American Cultural Dominance.....	67
Conclusion.....	69
General Conclusion.....	70
Appendices.....	72
Appendix A.....	72

Appendix B.....75

References.....76

List of Tables, Maps, and Figures

Tables:

Table 1: Financial Data about Adidas in Millions of Euro.....	56
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Maps:

Map 1: America military bases in the world 2001-2003.....	16
---	----

Figures:

Fig 1: Hollywood logo.....	44
Fig 2: Adidas logo.....	55
Fig 3: Nike logo.....	56
Fig 4: Coca-Cola logo.....	60

General Introduction

1. Definition of the Problem

From the emergence of America as a nation, it creates for itself a solemnity and gravity within the world's countries, as they can not do anything concerning own affairs or the world affairs without the permission and the interference of America. Thus it can be assimilated as the father at home. It presents itself through its undeniable power in all aspects. It marks its presence every where; in the international markets, political affairs and crisis, and cultural demonstrations, as well as the sportive performances and competitions.

The world wide spread of the American Popular Culture, or in other words the American cultural dominance becomes a significant issue which is discussed by many experts through different points of view. It has been seen through both negative and positive sides. Thus, as the American dominated and hegemonic power nowadays is facing many challenges, and in the same time the American Popular Culture is realizing an increased international dominance, it lead to ask the following questions:

- ◆ What makes America emerge as a nation with a dominant culture?
- ◆ How the American Popular Culture led to its Hegemony?
- ◆ To What extent Does American Popular Culture enhance the American Hegemony?

2. Limitation of the Study:

The history of the American hegemonism and the American cultural dominance went back since the shift of America from Isolationism to Internationalism. But as those two issues come to realize an international importance especially by the collapse of the Soviet Union, the study will be limited in, the post-Cold War era till now, that period which is known as the unilateralism, or when

America shifted from super power to hyper power.

3. Aims of the Research:

In this context the main aims of the research study could be stated as:

- ❖ To show how the American culture dominates the world, and reinforces the American hegemony.
- ❖ To learn from the Americans how to create a strong and influential culture, which leads to strengthen the nation?
- ❖ To discover the characteristics of the American culture that make all the world`s population follow it.

4. The Significance of study:

Current research as already mentioned above focuses on bringing light behind the success and influence of the American culture in the entire world and its role in enhancing the American Hegemonism. It is important to discuss this issue as the American global dominance nowadays is facing many challenges, which may lead to its disappearance or vanishment in the coming decades.

5. Hypothesis:

- ✓ America is a self made country; it adapted itself according to the needs of its citizens.
- ✓ American culture is made up of mixture of cultures to form a new culture called American culture.
- ✓ The importance of the notion of success within Americans pushes them to make their culture the dominant and most influence culture.
- ✓ If America is culturally powerful that because it is economically and politically powerful.
- ✓ America uses its culture to maintain its hegemony, which is considered as a

shift from hard power to soft power.

✓ As America has faced many challenges on terms of military and economic power, it used its culture to enhance its hegemony, because it is accepted by every one.

6. Research Methodology:

The research questions will be answered using the combination between the descriptive and the historical methods. Concerning the historical method, it will determine the facts of the current situation of the American hegemony and clarify the status of that Hegemonic power through the dominance of its Popular Culture. In addition, this study makes use of the description of the emergence of the American popular culture and the main elements which present this culture. The historical method bases in describing the past, analyzing and interpreting the various collected events. By that generalizations and deductions will be pointed out which will be helpful in understanding the past and the present and in some extent it can anticipate the future. By the descriptive method, the presentation of appropriate primary sources (statistical indexes, graphs, pictures, tables of primary data) will be also used in order to support the views of the literature and the personal assumptions on the particular subject.

The discussion of that issue deals with three chapter. The Chapter One discusses American Hegemony by defining the term hegemony and explores its origin. Then, we search for the roots of the American hegemony; from when it began and what are the factors that supported it to progress. Next, we come to state the three aspects of that hegemony which are the military power, the economic power, and the cultural power's which America has. To sum up, this chapter is mentioning the most notable challenges which are facing American hegemonic project including the issue

of Anti-Americanism and China's progressing power in coordination with other progressed nations under the so-called the BRICs.

Chapter Two discusses the American popular culture, which America uses to enhance its Hegemony and maintain as the world's hyper power. Through this chapter, the two terms, Culture and Popular Culture, are defined according to the previous definitions that many experts stated. Then, it is important to show the many aspects of the American popular culture especially those which reach the global dominance, concerning music, fashion, entertainment, and food. At the end of the chapter we come to explore the main factors and means to assist in making the American culture, which comes to gain that global dominance. Those are mainly immigration and the mass media.

Chapter Three discusses the American Hegemonism through Popular Culture. It will focus on the worldwide consumption of the American Popular Culture by the entire world's Population, including its TV, cinema, fashion, food, and music. Then, it will be important to show the advantages of that wide and successful spread of the American Popular Culture to America, politically and economically.

Definition of Terms:

Hegemony: political, economic, ideological or cultural control or influence by one country over other countries, so that the greatest advantage accrues to it.

Culture: is an integral part of every society. A person can be learning from his surroundings to gain it. It is considered as activities involving music, food, literature, and others.

Popular Culture: the type of entertainment that most people in a society enjoy, like films, television programs, and popular music, etc.

Chapter One: the American Hegemonic power and its Challenges

Introduction:

The American Hegemonism is considered nowadays as the main and most important phenomena, which is interested by the entire world. It has been seen as an unusual, unprecedented phenomena, that was not took place in history before, even during the Romans or the Greeks times.

Since its emergence, American Hegemonic power has not faced any serious challenges which might lead to its decline or to a total collapse. Thus, America has been dealing with the world with intelligence, only to extend and maintain its hegemonism.

Relatively, this chapter will discuss many issues, including: the beginnings of the American hegemonic power and it progress, the main available factors that have shared in stating the American Hegemonism, and the different challenges which have been facing America in its hegemonism process.

I. Background of the American Hegemony

1. Definition of Hegemony

Hegemony as term or concept was defined by many scholars and experts, especially those who are interesting in the political global order. The following are the most common definitions:

According to Agnew “Hegemony is from a Greek word signifying domination or leadership, particularly of a state or nation in a league or confederation, but without clear commitment to whether this is the result of coercion, consensus, or a mix of the two.” (20)

By that, in this view, hegemony is the leadership of a powerful nation or state over the others even through force or acceptance.

Cheney stated that “Hegemony is a product of power. This power is drawn from many required sources including geopolitical strength, economic strength, military strength and power projection capability, and political stability.” (10)

Differently stated, hegemony stands through a collection of powers: geopolitical, economic, and militarily.

In this view, hegemony could be only reached if only these three powers realized together.

“Hegemony is, for Gramsci[Italian Marxist Antonio Gramsci.], a political concept developed to explain (given the exploitative and oppressive nature of capitalism) the absence of socialist revolutions in the Western capitalist democracies.”(Storey 79)

In this view, hegemony is connected with the political side. That as the social values or effects are weak, politics come to state regulations and order.

Defining by Agnew “Hegemony is the enrolment of others in the exercise of your power by convincing, cajoling, and coercing them that they should want what you want” (1-2)

Differently stated, hegemony is to put others under your power through convincing, flattery, or force.

In this view, hegemony is the capacity of a state to impose its power and its wills on others through using all the means.

“International hegemony refers to a preponderance of power and influence that allows Hegemon to have substantially greater impact than other states on international issues and on establishing and maintaining the rules and norms of the

system.”(Goodin et al. 4). It means that hegemony refers to the supremacy of one nation power and influence, which gave it the capacity to state its values and orders in the international issues.

Hegemony also is defined in many dictionaries as follow:

According to Merriam-Webster online dictionary, Hegemony means “the social, cultural, ideological, or economic influence exerted by a dominant group”

According to MSN Encarta, hegemony means “control or dominating influence by one person or group, especially by one political group over society or one nation over others”

Concerning the previous definitions one can defines hegemony as a dominance and leadership of one power over others in all the aspects: economy, military, politics and culture.

2. The Process of American Hegemonism

The American hegemony is not a continuing process but it is a phenomenon emerged with the American development in all sides through history. The American hegemony’s emergence was related to the many changes that America examines politically, military, economically and culturally, plus the many changes that the whole America was not known as powerful nation until its interventions in the two world wars of the twentieth century, and after the Second World War in particular. Thus, as it stated by Kellar “The post-WWII international order saw the rise of US hegemony, with US implementation of international reforms as Bretton Woods in 1944, the General Agreement on Tariffs and Trade (GATT) in 1947, the European Recovery Program (ERP) or the Marshall Plan in 1948, and the North Atlantic Treaty Organization (NATO) in 1949.”(3-4). These reforms have changed the American face

and position in the worlds.

This shift of US position in world affairs, after it was of no threat, was mainly due to development of the nation in all sides. This great progress characterized America in the era between the two wars. Thus, “Great factories and steel mills, transcontinental railroad lines, flourishing cities, and vast agricultural holdings marked the land” (An Outline of American History 156). Many other additional developments occurred in this era covered almost all the states, including “textile mills in Connecticut, cotton factories in New Hampshire, woollen mills and industrial shoes-makers in Massachusetts.” (Tims 98). O'Callaghan also added, “By 1900, ten times more coal was being produced in the United States than in 1860. The output of iron was twenty times higher.” (72). These notable increases can be considered to be both a cause and a result of a rapid growth that American manufacturing industries had known in these years. It was the years of the American prosperity and enjoy of its success to make a strong economy by its own. In that time “Industrial growth in the Northeast accelerated to the point where the region was a manufacturing economy generating its own internal demand” (Agnew 81)

In parallel with this huge changes in developing the economy and rich their markets, which has its important role in paving the way to the American hegemony, the American values of democracy and freedom and their founding myths of the American Dream, Mobility, and the Manifest Destiny, had also their notable role. Mentioned by Jisi, “The development and changes of America’s domestic democracy have strengthened the status of the United States as a hegemon, and have also enriched its hegemonic thoughts.” (1). In addition, it was stated by Pauwels that “Americans believe that the American dream of freedom and happiness should be shared by all mankind... [and] that America, the chosen, has the mission to export its

model civilization abroad” (32). It means that as America has been built basing on these ideals, which no country in the world has, it is worth to be the world leader.

In the early decades of the twentieth century, America influenced by the British and French domination of Africa and Asia in terms of the white man’s burden and a *mission civilisatrice* as they were enjoying their cultural and technological superiority (Berger 2). Many Americans thought in that time that “Colonies overseas meant trade, wealth, power and prestige” (O’Callaghan 82). These idea of overseas expansion dominated all the American minds; “Politicians, businessmen, newspapers and missionaries joined together to claim that "the Anglo-Saxon race" – by which they meant Americans as well as North Europeans- had a right and a duty to bring western civilization to the peoples of Asia, Africa and Latin America” (O’Callaghan 82). Thus, it began to expend its power outside it boundaries starting with the Latin American regions, as “Nicaragua, Cuba, Haiti and the Dominican Republic, all of which were the scene of direct US intervention.”(Berger 3). In addition, as Berger also stated, “In this period from 1898, US commercial and financial interests, with Washington's diplomatic and military support, guided and shaped the economies of the circum-Caribbean until they had become thoroughly integrated, in a subordinate and dependent fashion, into the US economy of the 1920s” (2). Then, during the McKinley presidency, the American interest went to the Philippine, which is located in the cost of Southeast Asia. For him, as O’Callaghan mentioned “the islands would be useful for the United States to control. Thus, “from bases in the Philippines, American soldiers and sailors would be able to protect the growing number of American traders in China.” (85). As the desire for more natural resource needed for its economy, its interest was turned in 1950s to Vietnam, which was rich of rubber,

tin, and petroleum, at first through providing France by military aids. Then, it moved there quickly to fill the political vacuum left by the departure of France. (Tims 156)

Many experts and authors has referred the enhance of the American hegemonism to the post-Cold War era. As stated by Christopher Layne “two features have defined the post-Cold War international political landscape: unipolarity-and the United States’ concomitant hegemony-and Globalization.” (147). So that, hegemony is mainly related to the Unipolarity, which has two aspects that are both related to the dominance of the US military and economic power during the post-1991(Layne 148). After the collapse of the Soviet Union, America becomes the only leader and the superpower in the world with military and economic power. Yilmaz pointed, “With the collapse of communist regimes in Eastern Europe and disintegration of the Soviet Union, the bipolar international system dominating the Cold War period disappeared, leaving its place to basically a unipolar system under the leadership of the United States, speaking especially from a military/political point of view.” (45). America, then, dominates the stage of the global affairs. Thus, through the post Cold War also, “the United States has visibly enhanced its influence in the Middle East and in Caucasus since the end of the Cold War. The invasion of Kuwait by Iraq in August 1990 and the following Gulf Crisis, in a way, created an opportunity for the United States to exercise its hegemonic power in the Middle East” (Yilmaz 47). Thus, with the United States increasing power, which defeated the other of Russia and Europe in all over the world, other countries have turned to American military protection.

In addition, the recently events that have dominated in many parts of the world, especially the Arab countries, America has marked its presence, especially, through its policies and various aids.

3. The Aspects of American Hegemony

3.1 The American Politico-Military Hegemony

The American military and political power is concerned as the most obvious aspects of American hegemony. It was mainly related with the NATO alliance, the nuclear weapons, and the invasions of other countries, and stating many military bases in many parts of the world.

The United States had built powerful military troops, thanks to its own experience in the War of the Independence and the Civil War. Troops that encouraged it to enter the two World Wars in one side and face the Soviet Union threat in the other side. Thus, “Its aircraft alone can strike up to 700 targets in a single day within an accuracy of 1 meter” (Sheetz 2). It means that on military matters, both advanced technology or overall military spending, the United States has a vast advantage over the other states, even individually or combined.

Then, in post Cold War till now, America uses its military troops for two goals, either for face external threats or to establish peace and democracy in all over the world. Thus, According to Agnew, “since the end of the Cold War, the United States has acquired a dominant global military position as far as military spending is concerned” (30)

Among the many wars that America entered depending on its troops was the Persian Gulf War, which “had all the ingredients for successful use of U.S. military force” (Buchan 10). In addition “With the military operation to Afghanistan and invasion of Iraq after the September 11, 2001 attacks, the United States perpetuated its dominance in the region.” (Yilmaz 47). “As a consequence of that invasion and despite months of attempted open and back-door diplomacy, undermined constantly by the Bush Administration, the U.S. built up a massive military presence in the region.” (Shor

70), which means more progress in U.S. power.

As its military force became greater, America decided to not be longer as part of the NATO alliance, and began to search for other places to build its military bases. Thus, It is “in the Persian Gulf, Iraq, and the Middle East, in general, where the armed forces of the United States have established a semi permanent foothold and thousands of soldiers deployed at bases keep a watch on Iran, Syria, and other “potential enemies” (Yilmaz 45). Furthermore, “Twelve years after the Soviet collapse, America reportedly had 702 overseas military bases in about 130 countries and another 6,000 bases in the United States and its territories” (Balles “1,000 US Military Bases Around the World: The Arrogance of American Power”). It has many bases in each continent and for deferent goals accordingly.

The following graph shows the America bases in the world:



Map 1: US military bases world wide 2001-2003. (Source: United States military and intelligence bases in Britain by David Gee, June 2004)

From that map, the most US bases are existing in the northern part of the American continent, then in Australia, the European western and south western countries, and the Gulf countries and the countries in the northern part of South America.

Yilmaz stated that “In Asia, the presence of the United States stabilizes the region in which a number of states might otherwise feel compelled to develop much larger military forces than they currently have”, and added “Moreover, American military power serves as an organizer of military coalition”(6). In this view, one can say that the American presence benefits the region in some extent.

The American military force became increasingly larger and larger through the coming years. Thus, “By 1998, the United States had around 235,000 troops stationed abroad, to include 109,000 in Europe, 93,000 in Asia, and 23,000 in the Persian Gulf.” (Schwalbe 3), which has strengthened its position more and more. In that path, the United States expended its military bases in Europe, the Mediterranean, the Middle East and Asia. Among the most important American bases in the world are the US base at Croughton in Northamptonshire which was one of several on British territory, that involved with supporting the invasion and military occupation of Iraq from 2003, the US base known as ‘RAF Lakenheath’ in Suffolk which is considered as the largest US operating air base in Britain, and ‘RAF Fairford’ in Gloucestershire, as a major US base that provides a forward operating location for US bombers. (Gee 14). Moreover, “By 2009, the number of American bases outside of the USA had increased to over 1,000.” (Balles “1,000 US Military Bases around the World: The Arrogance of American Power”)

Nuclear weapons also have their great role in maintaining the American hegemonic power. According to Sauer, “the US is the first country that developed nuclear weapons. It is also the only country ever used nuclear weapons” (74). It used

it almost in all its wars. The first use was noted during the World War II in Japan. Then, the interest in this power was increased as America was in need to any thing to stop the foreign threats, including the Soviet Union in that time. It was throughout the Cold War that United States had relied on nuclear weapons to deter any attack by the Soviet Union and its allies and to forestall the outbreak of a global war between the United States and the Soviet Union. Thus, “Nuclear weapons were at the centre of U.S. national security policy for more than 50 years.”(Woolf 1). It means that the US government gave big importance to the nuclear weapons industry and huge amount of money were spent in its development.

Then the US decided that it “would sharply limit the role of nuclear weapons after the end of the Cold War” (Woolf 2) as no more serious threats could be faced. But this decision had not stand for a long time. There are another more wars to be faced, but this time America was not enforced to enter this wars but it was guided by its wish and desire in order to continue its process of expansionism.

This process is recently faced by new threats, as “North Korea is openly building nuclear weapons, Iran is clandestinely doing so, and the Taliban is regrouping in Afghanistan” (Soros 4), which need more work from America to be prevented, and maintains its position as the world’s leader.

3.2 The American Economic Hegemony

Goodin stated, “Economic hegemony defined in terms of production, trade, technology and finance provides powerful levers to influence less powerful states.”

(4)

From its beginning America has interests in building a nation with strong economy, depends widely on agriculture. That can be mainly referred to two factors which are the American fertile land and the first settlers who are almost all farmers.

The roots of American hegemonic economy could be considered to go far through the time of the Cotton king. As it mentioned by Agnew “The cotton-exporting South tied the United States directly into the world economy through exports largely to Britain.” (81). By that, thanks to the flourish of the cotton trade that American products begin to exist in global markets.

The progress of American economy did not stop here. It continues to reach globalization. The decade followed the World War I was mainly characterized by huge and terribly economic expansion. That decade would come to be known as the roaring twenties. During that time “The United States was very rich in these years. Because of the First World War, other countries owed it a lot of money. It had plenty of raw materials and plenty of factories.” (O'Callaghan 92). The American economic hegemony can be then discussed through three main aspects, which are: the dominance of its currency (dollar) in the global exchange, the worldwide spread of its firms and their products, especially those of oil and food, and the dominance of the Capital system as the world's economic system.

Concerning the American firms, which is known a great success at home, thinking to expand overseas, became important issue. Thus, “American firms which have established themselves in other countries have often received a mixed welcome.” (O'Callaghan 87). In addition, as mentioned by Whitman, “most large American firms enjoyed substantial market power, both at home and abroad, and the high profit margins that accompanied it.” (2). American automobile, food, and oil or petroleum companies are every where. According to Whitman, “In the 1950s and 1960s, the United States was the world's only economic superpower, and its large firms were dominant in international markets” (5). Furthermore, “By the 1945 the United States was the largest oil producer, producing 61% of the world's oil crude production”

(Holton 62), which created a big and serious competition from America against the other oil giants in all over the world. In addition, “The U.S. petroleum refining industry experienced what some have called a “golden age” during the years 2004-2007” (Andrews et al. 1). This notable success can, for such instance, referred to the American strategy to expand its existence in other countries. For example, Texas Oil Company Incas the third largest American Oil Company purchased the Trinidad Oil Co.Ltd, Britain’s third largest Oil Company, in 1956. (Holton 52), by that American oil industry becomes larger and greater.

In their side also automobile firms had their importance with the growth of the American economy. Thus, “the industry evolved to be a tight oligopoly dominated by three firms, General Motors, Ford, and Chrysler. General Motors was formed in 1908. Ford Motor Company entered in 1903. Chrysler Corporation emerged in 1924” (Klepper 4). By that, the end of the fifties witnessed the emergence of the “Big Three:” GM, Ford, and Chrysler (Edwards 4). Those three have gained fame in the world automobile industry and entered the competition with other giants including Toyota, Hyundai, and others. America also put its effective spot in technology industry, as “The world’s leading firms in the fields of information technology, biotechnology, and nanotechnology are American” (Sheetz 3), which it is used in many fields, concerning education, film industry, transportation, etc.

The second aspect of the American economic hegemony is the global use of its dollar as the main currency of exchange, which means that any discussion of the international monetary system takes place in the context of dollar primacy. Thus, “During the twenties, investment overseas more than doubled, and the U.S. dollar and New York began to replace the British pound and London as the pivot of international finance.” (Hunt 86). So that, the primacy of currency moved from pound to dollar.

This worldwide of that American currency has its considerable advantages to America, as it stated by Agnew, “The dollar’s international role gave the United States the capacity to import credit in its own currency and export its troubles by manipulating the dollar’s value through increasing its supply, adjusting interest rates, or lowering its value against the currencies of America’s competitors” (228). And he added, “The structural role of the U.S. dollar in a world mainly of floating exchange rates gives the U.S. economy a major fillip.” (512). So that, the dollar realized the position of most recognized currency to be used in great exchanges, the thing which has helped to improve the position of the American economy that has enjoyed from that time till nowadays.

The history of the use of the dollar in foreign countries is mainly related with the expansion of the American firms outside the US, as their products have received increased and large demands. By that, “the United States has encouraged the use of the U.S. dollar in world trade and finance ...in the early 1970s.” (Agnew 34). This important step has made the dollar as the only major currency which is used in the world affairs for long time. Accordingly, “The value of the US dollar has increased by 30 per cent on a trade weighted basis since 1997” (Agnew 34). In addition, “The US dollar appreciated significantly against major international currencies between 1997 and early 2002” (Penm 485-486). The value of the American dollar becomes increasingly upper than the value of the other currencies. Thus, “against the euro, for example, the value of the US dollar increased by around 36 per cent between January 1999 (when the euro was introduced) and February 2002. Against the Japanese yen, the US dollar appreciated by around 20 per cent over the same period. Against the Australian dollar, the value of the US dollar increased by around 25 per cent between early 1999 and early2002.” (Penm 486)

Another American figure of success is portrayed in its economic system.

Among the major economic systems, which were established in order to organize the global economic affairs is the very successful the capitalist system, which is “advanced in the South, both in industry and agriculture” (Weinberg 145). It is a system which is completely deferent from the other existing systems in that time. Mentioning by Whitman “the sharp separation of ownership and control is what had characterized American-style capitalism” (5). From that, it can be recognized that the main pillars of that economic system are the right of anyone to be an owner and the non interference of the government. Then, According to Weinberg “Between 1865 and 1920, the United States became the world’s leading industrial capitalist nation” (138). And he added, that “The leap toward monopoly during the decade of the 1890s produced a system of corporate capitalism.” (142). This form of capitalist system was only dominated inside America, and it is not yet became used all over the world till the 1st World War when America was the main financial source of the European countries. It was stated by Hunt that “The United States emerged from World War I as the new centre of global capitalism” (85). So that, this countries where forced to follow America in order to reconstruct its previous powers as well as to keep what remains.

Then, in the aftermath of WWII “American influence in Europe was extended by the Marshall Plan (1948-1952) which assured the U.S. access to European markets and thereby minimized the possibility of an economic slump in the U.S. economy” (Weinberg 245). This means that America does not waste its time and reserve any effort to maintain its remarkable existence in all global affairs. This American influence was enjoyed a long time of success without any strong competition to be taken into account.

During this time of prosperity the notion of Globalization comes to existence, to be considered as part of the American Hegemony. It was stated by Sheetz, “If globalization refers to the impact of foreign influences across national borders, be they economic, political, societal, cultural, or information-related, then globalization, in one sense, amounts to little more than an expression of US hegemony.”(4). It also has a relation with the expansion of the capital system. That According to Babran “Globalization...has been called global construction, global orientation and global expansion..., is the latest phase process in old process rooted in the expansion of modern capitalism and encompassing the political, economic, and cultural realms worldwide” (212). From that, globalization is the first face of the American Hegemonism, or it is the first step in the American hegemonism process as many American products becomes consumed everywhere.

2. The World’s Reaction to the American Hegemonism

The world’s reaction to the American hegemonism is mainly represented through the Anti-Americanism and the creation of the BRICs.

1.1 The Anti-Americanism in the World

Anti-Americanism is not new concept, but it is as old as America itself. It is any critical and reasoned expression of disagreement with what Americans say or do that is expresses itself through critical acts or words (Lacorne cited in Judt and Lacorne 47). In addition, Judt and Lacorne stated, “Anti-Americanism is merely criticism of some American policies or social characteristics. At the other extreme, it expresses a real clash of civilizations, the complete rejection of anything and everything “American,” to the point of denying that there even is such a thing as an American culture or an American democracy.” (2). It can take many figures, that “it

can be defensive or reactive, rational or irrational, popular or elitist, political or cultural; it can centre on economic or religious issues or on no particular issue at all” (Judt and Lacorne 2), and it “manifests itself in the behaviour of governments, in the actions of individual political, religious, and community leaders, in cultural forms like books and films, and in the attitudes of ordinary citizens.” (Lindberg and Nossel 3). For that, Anti-Americanism can be seen as a global phenomenon, which is illustrating the others negative sentiments toward America. Moreover, according to Chiozza, “In the early years of the twenty-first century, anti-Americanism – the popular opposition to the United States, criticism of its policies, and dislike of its symbols – has emerged as one of the political issues of our times: anti-Americanism reached horrendous proportions on the tragic day of September 11, 2001” (1), which was then followed by the war on Iraq.

One of the reasons to push the widespread of the Anti-Americanism is that “the vast majority of the people in the world believe the United States does not take into account the interests of their countries when making regional or international policies.” (Abdallah 63). Thus, “anti-Americanism has seen a marked rise over the last three years.” (Lindberg and Nossel 4), as the world is every day witnessing new events and crisis. By that, one can draw that Anti-Americanism is related to that negative behaviours and huge anger toward America, considering how it be and what to do. This behaviour exists in almost all the world, and differs in terms of reasons and degree between western (European, Asia and Latin) countries and Arab and Muslim countries.

Chronologically, “the term is first associated with European cultural laments about American manners and uncouthness and then, as America becomes a global power, more politically and economically based criticism comes to the fore”

(O'Connor 77). In addition, the European anger or in other term "jealousy" of American cultural progress and dominance is mainly considered as the core of the European Anti-Americanism. As it mentioned by Judt "cultural" anti-Americanism is shared by Europeans, Latin Americans, and Asians, secular and religious alike." (14). That is portrayed in the untroubled feeling of most Europeans and other foreigners because of the spread of the American products, many of which are, in any case, manufactured and marketed overseas. The rise of that behaviour within Europeans can be also affected by the rise of the American economic power which has been challenged the EU. For that "There has been a negative shift in opinions everywhere in all four EU 15 countries since 1999, but this movement has been most notable in traditionally 'Atlanticist' countries, namely Great Britain and Germany" ("Anti-Americanism in Europe" 8). But before that France is considered as the main leader of the Anti-Americanism in Europe, as it stated by Judt, "anti-Americanism in Europe, at least, has always had a distinctively French tinge. As some recent publications suggest, it is in Paris that European ambivalence about America takes a most acute polemical form." (20).

Turning to the Arab and Muslim countries concerning this behaviour, according to Rubinstein and Smith, "The grievances that motivate many Muslims to express anti-American sentiments have been linked to specific actions taken by the United States in foreign political and economic affairs, as well as America's growing global cultural influence since the end of the Second World War" (quoted in Blaydes and Linzer 5). This Arab and Muslim anger has mainly two obvious reasons, which are the Palestinian issue and War on Iraq. According to Abdallah, there are three reasons to the rise of the Anti-Americanism sentiment in the Arab countries, which are:

First, U.S. political, economic and military support of Israel, which enables Israel to defeat the Arabs and continue its occupation of their land. Second, U.S. air strikes and sanctions against some Arab countries and its occupation of Iraq. Third, U.S. support for a number of undemocratic Arab regimes, its military bases in several Arab countries, and according to some critics, a perceived U.S. campaign against Islam and its own citizens of Arab and Islamic origin. (62).

So that, the widespread anger on the part of many Muslims towards the U.S. is mainly for its total support of Israel, which is invariably seen as coming at the expense of Palestinian interests. Then, that affection was increased by the time of the U.S. decision to go to war in Iraq, so that increased wariness of the influence of U.S. military power and suspicion about U.S. motives in the Middle East and elsewhere occupied many minds.

This Arab hatred of America is mainly portrayed through their support of Islamic Movements or terrorist organizations, such as Al-Qaeda. In addition, as it mentioned by Lindberg and Nossel, there are “certain consulting firms do business helping other companies cope with anti-Americanism; the market for their services depends upon the assumption that anti-Americanism places American companies at risk.” (2-3). Those are hidden groups, who wish and work for the American collapse, by financing the Anti-Americanism actors to realize their wishes.

2.2.The BRICs Countries

The word BRICS is an abbreviation used to refer to the five countries which are considered as a danger to face American Hegemony, especially economically. Those countries are: Brazil, Russia, India, China, and South Africa, which has joined the group recently. The BRICS countries are grouped together because while they are not yet economic powerhouses, they have the potential to become the world’s most

dominant economies in the next few decades. But it is important to mention that the Brics differ from each other considering natural resources, level of industrialization and impact on the global economy. They are all has a notable increased power which may change the international order of power, but their actual weight in the world differs from country to another. China takes the lead, followed by India, Russia, and then Brazil. “There are good reasons to see them presenting increased risk in the twenty-first century. But for the moment they are unquestionably powerful.” (James 41).

The following is a more detailed discussion of each country alone.

2.2.1 China’s Progress Power

In recent years there is a lot of discussion about China to become hegemonic power which dominance East Asia. As it was mentioned by Cheney, “China does not seek empire; it seeks hegemony in East Asia. For this reason, China fights against any attempt to build bilateral or multilateral defence alliances in East Asia.” (6), which is mainly led by America.

The Chinese desire to reach supremacy has many reasons. According to Cheney, China seeks hegemony in East Asia for three reasons. First, they want to return China to the predominate position it enjoyed in ancient times of their Sinic culture and including territorial goals in Taiwan and the South China Sea. Second, the Chinese had up of centuries of western domination. Third, China seeks hegemony because it succeeded in establishing a united nation that is actually developing sufficient power to become a hegemon. (6-7). Accordingly, he added, “China considered itself the “Middle Kingdom” between heaven and earth, [as] the Chinese culture reigned supreme throughout much of East Asia.” (7). This means that the

Chinese culture is from early years the dominant culture of East Asia that has no challenge from any other culture from years.

Many factors stand to encourage the Chinese project to establish power that can face the American power in the region, and why not in the whole world. Thus, According to Ikenberry, “China’s economic and military growth will increasingly thrust China into a role as regional rival, challenging American’s hegemonic position in the region.”(361). That is because China’s geographical position places it in a central, insular position within Asia that allows it to react anywhere in Asia with interior lines of communication. Furthermore, “Its diplomatic influence has expanded in recent years with its decision to engage the region through involvement in groupings such as the ASEAN Regional Forum, ASEAN plus 3, and the six-party talks over North Korean.” (Ikenberry 361), which has to push it toward a great influence, especially on its region.

Concerning economic power, “China’s rapidly expanding economic growth since 1978 is the phenomenon that led analysts to predict its rise as a future hegemonic power.” (Cheney 11). This “rapid rise of China’s economic power was further confirmed by the International Monetary Fund (IMF) which in 1994 ranked China as the third-largest economy, using a new method to measure GDP.” (Zhang 91). So, that increased economic clout of China, in particular, is likely to become an increasing source of economic competition for the US, as many Chinese products are found in Central Asian countries. Moreover, “China has already become the biggest car market by sales. In 10 years, it could become the world’s largest aviation market, and, in 15 years, it could be the largest luxury goods market” (“The Rise of the BRICs”). That means that the flourishes and the richness of China’s markets by

trusted and guaranteed products makes it nowadays to be favoured by many people in the world.

And concerning nuclear force, “China’s first nuclear power plant went into operation in the early 1990s and has grown rapidly to 11 reactors in operation at the end of 2009.” (Mostrous et al. 187), which means that China’s nuclear forces could not only threaten its East Asian neighbours, some of them also pose a considerable risk to the continental US. In addition, China’s chances to develop its military power in the region are notable “because American military presence has ensured relative stability within East Asia.” (Cheney 23)

These Chinese efforts to reach dominance have received many a remarkable support from its East Asian neighbours. As it stated by Ikenberry, “most countries in the region—including Japan and South Korea—increasingly see expansion in trade and investment coming from China not the US” (365), which points out the Chinese success in realizing an important and considerable position in its region, especially through its economic products and strategies. In other hand, “China has tried to balance against U.S. power through developing a strategic partnership with Russia, building new ties with its neighbours and beyond, and increasing its comprehensive national power.” (Deng 344)

But America in its side did not keep up with these Chinese attempts. It chooses to treat it intelligently. America made many changes in its military bases in the world, only this in the Asia-pacific region. In this view, Schwalbe stated, “In the Asia-Pacific region, the group [NDU] considered China to be the next peer competitor to America. So, once again, no change in the US military posture in this region was recommended” (4). America does so not because of fearing China’s power, but it

wants to conserve balance in the region to maintain its position there and protect its benefits.

But, although, it is true that “China’s ability to exert regional dominance has dramatically expanded, its ability to exert such influence will be minimal in the face of US military power.” (Cheney 19), the slow progress of China’s power can be considered as a positive factor which may lead it to succeed to become a strong hegemonic power.

2.2.3. The Other BRICS

Brazil

Brazil is the most important country in the South American region, which “Its progress in consolidating democracy and diversifying its economy will serve as a positive regional model.” (Global Trends 2025: A Transformed World 35).

Thus, major, notable changes are enjoyed by this country, which made many experts put it within many countries to have a high global position in the coming years. Thus, “Under President Luiz Inácio da Silva (Lula), Brazil assumed an increasingly prominent role in both regional and global affairs.” (Roett 127). It has examined many processes and actions in order to improve its economies and policies. So that it can create a solid existence.

Brazil’s richness of natural resources has encouraged it to face other global giants’ competition. According to Mostrous et al. “Brazil is currently the second-largest oil producer in South America...[as] [its] production has been rising steadily in recent years...[that]from 1998 through 2008, Brazilian oil production increased 90 percent, or roughly 900,000 barrels per day” (115). In addition, “The oil discoveries in the Santos Basin—potentially holding tens of billions of barrels of reserves—could make Brazil after 2020 a major oil exporter when these fields are fully exploited” (Global Trends 2025: A

Transformed World 35). Moreover, as “An agricultural giant, Brazil is also the most innovative producer of an increasingly important biofuel: ethanol.” (Roett 151). This successful kind of industry makes it a destination of many countries of the world.

Its presence within world affairs did not limited in global markets, natural resources exchanges. It has also shared in the international occasions. Thus, DeSalvo stated, “One indicator is the fact that Brazil was recently awarded the right to host such prestigious international sporting events as the World Cup in 2014 and the Summer Olympics in 2016.” (22), the thing which can be considered as an admission that Brazil is reaching a position to become among the main powerful and wealthy countries in the world.

These main notable issues about Brazil progress in world affairs can be considered as a sign toward Brazilian global dominance, as it continues in the same path and searches for new tools and approaches to lead it to its goal.

Russia

Since the collapse of the former Soviet Union, Russia has experienced unbalanced development in its economy. According to Macfarlane, “The economy bottomed out in 1994–5 and began to recover, but was set back again in 1997–8 by the knock-on effects of the Asian financial crisis...[then], the country returned to fairly steady economic growth in 1998–9” (43), thanks to the changes, that has known with the accession of Putin as a president. Thus, According to Mostrous et al. “With the ascent of Vladimir Putin in 1999, Russia regrouped and began to make good use of its strategic natural resources.” (13). Thus, concerning its natural resources, Russia “holds 13 percent of the world’s oil reserves and 33 percent of the natural gas reserves.” (DeJonge 3). Thus, “Surging by roughly one-third between 2000 and 2010, Russia’s oil production growth has been impressive, and the country will remain

among the world's most important producers and exporters for years to come.”

(Mostrous et al. 126). By that, it realizes its self satisfaction and release dependence on other countries, especially in terms of natural resources.

Moreover, Russia's increased progress toward dominance and revive its former Soviet Union's authority can also be noticed through its armament power. It has a larger military burden in terms of spending and personnel”. Thus, “Russian weapons sales to China and its technology transfers to Iran have conflicted with US policy preferences.” (Macfarlane 53). Russia also has a notable presence in the information and communication technologies, with a relatively strong position.

This important statistics and others can give Russia the opportunity to return to the leading power as it had enjoyed before. But, although “The Russian economy has been growing for five years at a relatively high rate of almost 7 percent” (Cooper, Of BRICs and Brains: Comparing Russia with China, India, and Other Populous Emerging Economies 278), examination of future prospects in comparative terms suggests that the prospects are not so good to really stand at the face of the American great power.

India

India, who is situated in eastern Asia, is another member of the BRICs who is considered to be one of the world's influencing powers in the future.

The many reforms that India had followed in recent years created a good results, including “real GDP growth, export growth, productivity increases” (DeJonge 2).

Moreover, “India's growing international confidence, derived primarily from its economic growth and its successful democratic record, now drives New Delhi toward partnerships with many countries.” (Global Trends 2025: A Transformed World 30).

Thus, “35 percent of Africa's meat imports, 30 percent of paper and pulp, 26 percent

of dairy products, 23 percent of sugar and pharmaceuticals, and 20 percent of aluminium came from India in 2008.” (Mostrous et al. 78). In addition, “its Tata Motors (NYSE: TTM) division has been expanding in Africa since the 1970s and now operates in eight more African countries, including Senegal, Ghana, Nigeria, the Democratic Republic of the Congo, Uganda, Zambia, Mozambique, and Tanzania.” (Mostrous et al. 78)

The notable fast development of these countries lead “The United Nations estimates that the top five FDI destinations for the 2009 to 2011 period will be China, the US, India, Brazil, and Russia.” (Mostrous et al. 221). Together these countries have collected their efforts and capabilities under the so called BRIC, in order to create a strong power that can face the US power. Thus, “China, India, and Russia plan significant build-outs of nuclear capacity in coming years.” (Mostrous et al. 186), as their first step to establish a corporate power that can share in the big world’s competition

Conclusion:

The American Hegemonism is a creation of the many events that happened during the building of the nation and after. Its roots went deeply in American history, and its progress has profits from the world crisis and serious events as the two World Wars and the Cold War. It succeeded in establishing a power in all domains. Politically by enforcing its policies in all world affairs, and establishing a strong military power with bases spreading in many parts of the world, and becoming the leader of nuclear power and weapons industry. Economically, it is the creator of the capitalist system which dominates the international economy. Its currency, the dollar, is the world’s exchange currency. Its firms have a global reputation and their products are consumed

by all. Culturally, American movies, music, TV shows and entertainment programs are the favourable within almost all the world citizens. This huge success that America enjoyed for decades has faced many challenges mainly from the Anti-Americanism which are spreading in all over the world and the new developed countries under the so called: the BRICs. Although their great efforts to compete the United States in its global influence, and their great attempts to push the American reputation into decline, it is not yet for America to descend from the stage.

Chapter Two: Background of the American Popular Culture

Introduction:

The success and failure of any nation is regarded through the examination of its politics, economy, and culture. Thus the richness of any nation's culture acquires it an outstanding prestigious position, as well as a wide follow or acceptance.

In order to understand and actually prove the fact that American Popular Culture exists today just about everywhere imaginable on the face of the earth, it is necessary to delve back into time. At first it is worth to define those two concepts: culture and popular culture, this later which is mainly related to America, moving to the main aspects of the American Popular Culture, which are including cinema, music, fashion,...etc, concluding with showing the main factors which have shared in the creation of this American culture and have lead to its global or worldwide dominance. That is what we are going to show in that chapter.

1. Definition of related terms: Culture/ Popular Culture

1.1 Culture

The term Culture is discussed by many experts, scholars and writers since it started to take place in history.

According to Batchelor, "culture is the gatherings of community beliefs and behaviours, which depends on its roots for sustenance." (vii).

Differently stated, culture is considered as a set of beliefs and behaviours that are inherited and shared by one group of people.

In this view, culture is defined through following peoples' opinions and feelings which affects their way of acting.

In the same stream, according to dictionary.com, culture can be defined as “the behaviours and beliefs characteristic of a particular social, ethnic, or age group.”, and as “a particular form or stage of civilization, as that of a certain nation or period” This definition related culture to civilization. That culture is the main thing to know in what extent a nation is civilized.

It is defined in Education.com as “The traits passed from one generation to the next within a group of people. A group's culture can take the form of values, beliefs, customs, rituals, attitudes, or practices. Culture is a form of meta-communication”. Differently stated, culture is considered as those special things which are exchanged between people of the same group through history. Those special things include: In this view, culture is regarded as a social heritage of one community which passed from one generation to the next generation.

In addition to Carla’s online dictionary definition, “Culture is defined as the shared patterns of behaviours and interactions, cognitive constructs, and affective understanding that are learned through a process of socialization. These shared patterns identify the members of a cultural group while also distinguishing those of another group” (“What is culture”). In this view, culture has been seen as an element to differentiate one social group from another considering the patterns that characterizes each group.

Piloting the previous definitions, we can discover the following: the first and second definition focuses in the mental side within the community. The third definition considers culture as a human heritage. The last one sees culture as an element to distinguish socials from each other.

Compiling all the previous elements, we can agree with Merriam-Webster dictionary definition: “Culture [is] the integrated pattern of human knowledge, belief,

and behaviour that depends upon man's capacity for learning and transmitting knowledge to succeeding generations: the customary beliefs, social forms, and material traits of a racial, religious, or social group: the set of shared attitudes, values, goals, and practices that characterizes a company or corporation” (cited in Osborn 3).

1.2. Popular Culture

It is commonly known as pop culture. It is considered to be a rich field of study and is held as important topic for research.

Many efforts are done to give it the useful and correct definition. Among them are the following:

“Popular culture is simply culture that is widely favoured or well liked by many people” (Storey 5). In this view, popular culture is the culture that realizes wide spread within people.

“Popular culture, often negatively called "group think," can influence purchasing decisions and lifestyle choices” (Williams, “definition of American Popular Culture”) In this view, popular culture is the way of life that followed or chosen by many people.

It is defined in Education.com as “Popular Culture Artistic and commercial expressions which reach a majority of the people through mass media, mass production, or transportation.”

Differently stated, popular culture is related to arts and commercial products, which shared between many people and spread due to the means of communication and transportation.

In this view, popular culture is any artistic or commercial products that are accepted and shared by many people.

According the previous definition, we can state that popular culture is related to many elements as follow:

From the first definition, we can say that culture is widely favoured element. From the second it is connected to the chosen way of life. The third is related to art and commerce that shared and accepted by many.

Discussing the previous definition of popular culture one can agree with Quay in her definition:

“Popular Culture: system of attitudes, behaviour, beliefs, customs, and tastes that define the people in any society. The entertainments, diversions, icons, rituals, and actions shape the everyday world. It is what we do while we are awake and what we dream about while we are asleep. It is the way of life we inherit, practice, change, and then pass on to our descendants. Popular culture is an extension of folk culture, the culture of the people.”(cited in Osborn 3)

2. The Aspects of the American Popular Culture

2.1. Cinema and TV Shows

2.1.1 Hollywood

About Hollywood



Logo 1: Hollywood (Source: http://reggio.centerblog.net/1512202_Hollywood)

Hollywood is a district in Los Angeles, California. It is fame as the centre of the film industry studios.

Hollywood became part of Los Angeles in 1910, and just one year later the first motion picture studio was established, during a time of French movie dominance. But then it knew a fast and remarkable progress to be today synonymous with the film industry. It dominates not only the US but also all the whole world.

Kristin Thompson and David Bordwell, in their book *Film History: An Introduction*, stated, Hollywood, the United States' national film industry, was founded in the early teens of the twentieth century by a group of film companies which came to Los Angeles at first to escape the winter conditions of their New York- and Chicago-based

production locations. Thus, soon, Hollywood becomes the dominant film production centre in the country. (Cited in Bigsby 374).

By reaching a huge success and great fame, “In 1985, the Hollywood Boulevard commercial and entertainment district was officially listed in the National Register of Historic Places” (Historic Resources Group). From that time to now on, Hollywood has been the leader and the dominant giant of the film industry in America, and its movies are the most successful and favoured in all over the world

The Development of the Hollywood Film Industry

The development of the Hollywood movie industry knew many stages; a moments of highness as well as moments of weakness.

The history of the Hollywood cinema began with the motion picture industry, which “grew quickly, especially after Edison established the first studio in 1905, “Black Maria,” a tarpaper-lined box that swung around to catch the sun for filming” (Batchelor 50). This movie great success in Hollywood encouraged many filmmakers to move to Los Angeles. “Thus, the film industry came to Los Angeles in 1907 as the result of a fluke” (Baers 432). Then, “By 1917, the classical Hollywood cinema was organized around a studio system” (Bigsby 374) under giant film companies establish their studios in Hollywood. Those are Paramount, Warner Bros., RKO (Radio-Keith-Orpheum), MGM, 20th Century Fox and Columbia. According to Brooks, those major players in the studio system, referred to by film historians as the “big five,” were fully vertically integrated, as they controlled large holdings in all three areas of the film industry: production, distribution, and exhibition. (375). As a result, the establishment of these big studios enriched the film industry and transform Hollywood to a film industry capital. Then, the era between the late 1920s and the late 1950s by "were considered a Golden Age in Hollywood, but in fact they were merely

a holding pattern, killing time until the next big thing—sound—came along" (Baers 432), which is characterized by the ending the silent era and increasing box-office profits for film. In addition, this era knew great changes including a progress in the film production and the appearance of new stars. It also remarked the big five studios monopoly on film industry that it produced 95% of the American films ("The Golden Age of Hollywood: 1930s - 1940s"). Further, among the five famous studios, MGM dominated the film screen and had the top stars in Hollywood, headed by Clark Gable who was "the king..., Hollywood's major romantic leading man in the movies' golden age". His major roles are in *China Seas* (1935), *Mutiny on the Bounty* (1935), *San Francisco* (1936), *Saratoga* (1937), and *Boom Town* (1940). (Browne 304). In addition there were many other actors and actresses including: Lionel Barrymore, Jean Harlow, Norma Shearer, Greta Garbo, Joan Crawford, Jeanette MacDonald and husband Gene Raymond, Spencer Tracy, Judy Garland, and Gene Kelly, who worked in that time with MGM. "But MGM did not stand alone. Another great achievement of US cinema during this era came through Walt Disney's animation company. In 1937, Disney created the most successful film of its time, *Snow White and the Seven Dwarfs*". (Hanson 729), which is remarked as the definer of the Disney products, which has become then popular in films animation.

There are many factors shared in the development of Hollywood and marked this era by the Golden Age of Hollywood including the bad effects of the Great Depression on the people which made them search for entertainment in Hollywood as its "musical enchanted the public during this period and proved to engage audiences with a fantasy based realm far from the realities of the depression", and the "innovation of sound, and soon the development of technicolor film-processing, [which] caused some initial financial production cost concerns, [and]the rise of the

Hollywood musical during 1930's" (DiNello "1930's Hollywood Opens The Door To The Golden Era"). In addition, "1941-1945 was nearly the end of World War 2, and the big five were making a lot of profit around 1946, because more and more people were coming to cinemas to get away from reality, and to escape the troubles of the war." (Gary "The Studio System 1920-1950"). All that serious events had their great effects in the development of film industry, notably Hollywood.

But in the following years, "Suddenly and without warning millions of people stopped going to the movies. Attendance sank from 80 million per week in 1946 to 60 million per week in 1948" (Mills "The Decline of the Hollywood Studio System"). Two main factors played a big role in enhancing the Hollywood studio system decline. Those are the federal antitrust action that separated the production of films from their exhibition; and the advent of television. For that, the film producers in Hollywood had thought for new techniques to revive its position. Thus, "By 1960, the classical Hollywood studio system was gone, replaced by what has come to be known as "the New Hollywood."(Brooks 377). It gave Hollywood films new vision and new appearance. It was divided into three periods as it mentioned by Brooks:

There are three major periods of the New Hollywood: the 1960s period, which responded to the full effects of the Paramount decree; the "Hollywood Renaissance" (1967–72), in which these economic changes allowed briefly for an unprecedented level of experimentation in mainstream American filmmaking; and a return to the "blockbuster" mode of moviemaking with the spectacular summer release of *Jaws* in 1975. (377).

It is connected to the new generation of film school-trained directors who had used and followed the techniques developed in Europe in the 1960s. Its major filmmakers are Francis Ford Coppola, George Lucas, Martin Scorsese, Roman Polanski, and William Friedkin whose famous films, *The Exorcist*, *Jaws*, and *Star Wars*, gave rise

to the modern "blockbuster", and induced studios focus on trying to produce enormous hits.

The development of film industry did not stop in that point. Many remarkable changes had followed; it was the rise of the home video market. That during the 1980s and 1990s a significant and wide popular use of VCRs noted, and then was accepted by all the studios. The 21st century then knew the rise of the DVDs, which have quickly become even more profitable to studios. In addition, through the 1980s and 1990s, it was the event film, the summer blockbuster, that was Hollywood's bread and butter, and all-American spectacle of excess: sex, violence, and mind-boggling special effects." (Tom & Sara Pendergast 433).

With time go on American films have become increasingly divided into two categories: Blockbusters which is existed from the early years of Hollywood cinema and then renewed by the Jews that "in the early 20th century...., many Jewish immigrants found employment in the US film industry and they were able to make their mark in a brand-new business, and independent films which "worked around a social engagement [and] reaches back to the birth of cinema with independent filmmakers working outside of the three major companies including: Edison, Biograph and Vitagraph" (Munksgaard 1). From that, the main point that distinguished between the too kinds is reality. The independent cinema is dealing with real things that exist in daily life, where as the blockbuster is more interesting with imagination. It is during that time that Hollywood reaches its worldwide spread, with its most popular actors and actresses including : Tom Hanks, Johnny Depp, Tom Cruise, Robin Williams, Jim Carrey, Will Smith, Michael Douglas Leonardo DiCaprio, Sylvester Stallone, Brad Pitt, Antonio Banderas, Denzel Washington, Orlando Bloom, Jackie Chan, George Clooney, Kevin Costner, Robert De Niro, Mel

Gibson, Bruce Lee, Eddie Murphy, Al Pacino, Arnold Schwarzenegger, John Travolta, Jennifer Aniston, Hilary Duff, Natalie Portman, Drew Barrymore, Angelina Jolie, Julia Roberts, Sandra Bullock, Cameron Diaz, Hilary Swank, Nicole Kidman, etc.

This period also knows the notable dominance of animation films, leading by Disney, which enters the competition field, and rewards many Oscar prizes.

1.2.2. The TV Shows

1.2.2.1. Dallas

Among the most popular TV series in early years, Dallas is the first family serial to become a worldwide hit. According to Hulse and Marcus, “1978 saw the birth of what was fated to be US television's first genuine super-soap.” (“Dallas”). It was considered as the first show to combine the scope of a mini-series with the big ideas of life—themes such as good vs. evil and brother vs. brother.

In addition, Dallas is a US most favoured soap opera, “which was enjoying its highest level of global popularity, especially in Europe, in the early 1980s.” (Ang 2). It is a story about of the wealthy Texan oil family, the Ewing’s. Its central characters are Jock and Miss Ellie, who had two sons. The eldest son, who is called J.R. Ewing, was the villain of the family while his younger brother, Bobby, had more integrity. The Ewing’s lived at a sprawling ranch, South fork, in Braddock County on the outskirts of Dallas city. The Dallas television series was one of the first to be distributed globally. Thus, “it was eventually translated and dubbed into 67 languages in over 90 countries, a record that to this day still stands for an American television series.” (“Introduction to the TV series Dallas”). Furthermore, according to Ang, “*Dallas* was so popular, both in the United States and around the world, that it went on for 13 seasons, with the last episode going out on the CBS Network in the USA in 1991” (3).

From that, Dallas has played a pivotal role in the dissemination of the Hollywood soap opera form in television culture around the world.

That great success that this series realized in few period of time has had its spot in American history of hegemonism. That, according to Ang, “*Dallas’s* global success in the 1980s was also, ironically, a harbinger of the partial deconstruction of global American hegemony on primetime television.” (8). In addition, Hulse and Marcus added, “Dallas’ was, without doubt, a television phenomenon that made a gleeful virtue of its innate absence of a strong ethical viewpoint and a blatant disregard for any genuinely held moral standpoint.” (“Dallas”). Its fame still take place till now as new versions are produced.

1.2.2.2. The Oprah Winfrey TV Show

Oprah is a famous Black American entrepreneur in television, who emerged in the late 20th century. She was born Oprah Gail Winfrey on January 29, 1954, in Kosciusko, Mississippi. (Carey 372). She became popular through her talk show host *Oprah*, to be known as the “Queen of Talk”, as her program was infused with therapeutic sensibility. She makes talks about every problem that occurs within the American society, trying to solve it or make it clear and understandable by all.

The Oprah Winfrey Show has reached a great success in America and all over the world. That, for instance, “During the 1990s the show went into international syndication, and by 2001 it was seen daily by 22 million American viewers as well as an unknown number of viewers in 119 foreign countries.” (Carey 373). Her intimacy talks and friendly way in treating people, for instance guests and audience, are the main components of her success.

1.2.2.3. Dr.Phil:

Phil McGraw is an American television personality and psychologist. He was born in September 1, 1950. He is the host of the television show known as Dr.Phil. Phillip McGraw “earned a Ph.D. in psychology in 1979 from North Texas State University, but, then, he gave up his clinical practice. He gained widespread attention with the publication in 1999 of a bestselling book, *Life Strategies*, and then launched his popular television show, *Dr. Phil*, in 2002.” (Pach 72)

His guests tell the truth about everything he asks about, and help them to solve their problems. “He is asking them to be honest about their behaviours and motivations”, and treats them “by stripping away their emotional clutter, and providing them with the tools they need to move confidently ahead in their lives” (“About Dr. Phil”).

Many problems and social phenomena are discussed and treated in Dr.Phil Show. He “champions those who suffer from such silent epidemics as domestic violence, child abuse, depression, racism, substance abuse and other health issues that are prevalent in society, but go largely undiscussed by their victims.” (“About Dr. Phil”).

He also realized a big success as his show has been seen worldwide. It was classified as the second successful and favoured show by many after the Oprah show.

1.2 Fashion

The Blues Jeans, T-Shirt, Nike and Adidas are the remarkable presenters of American fashion in the world.

1.2.1 The Blue Jeans

The word "jeans" comes from the French phrase bleu de Gênes, literally the blue of Genoa. Jeans fabric, or denim, originated independently in two places: the French town of Nîmes, from which 'denim' (de Nîmes) gets its name; and in India, where trousers made of denim material was worn by the sailors of Dhunga, which came to be known as dungarees. It was not originally American but it knew its development and new designs in America to be related then with American culture.

At first, in the 1600s, it used as work clothes, which was spread in Europe due to the Portuguese sailors, then to America through European immigrants in the 1700 and 1800s, specifically in the western part (Hendershot “The History of Blue Jeans in America”). Concerning the material that used in the denim or jeans production, different materials were used through the production progress. At the beginning, in France, it was made of coarse cotton-wool and/or linen blend, and England, by 16th century. Then, in by the 18th century England, it was made of 100% cotton (“Blue Jeans as Men’s Fashion”), due to the flourish of the cotton crops in America during the colonial period. But by the late 19th century, when the colonies became free and emerged as free states, which govern itself, and control its own production, America headed the jeans production, as “weavers in America were making twills in the same fashion as the European denim, adapting to the more readily available and locally produced cotton fibres” (“Blue Jeans as Men’s Fashion”).

The history of blue jeans production in America began with Jacob Davis. According to Dorfman “In 1872 a poor tailor from Reno, Nevada named Jacob Davis shared an idea with Levi Strauss to improve the strength of the work pants he made for his customers by adding metal rivets”. (“Blue Jeans: American Phenomena”).

With them the blue jeans production flourished and knew a notable progress to not only be worn by workers but also as popular fashion within teenagers.

For the next 25 years, Levis Strauss and Co became popular among the working class, which encourages many companies to enter the domain of jeans manufacture. And during World War II, it was worn by American soldiers, the thing which increase its popularity all over the world (Davis). In addition, “During the 1950s many young people began to wear jeans when they saw them on rebellious young American film stars such as Marlon Brando (1924–) and James Dean (1931–1955)” (“Blue Jeans”). Thus, “Levi’s blue jeans were first sold in Europe in 1959; by the end of the twentieth century denim blue jeans could be found in virtually every country on the globe” (Ethan Hay 532-533). For the following decades many designers started working on new designs for jeans and competing for the best. That, “Sergio Valente, Jordache, Calvin Klein were amongst the first to create slimmer, tight, butt hugging jeans”. (“Blue Jeans as Men’s Fashion”).

Wearing jeans has, then, became everywhere and as symbol of high fashion.

1.2.2 The Footwear

The history of the footwear production is mainly related to two American opponent giants, which are Adidas and Nike.

1.2.2.1 The Footwear of Adidas

The word adidas is derived from its founder name, Adolf Dassler or Adi. It is a combination of the first two letters of his name. He officially created the adidas brand in 1948. (Rozand et al. 3). It was originally a German company, which then moved to America and created a business place is at Portland in Oregon.

One year after, in 1949, the adidas founder created the mark for his products to make it different from other marks. The 3-Stripes mark is the quintessential adidas symbol, which is first used on footwear (“Adidas – The Story of A Logo”, the Adidas group). Then, modification of the adidas logo took place in parallel with the product progress. That, in August 1971, the **Trefoil** was born, and was first used on adidas products in 1972. Then, in 1997, Adidas used a new logo, which until now the most familiar logo. It was the **3 bars**, which was designed in 1990 by the then Creative Director Peter Moore. (“Adidas – The Story of a Logo”)



Logo 2: Adidas (Source: “adidas the history of logo” by adidas group.)

Adidas Group, is considered as the world’s second largest producer of sporting apparel and equipment particularly footwear. It was succeeded in deepening his roots in clothing production’s history. It created his existence through many famous and popular faces to be considered as fashion. According to Brennan “The company and its clothing—especially the trefoil logo T-shirt—became indelibly linked with 1970s fashion, and during the early years of rap music’s ascendancy, Adidas became the first fashion brand name to find itself connected with hip-hop cool.” (20). This means that the spread of adidas trademark is, in great instance, due to the famous figures music.

Moreover, the adidas history is mainly related to big sporting events and big sporting teams sponsoring. It acquired “the right of sponsoring the Olympic Games in Beijing. Additionally adidas sponsors big, famous athletic teams in the soccer

industry, such as Liverpool FC, Chelsea FC, AC Milan, FC Bayern Muenchen and several other German soccer teams” (Dogiamis & Vijayashanker 7).

The following is a financial data of Adidas in millions of euro:

Year	2002	2003	2004	2005	2006
Sales	6 523	6 266	6 478	6 636	10 084
EBITDA	532	627	725	818	1 098
Net Results	208	260	314	382	483
Net Debt	1 498	946	594	551	2 231

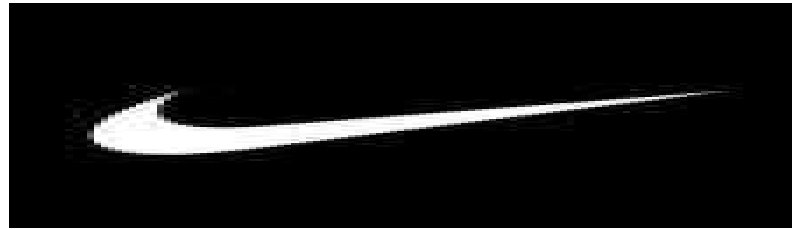
Table 1: (Source: “Adidas: A Global Brand?” by Emilie Rozand et al.)

As shown by this board, the company financials results are in a constant raise over the past decades. Adidas AG is currently in a favourable and still growing period.

Adidas continues in creating new strategies each time to remain in the same position, and win over all its opponents, particularly Nike.

1.2.2.2 Nike

Nike is the leader of and biggest designer and distributor of sports clothing and equipments.



Logo 3. (Source: “Nike, Inc. Reports Fiscal 2010 Third Quarter Results”.)

The company was founded in January 1964 as Blue Ribbon Sports by Bill Bowerman and Philip, and officially became Nike, Inc. in 1978”, and it based near Beaverton, Oregon in America.

Nike is a US based sports and fitness company that is the largest supplier of athletic footwear in the world, gaining this position through 32 years of work since its foundation. According to St. John University Student Managed, “It sells its products to approximately 18,000 retail accounts in the United States and through a mix of independent distributors, licensees and subsidiaries in nearly 200 countries” (“Nike”), among them “Cole Haan, which designs, markets and distributes luxury shoes, handbags, accessories and coats; Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories; and Umbro Ltd., a leading United Kingdom based global football (soccer) brand” (Nike, Inc. Reports Fiscal 2010 Third Quarter Results). Other noticeable thing is that the Nike’s footprint factory did not only base in America, but also there are many companies that diffuse in many countries all over the world.

Nike continuing work to create new designs and search for developing its products to please its customers made it the favourable and most acceptable brand all over the world.

c) The T-Shirt:

At its beginnings, the T-shirts were adopted by miners and stevedores during the late 19th century as a convenient covering for hot environments. (“History of the American T-Shirt”). It means that the weather and the suffering of the miners is the thing which led to the invention of that new kind of wear.

Turning through history the first introduction of the t-shirt in America is by using it as part of official uniform by soldiers during WWI (“History of the American T-Shirt”), when it used as underwear cloth. But, now T-shirts are worn frequently as the only piece of clothing on the top half of the body. Then, the wearing of T-Shirt did not only be restricted to the American army. Thus, “in the 1930's the t-shirt became popular at sporting events, gyms and universities” (“History of the American T-Shirt”). Thus, The American T-Shirt really came into it's own during the late sixties and the seventies.

The t-shirt world's big companies are mainly Hanes, Fruit of the Loom, Russell and Anvil. And, in America, CA-based American Apparel is the famous company in t-shirt industry which is ready to challenge that perception. (McElwain “American Apparel Takes on the T-Shirt”). This industry of the T-shirt in America has known a wide development by using many kinds of designs. Thus, the printed artwork symbolizes the cultural and social climate of our times. (“History of the American T-Shirt”). Moreover, “With high-quality, fashion-forward tee, American Apparel aspires to be the 'Starbucks' of the T-shirt world” (McElwain “American Apparel Takes on the T-Shirt”). It means that as T-Shirt enjoy many qualities, as it was easily fitted, easily cleaned, and inexpensive, it has realized this wide spread within all people; men and women, boys and girls, teenagers, adults and even babies.

With that huge and wide acceptance, at the beginning of a new millennium, the t-shirt has entered cyberspace and is now about to become a worldwide fashion favourite.

1.2.3. Fast Food and drink

Hamburger and Coca Cola are considered as the most popular American food and drink that are consumed in all over the world.

1.2.3.1. Hamburger

The Hamburger sandwich is the most popular food in America since it was discovered. Its name originally derives “from Hamburg, Germany's second largest city, from where many immigrated to America” (“Hamburger” Wikipedia). From that, Hamburger is originated from German, but he does not know its success until it was brought to America by the German immigrants.

In America the Hamburger became the most important consumed food. According to Clark, “the hamburgers and French fries found at ubiquitous fast food restaurants represent America’s quintessential food and, in many ways, America’s quintessential culture.” (71). Thus, hamburger can be considered as the American food ambassador in the world. Since it became American, Hamburger ingredients knew many changes. “A basic hamburger consists of a ground hamburger patty inside two pieces of bread or a bun with condiments. The common condiments include salt, pepper, mustard, mayonnaise, pickle relish, and ketchup. Less-common condiments include ranch dressing, salsa, soy sauce, and barbecue sauce.” (Smith 126). This new recipe makes the Hamburger typically American, and the most favoured in all over the world.

The widespread of this kind of food and its success in gaining popular acceptance encourage the appearance of the franchise system, which is typically represented by McDonald. “McDonald’s, the most successful fast food franchise, was

started in 1955 by Ray A. Kroc (1902-1984), a Chicago milk shake machine salesman” (Woloson 72). It has created a high position in the fast food industry since its foundation. Thus, 38 years after foundation, around 1993, its worldwide sold of hamburger reached 100 billion. (Gault 2).

The success and spread of fast food generally and Hamburger mainly led to the creation of many famous fast food chains, including McDonald’s, Burger King, Taco Bell, Wendy’s, and Kentucky Fried Chicken as the most successful fast food chains at the end of the twentieth century (Woloson 73). These great chains have gotten spread in all over the world, and received huge number of clients of different ages and sexes.

1.2.3.2. Coca-Cola



Logo 4: Coca Cola. (Source: http://shop.syscol.be/popup_image.php?pID=174815)

Coca-Cola is a carbonated soft drink sold in the stores, restaurants, and vending machines of almost all the world countries. “It is produced by The Coca-Cola Company of Atlanta, Georgia, and is often referred to simply as Coke (a registered trademark of The Coca-Cola Company in the United States since March 27, 1944)” (“Coca Cola Classics”). It means that Coca Cola is typically American product, and knew its foundation in America.

Going through history of the Coca Cola foundation, it was at first created for medicinal purpose by the Atlanta druggist John Smith Pemberton, in 1886, through mixing coca leaves and kola nuts extracts, sugar and other ingredients. He sold it as

medicine for headaches and morphine addiction. Then in 1887, Willis Venerable, the new owner of the company, added soda water to the Coca Cola syrup. Then the business changed completely with his new owner Asa Chandler, who mixed it with soda and sold it as a soft drink. (Smith 53). In this few years, Coca Cola production realized an early success, and became the most consumed soft drink. Some years after, Calander's son's bought the company to Earnest Woodruff, who with his son Robert gave growth to the Coca Cola industry and guided it to realize leadership over soda industry. (Chambers 541). Thanks to their efforts that Coca Cola has enjoyed its success and fame in all over America. Then, the soft drink, Coca-Cola, manufacturer first penetrated the Canadian market and then went overseas for the first time at the turn of the century to supply troops and other Americans in the new areas that has acquired U.S. possessions and protectorates in the Pacific and the Caribbean (Chambers 541). By that Coca Cola created the beginning of its spread outside the American border and to be then received by the whole world.

Enjoying its success and deepening its position, the Coca-Cola Company has, on occasion, introduced other cola drinks under the Coke brand name. The most common of these is Diet Coke, with others including Caffeine-Free Coca-Cola, Diet Coke Caffeine-Free, Coca-Cola Cherry, Coca-Cola Zero, Coca-Cola Vanilla, and special editions with lemon, lime or coffee.”. By that Coca Cola occupies the soft drink industry as it pleases all the tastes.

Coca Cola became every where. Thus, “Many Americans associated memories of first dates, battlefield success, sporting events, and other occasions with the consumption of Coca-Cola.” (Chambers 541). Coca Cola was and is still the most favourable and best consumed soft drink all over the world, as well as the biggest sponsor of many sports, cultural and entertainment events.

1.2.4. Music

America dominates the world in many areas, but its music is considered as the most dominated area which gained a global acceptance, especially the Blues, Jazz, Rock, Country, and Hip-Hop music.

1.2.4.1. The Blues Music

According to Thelonious Monk, the Institute of Jazz, the blue music “is that music with pulsing rhythms, melodic hooks, aching harmonies, vivid images, timeless stories, and exciting performance practices.” (“The Blues in American Culture”).

Considering its structure, the “Blues was commonly in a twelve-bar, three-chord, and three-line form, the first line being repeated with a third rhyming line added, a structure which facilitated improvisation” (Biggsby 360). It was related to the black Americans, as it “evolved originally in the southern states out of slaves’ work songs, field hollers, and plantation dances” (“The Blues in American Culture”). Thus, Blues music emerged in the early twentieth century in the United States as one of the most distinctive and original of American musical forms, of an African American creation.

Thanks to William Christopher Handy, who played a leading role in introducing a vital new form and rhythm to the American music. According to Biggsby “it was William C. Handy, band-leader and composer, who first heard it in Mississippi in 1903. Handy’s “Memphis Blues” (1912) established the genre and its form.” (360). In addition, Handy’s notable success with the emergence of that kind of music through his “Memphis Blues” (1912) and “St. Louis Blues” (1914), earned him the title “Father of the Blues.” (Batchelor 320)

Many blues themes in that time were inspired from the black American or slaves’ daily life of suffering. That it “often spoke of work, crime, gambling, alcohol,

imprisonment, disasters, and hard times.” (Batchelor 219), which made its sad tone enhanced its spread and gave it a worldwide resonance.

Returning to its history, after the recording innovation, the earlier records of blue music were dominated by women; among them were Bessie Smith, Ma Rainey, Lucille Bogan, Sippie Wallace, Alberta Hunter, Victoria Spivey, and Mamie Smith. Then men appearance in the domain was associated with the innovation of a new blue style in 1930s, called Mississippi delta blues, which is emerged with Tommy Johson, Bukka White, Charley Patton, Son House and Roberts Johnson. (Berg 292). With their records blues music has known a huge and remarkable success and becomes popular in the American society and outside.

Changes in the blues still occur. That the African-American migration, during and after World War II, from southern to northern cities lead to the emergence of two distinct styles, “urban and electric blues” (Berg 292). Then , the blues took other many forms and named according to the state or city from where it emerged, such as Memphis blues, Chicago, Detroit, St.Louis, etc.

The blues was heard and sung by every one in America and all over the world. It reached a great success and considered as the corner stone of the other music forms. This great position that the blues gained was obvious especially when “the year 2003 was officially declared by the United States Congress as “The Year of the Blues,” ” (Bigsby 371), as it marked the centenary of W. C. Handy first hearing the blues played in Mississippi, which was the inspiration of his compositions.

1.2.4.2. Jazz Music

Jazz is another music form which created his beginning with the black African-American. It was one of America’s original art forms, which emerged in New Orleans, Louisiana, around 1900 (Starr & Waterman 20). This new form of music is,

in some instance, related to the previous kinds. According to Richards, “It built on a number of earlier African American musical forms, including blues and ragtime, and European-influenced popular music and dances” (529). In addition, it “sprang to life from the horn of Charles “Buddy” Bolden (1871–1931), who played dance music for the crowds.” (Batchelor 73). In addition, Bolden was influenced by his surroundings, including “brass bands that played in clubs around the black neighbourhoods, groups at social gatherings, including the elaborate funeral marches played in the South and the field songs sung by plantation workers and the classical works played by educated Creoles” (Batchelor 74). From that time he began his career by perform around New Orleans and became famous by the 1905s and “Inspired soloists and band leaders, pianist Ferdinand “Jelly-Roll” Morton, trumpet-player Louis Armstrong, and the soprano saxophonist Sidney Bechet, who left the city to spread the new jazz abroad” (Bigsby 359). But unfortunately, he didn’t enjoy this success for long time. That Fame and wealth, which he reached, turned him evil. “He became an alcoholic and acquired numerous “girlfriends” across the country. Bolden also began to exhibit bizarre, often violent behaviour reflective of his growing mental illness, schizophrenia. He lost his position as bandleader after alienating both the performers and many fans. (Bigsby 359). Thus, “In 1907, after experiencing fits of violence, Bolden was sent to a state mental institution, where he remained for the next 24 years” (Batchelor 74). But Bolden decline did not mean the decline of Jazz. It continued by the emergence of new performers, such as Buddy Petit, Bunk Johnson and Freddie Keppard.

Then, the time of recording come and the industry grew throughout the 1920s. Thus “the first recorded jazz album came in 1917 when a white group, the Original Dixieland Jazz Band, recorded for both Columbia and RCA Victor” (Richards 529).

The era was called the Jazz Age, which is dominated by white middle class musicians, and the music which became popular was mostly by white groups like the Original Dixieland Jazz Band.

The next years, the Jazz music knew a wide spread in the American cities thanks to Louis Armstrong's efforts and important innovations that made him the Jazz most popular singer. That, "the Hot Five and the Hot Seven, Armstrong's extraordinary technique, and his artistic intensity and innovation dominated jazz, and as a result, the role of the soloist became predominant" (Richards 529). Furthermore, following the big role of Armstrong in the success of this new musical form, Starr & Waterman added: "Armstrong also profoundly influenced the development of mainstream popular singing during the 1920s and 1930s." (20). In addition, It is due; also, to the bad effects of the great depression era that the Jazz created his wide spread and became the acceptable genre of entertainment by almost all the Americans. That, as Richards stated: "newly-legal nightclubs closed and musical groups disbanded due to the hardships incurred by the Great Depression" (529)

Continuing through searching in the Jazz musicians history, Richards added, "Benny Goodman, who used his pre-eminence to advance the mainstream acceptance of black jazz musicians, the Duke Ellington may, who have been the first jazz musician to gain an international reputation as a serious artist—the first to draw attention to jazz as a serious art form and Count Basie" ("Jazz" 529), are other important figures who carved their success names in Jazz' history. With them Jazz was before all a popular music. But by the 1940s and after, the Jazz face was changed, creating a new era of modern Jazz. The two most important figures in the modern jazz, or bebop, movement were alto saxophonist Charlie Parker and trumpeter Dizzy Gillespie. In addition to other important figures include Thelonious Monk, Max

Roach, Gerry Mulligan, the Modern Jazz Quartet, Sonny Rollins, Dave Brubeck, and Miles Davis. (Richards “Jazz” 530). With them the jazz music becomes more popular, and is performed in big festivals. Further, the popularity of Jazz increased the following year, and the audience started attending festivals, when “the first in America was the Newport (Rhode Island) Jazz Festival in 1954. By the 1990s, there were estimated to be close to 1000 significant jazz festivals held annually around the world” (Richards 530). In addition, the other notable thing, that reinforced the Jazz success, is that “By the end of the 1970s, jazz was being taught in universities, and major grants and awards were going to jazz musicians and composers” (Richards “Jazz” 530). It means that jazz is not only a tool of entertainment but also an important mean of education.

Furthermore, as Storey stated “jazz and good films will make up for the absence of Beethoven and Shakespeare.” (56), the thing which explains the high position that Jazz reached as a widely accepted and favoured Kind of music as was Beethoven and Shakespeare. It was concerned as their appropriate successor.

1.2.4.3. The Country Music

One of the earliest forms of music that was born in America is the country music. At first, it was known as “Hillbilly music”, then, as it knew various changes, it comes to be known as country music. It “developed mainly out of the folk songs, ballads, and dance music of immigrants from the British Isles” (Starr and Waterman 32). It means that this form of music is a product of the white immigrants. But, “Although country music is typically identified as a “white” style, some of its biggest stars have been black, and the styles of country musicians such as Jimmie Rodgers, Hank Williams, and Willie Nelson were strongly influenced by African-American music” (Starr and Waterman 9)

Jimmie Rodgers is considered as the Father of Country Music. He “sang songs that embodied the rough-and-rowdy ways of hoboes, drifters, and gamblers” (Batchelor 322). In addition, Hank Williams, who is considered as the first musician in this genre to reach the big time, had a string of hits that virtually defined country and western for years to come. “I’m So Lonesome I Could Cry” (1950) and “Your Cheatin’ Heart” (1952), with their stories of torment and suffering, inspired the later music of a generation of performers” (Batchelor 348). With them the country music knew a remarkable role within the American society.

This form of music has been presented to more audience through a special show on television. According to Batchelor, it was “*Hee-Haw*”, which began in 1969, that consistently delivered country music to television audiences throughout the 1970s (200). It is a show which was featuring celebrity guests who performed country music tunes.

Further more, “Country music group Alabama’s contribution to country music in the 1980s was one of the most significant milestones on the road to country music’s extraordinary rise to prominence in the pop music scene of the 1990s” (Richards “Alabama” 39). Thus, in the following years, “Clint Black has become one of country music’s biggest stars” (Richards “Black, Clint (1962—)” 262), and he still the main presenter of country music in the recent time.

1.2.4.4. Rock’n’Rool:

According to Starr & Waterman, “The term “rock ’n’ roll” was first used for commercial and generational purposes by disc jockey Alan Freed.” (62). It was emerged from the blacks of the Northern Urban centres, where it “started out being labelled as rebellious, primitive, black music.” (“What is the History of the American Music?”)

It was the latest form to be created by the blacks, which made it influenced by the previous forms in some aspects, as it mentioned by Bigsby, that “Extrovert artists with electric instruments and backing groups, and using contemporary lyrics, were the inspiration of rock music, including the skilful and witty guitarists Bo Diddley (Ellas McDaniel) from Mississippi and Chuck Berry, born in California.” (368). As he is considered as the Rock’n’Rool father, “Chuck Berry (1926–), had some fame in the 1950s for such lasting hits as “Maybellene” (1955), “Roll Over Beethoven” (1956), “Sweet Little Sixteen” (1958), and “Johnny B. Goode” (1958)” (Batchelor 350)

Then as Rock’n’Rool spread in other part through American cities, new rockers were emerged. Thus, the biggest rock ’n’ roll star to come from the country side of the music world was Elvis Presley, who was “for the second half of the 1950s his name was synonymous with rock ’n’ roll and the discovery of a new musical form” (Batchelor 353). Then in the following years as Presley joined the army, “A young vocalist named Pat Boone (1934–) was about the only male singer to challenge Presley. In 1957, he struck double gold with “Love Letters in the Sand” and “April Love.” American teens were torn: the slow, sincere lyrics enunciated by Boone, or the suggestive, dangerous course plotted by Presley (“All Shook Up” and “Jailhouse Rock”))” (Batchelor 353). It is means that the great competition between those famous singers makes the audiences of this kind of music confused about who is the best and who is worth to be more listened.

Female achievement with this form, which their emergence was associated with the feminism movement, is also important in the progress of the Rock’n’Rool. “Wanda Jackson, as the pioneering female rocker recorded a number of classic singles, with the encouragement and mentoring of Elvis Presley himself— but none of her records became hits. But the teenage Brenda Lee, known as “Little Miss

Dynamite,” became famous by its Rock’n’Rool songs like “Sweet Nothin’s” and “Rockin’ Around the Christmas Tree.”, in addition to other slow, sentimental love songs. (Starr & Waterman 64)

Throughout the 1950s the purchase of rock ’n’ roll records was widely by kids, the thing which “proved a way of asserting their generational identity through rebellion against adult standards and restrictions.” (Starr & Waterman 63). For that this generation was called the baby boom generation, which mainly characterized this kind of music from the other forms.

The Rock’n’Rool progress to state its position within the other genes, still took place through the following years. Thus, “during the post Vietnam War, “rock devolved into specialized subgenres that bore only a passing resemblance to each other—heavy metal, the singer-songwriter, country rock, disco” (Baers 237). It means that one of the main developments that the Rock music realized is its division to a number of genres according to the musical instrument the musician uses.

Due to this hard work and great effort, this form of music achieves a great success, as it continued to be the biggest-selling format in American pop.” (Batchelor 350), and had been assimilated, contained, and with the advent of MTV, entrenched in an “entertainment” industry to a far greater degree than ever before” (Baers 238)

The popularity of Rock music did not confine only in the American atmosphere. But it became broader and broader to cover almost all the world as all the other American music forms.

1.2.4.5. Hip-Hop

The Hip-Hop is another music form that emerged from the black society in America. According to Wald “the black dance music of the 1970s led into hip-hop

and rap, which have inspired and transformed popular styles around the world.” (252). It is the last form of music to be created in America and realized a notable popularity. This new kind of entertainment was defined by Starr & Waterman as “Hip-hop culture, forged by African-American and Caribbean-American youth in New York City, included distinctive styles of visual art (graffiti), dance (an acrobatic solo style called break dancing and an energetic couple dance called the freak), music, dress, and speech.” (82). This new style differs from the other previous styles as it is performed with a special way of dance, which known as break dancing, special kind of dress, and selective words to be sung, that is known as graffiti writing.

Hip-Hip is different from the other music forms in some aspects, as it “Based largely on the urban black experience, it is a form of populist poetry drawn from the street vernacular and set to funky rhythms suited to dance venues.” (Hoffmann 121). This means that hip-hop culture began as an expression of local identities. It was also characterized by the many techniques, which are, as it mentioned by McLeod, the techniques of disco **DJs**, to spin popular records that kept the party alive and people dancing, breakbeat technique; as song fragments were composed of the percussion breaks within the songs, and Scratching which consists of moving a record back and forth with one’s hand while the needle rests in the groove to produce a rhythmic noise that is completely divorced from the sound the record makes when played at a normal speed. (McLeod 174).

The “The first hip-hop celebrities were Kool Herc (Clive Campbell), Grandmaster Flash (Joseph Saddler), and Afrika Bambaataa (Kevin Donovan), whose records could found in many public places and events, such as neighbourhood block parties, gym dances, and dance clubs, community centres and parks. (Starr & Waterman 82). Those are Five considered as “old school”, and by the early 1980s,

Hip-Hop music went through its first major stylistic change, ushered in by Run-DMC, which practically invented the “new school”, which their *Raising Hell* was the first Hip-Hop album to go platinum (McLeod 175). In other side, concerning the presence of women in this stream, McLeod added Salt-n-Pepa which were not the first female rappers, but they were the first to become extremely popular (McLeod 175).

In its beginnings, Hip-Hop had no records. That, “in the 1970s, record companies had no interest in the hip-hop culture anyhow. And not until 1979 would a rap recording indicate that the music had a commercial future. That year, Sugar Hill Studios released the single “Rapper’s Delight.” (Ashby 437). This new era that the Hip-Hop entered is considered to be its golden age mainly during the late 1980s. “It was a period of exciting creativity and diversity, with Boogie Down Productions and Public Enemy introducing the Hip-Hop world to overtly political messages with their albums *By All Means Necessary* and *It Takes a Nation of Millions*. . . , respectively” (McLeod 175). This era is considered as the golden age of the hip-hop music as it deals with deferent themes and discussed many issues that interest the people.

The Hip-Hip became increasingly favoured and accepted, especially throughout the 1980s and 1990s, when “Hip-Hop music remained one of the only outlets where an inner-city youth’s opinion could be heard unfiltered by mass media censors, prompting artist Chuck D to proclaim that form of music “Black America’s CNN.” (McLeod 174). It means that the popularity and the importance of the hip-hop music as it deals mainly with the main problems that faces the blacks, makes it to be considered as the most famous news channel the CNN.

All this factors made the Hip-Hop dominant area became wider and wider to be included in other domains, such as TV ads, music videos, Pop and R&B songs, fashion magazines, and in malls throughout the United States, by the late of the

1990s. And soon after, a deluge of movies began featuring break dancing and rapping, such as *Wild Style*, *Beat Street*, *Breakin'*, and *Krush Groove* (Ibid). In addition, the hip-hop records sale increased as time is passing. Thus, in 1988, Hip-Hop's annual record sales reached \$100 million, which accounted for two percent of the total music industry's sales." (McLeod 175-176). It means that the hip-hop music succeeded in presenting its records within the competition with the other forms to realize more popularity inside and outside America.

Hip-Hip became world wide phenomenon. It was performed every where, and became increasingly part of youths daily life.

Conclusion:

The American Culture, which is known as a popular culture, is nowadays the global culture. It is the only culture that has gained international acceptance. Its aspects are represented by its Hollywood cinema; its famous TV shows especially the Oprah Winfrey show, and Doctor Phil. In addition, its famous forms of music, including Hip-Hop, Jazz, Blues and Rock'n'Roll, are listened and singed by all. Moreover, the American fashion is mainly represented through the Blue Jeans, the T-shirt, and the foot shoes of Nike and Adidas, which are considered as the world fashion. Also the American food is known through fast food, Hamburger and Coca Cola.

Chapter Three: the American Hegemonism through Popular Culture

Introduction

The various aspects that characterize the American Popular Culture make it gains the current widespread that has enjoyed for many decades. Thus, America exploited this dominance of its Popular Culture to maintain its power over all the world countries.

This chapter discusses to what extent the American Popular Culture is consumed by the entire world and what are the main aspects that are more consumed. Then, it is important to show the main advantages of this widespread of the American Popular Culture to America.

1. The Worldwide Consumption of the American Popular Culture

1.1 The Consumption of the different kinds of Entertainment

The American main kinds of entertainment which are more consumed by the entire world are included its cinema, TV Channels, shows, and programs, and music. Thus, in recent years, American movies, music, and TV shows have consistently gained more and more audiences worldwide

Concerning the American cinema, Chalaby stated, “By 1997, more than half the movies shown on European television and nearly two-thirds of television series came from the US” (39). It means that, American movies are the most notable movies to gain the worldwide audience’s access. Thus, Giffard supported this idea as he said, “most of the films shown in the European Community come from one single non member country-the United States.” (43), and “many American made movies now collect more than half their box office receipts from foreign audiences”(Levin Institute 6). As it has been using new developed technologies in the field of film

industry, it was noted that “after 1960s and 1970s, it became harder for any other continent’s film industry to match the worldwide popularity of American movies” (Pells 40). By that the American movies occupied the hearts and minds of a huge number of the world’s population, as it became the most favourable by them.

As Hollywood is the home of the American movie industry, it also remarked its world wide presence. It becomes the cultural capital of the modern world, as functioned as an international community, and “although there has been a revival in production of cinematic films in Europe (634 were produced in 1999, up from 456 in 1994), Hollywood movies still account for 71 percent of the box office” (Giffard 43). Thus, Hollywood films figured a prominent product among the U.S. goods that are flooding foreign markets. According to Hunt, “By 1928, [Hollywood] claimed a quarter of the film market in Japan, almost a half in Germany, roughly two-thirds in France and Italy” (86). From that, American movies have succeeded to enter the other countries and compete their local production of movies.

American television shows, including popular shows, such as “One Tree Hill,” “The O.C.,” and “Gossip Girl”, much like movies, is broadcasted throughout the world. In addition to other early American TV shows is Dallas, which “was the most popular television show in the world during the 1980s” (Pells 45), and it still enjoy the same position in the following years, till the appearance of other new shows as time changes. Furthermore, today, American companies run the most extensively localized channels in Europe. “MTV, for instance, is now a regional network of 11 channels that broadcast as much local programming and music from the national repertoire that is required to gain increased audience shares.” (Chalaby 45) This American influence has not remarked through its TV only, but also through the other countries TV channels, most notably is in the Arab countries. Thus, “there are two primary satellite

television stations situated in Saudi Arabia and Dubai that send out American programming 24/7...[those][are] the Middle East Broadcasting Centre (MBC)...and the One TV.” (Meehan “American TV Popular in the Middle East”)

Furthermore, American figures such as “Michael Jackson, James Bond, Madonna, Brittany Spears, Brad Pitt, Angelina Jolie, Leonardo DiCaprio, and Oprah have made successful careers on television and are international icons.” (Osborn 39). They are known every where and they are loved by every one. This huge success in dominance globally have made “The sale of American films and TV programs abroad is the second largest export after defence and a major contributor to the U.S. trade balance” (Giffard 47). This means that American movies are an important source of treasure and power for America to keep its existence as the world leader.

Continuing in the side of the different means of entertainment, Disney has been one of the major contributors to the field of animation. Its movies like *The Little Mermaid*, *The Lion King*, *The Jungle Book*, and others have reached a high level of familiarity as they stretch across multiple generations. After its remarkable success in America, France, in its part, decided to enjoy the experience to become the second homeland of Disney. That, “in the mid-1980s, the opening of Euro Disneyland near Paris became a major event on the French political scene” (15), which “was to be located in La Brie, an area which had some of the best farmland in the country” (Debouzy 17). Then, the experience of the Disney land has spread to other countries all over the world as Australia and Japan. In addition, "At the end of the twentieth century, The Walt Disney Co. was considered by many to be the most influential company in the world" (Steve Hanson 728), as it establishes itself in various industries such as television, books, magazines, amusement parks, real estate, sports, etc.

1.2 The Consumption of the American Goods

The main American goods that know a large consumption in all over the world are represented by its famous kind of food, its soft drink Coca Cola, its fashion, and its famous brands.

McDonalds, an American franchise, records its world wide expansion. According to the Levin Institute, “Statistics show that within the last fifty years, McDonalds has expanded to over 31,000 restaurants worldwide.” (3). Thus, it "can be found in approximately 118 countries and claims to serve 50 million customers each day.” (Osborn 42). This means another important source of more money to enter to America. Chronically speaking, McDonald had expended in the world country after the other. That, according to Osborn:

In 1967 the first McDonald’s restaurant opened outside the United States in Richmond, British Columbia. In 1971 the first Asian McDonald’s opened in Japan, European, Germany, and Australia...It wasn’t until 1979 that France had their opportunity to experience American fast food cuisine...Finally in 1988, McDonald’s opened restaurants in Gyor, Hungary and Belgrade, Yugoslavia. In 1990, Moscow welcomes McDonald’s followed by Africa in 1992. (42).

It has succeeded in remarking its existence in the main countries of each continent, with powerful competition of their local foods.

The soft drink industry also has been remarked by the American primacy and anticipation. As an American product “Coca-Cola has become the most recognized trademark in the world.” (Bryn 87). It is everywhere; in every market, every home, every clubs, every restaurants. It shares the people their special occasions. For that, Bryn stated, “Coca-Cola wants to market itself not only as a global drink with universal appeal but also as the one thing we all have in common” (93), and it succeeds in that.

Coca-Cola has also made a notable and powerful existence in the most important global events, as it “had been a major sponsor of the Olympic Games since 1928” (Bryn 93). It has gained popularity as it is advertised by famous actors, singers, footballers and other athletes. By that, “Coca-Cola, a beverage consumed by presidents, monarchs, and consumers the world over has remained above all else a symbol of America and its way of life.” (Jason Chambers 542). That thing still exists for a long time as the Coca-Cola producers follow various strategies to preserve this supremacy.

2. The Advantages of the widespread of the American Popular Culture to America

2.1 The Political Advantages

According to James L. Watson, professor of anthropology at Harvard, “We don’t use the Marine Corps or the Delta Force; we use McDonald’s to dominate.”(Cited in “America and Cultural Imperialism”). It is obvious for many that America uses its Popular Culture and exploits its wide acceptance to pass its policies and gains more support, which means, in other view, that “culture is a minor player in planning or determining a course of action.” (“America and Cultural Imperialism”)

In addition, the American goods and products contribute in the spread of the American values and ideals, concerning democracy, freedom, liberty, and equality. This can be found in the T-Shirt designs, the various Blues, Jazz, and Rock'n'Roll songs, and some movies.

Furthermore, the American Popular Culture has its great role in the dating or the historiography of the American history. For instance, the American famous cartoon Buchahantes deals or tells the history of the Indians during the time of settlement. In

addition to many movies that deals with the American dream, others with the westward expansion, and the American wars especially “the finest movies about World War II *Casablanca*, and the Vietnam War *the Deer Hunter*” (Pells 43), and more and more other works.

2.2 The Economic Advantages

The widespread of the American Popular Culture provides to America another important source for more money. Thus, “In 1996, cultural-industry sales (of film, music, television, software, journals, and books) became the United States’ largest export, ahead of aerospace, defense, cars, and farming.” (“Anti-Americanism and Popular Culture” 9), which means that they are considered as a main source of income.

Furthermore, the famous figures of the American TV, shows, programs, movies and music stars have their remarkable role through the advertising to the American economic products.

In other side the wide consumption of the American Popular Culture such as TV, cinema, fashion, music, etc, widely encourages immigration to the US which may lead to enrich America more and more. Thus, for instance, “The majority of Hollywood film directors who have won two or more Academy Awards (Oscars) were either immigrants or the children of immigrants” (Hirschman 6)

Many American crises have been solved thanks to the popularity of the American cultural products and its variety and renewal.

3. Means to assist in spreading American Popular Culture

The emergence as well as the spread of the American Popular Culture is shared between two important means: immigration and mass media.

3.1 Immigration and American popular Culture

From its beginning, America is a nation of immigration. It stood up due to the immigrants' efforts and skills. Thus, American history can not be separated from the history of immigration. They had come to America in many waves. According to Daniels, "Perhaps a million immigrants came to America between 1565 and 1800, about 20 million in the nineteenth century, and at least 55 million in the twentieth century" (73). It means that the coming of immigrants to America increased each time as the conditions for life there becomes better.

Coming to the Immigration history in America, Pascoe stated,

Immigration was concentrated in what has been called the "big six states" (California, New York, Texas, Florida, Illinois and New Jersey). Twenty-two other states, called the "growth states", are now taking an increasing share of the new arrivals: Delaware, North Carolina, South Carolina, Georgia, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Oklahoma, Indiana, Minnesota, Iowa, Nebraska, Kansas, Idaho, Colorado, Arizona, Utah, Nevada, Washington, and Oregon. (18-19).

These areas are all nowadays considered as the main centres from where American popular culture was emerged. Those who had a great role in shaping the American culture were the people who settle during the early years of building the nation.

According to Carter, "The vast majority of the population is descended from people who arrived after the 1500s. These people brought with them traditions from their home countries that have had a significant influence on regional American cultures and on American culture as a whole" ("The influence of immigration on American culture"). In addition, according to Grisworld, "Successive waves of immigrants have

kept our country demographically young, enriched our culture and added to our productive capacity as a nation, enhancing our influence in the world.” (“NO: Immigrants have enriched American culture and enhanced our influence in the world”). Thus, they, for the most part, quickly become participants in as well as contributors to the American culture. For that, Pell stated, “the influence of immigrants on the United States explains why its culture has been so popular for so long in so many places” (“Is American Culture “American”?”). From that, it is arguably that American culture has spread throughout the world because it has incorporated foreign styles and ideas.

Immigrants spent major efforts to create its links within all the aspects of culture in America. They registered their presence in music, cinema, fashion, food, etc. that "Immigrants and the second generation have played a remarkable role in the American creative arts, including writing, directing, producing, and acting in American films and plays for most of the first half of the twentieth century. (Hirschman 6). Moreover, as Pells added, “immigrants from Europe, Asia, Latin America, and increasingly the Middle East, as well as African Americans, and the thousands of refugee scholars and artists who from fled Hitler in the 1930, have played a crucial role in the development of American science, literature, movies, music, painting, architecture, fashion and food” (35). Further more, concerning cinema, the Jews who invented Hollywood, and the majority of Hollywood film directors who have won two or more Academy Awards (Oscars), were either immigrants or the children of immigrants. (Hirschman 6). In other side, concerning music, we find the great influence on music came from the Africans, mainly the black African, as Chuanjuan stated, “The African immigrants obviously influence the American music culture a lot. They bring their own music culture, and blend it into each kind of music.

Then they develop many new kinds of music, which play a driving role in the development of American music.” (“African Immigrants’ Influence on American Music”), and Carter added, “African-American music, which may have been influenced by African music, has had a significant influence on American popular music.” (“The influence of immigration on American culture”). It means that most American music originates from the African music heritage, which has mainly brought to America by the blacks.

The waves of new immigrants still come to America, and “Just like the earlier immigrants, these recent arrivals continue to contribute to America in important ways...their vibrant musical and artistic traditions had helped turn the U.S into a more cosmopolitan society”. (Tims 121). Their efforts did not only concentrated in enriching the American culture, but also made it dominant all over the world.

3.2 Mass Media and American Cultural Dominance

Coming first to the definition of media, it was mentioned by Osborn “defining the media today people usually think about large, technical forms of communication. So that, large communication system can be responsible for reaching vast numbers of people” (16). It means that media is mainly related to technology, and which can ease the reception of the variant information that is needed.

The emergence of media made a great change in people's life. It made the world like a small village. It has a powerful capacity to encourage global awareness thereby promoting cross-cultural understanding, tolerance and acceptance of ethnic, cultural, religious and gender differences in communities across the globe. So that, modern developments in the media, and in particular the new media, have multiplied the sources for identity, community and cultural identification. Thus, “The rise of global (new) media in the 1980’s was accompanied by a euphoric hyperbole on its

possibilities for the global culture” (Kerkman 3). For that, media has its influence in the spread of the local culture of any society to be a global culture.

The success that American media reached played a big role in its cultural dominance all over the world. According to Kerkman, “Global media and media commodities are under the dominance of the US-market, and as a result they are creating a growing global, homogeneous culture” (4). In addition, “the ability of America’s media conglomerates to control the production and distribution of their products has been major stimulus for the worldwide spread of the American entertainment” (Pells 35). So that, the well organization that the American business knows has great role in making the American forms of enjoy and cultivation the most favoured and accepted in all over the world.

Among the forms of media which shared in spreading culture, “Televisions, radio, cell phones, movies, newspapers, Internet are all avenues used to broadcast American current culture” (Osborn 19). They made American culture became over where, and reach supremacy over all the world culture. As it is mentioned by Thusu Daya Kishan, “This growing global flow in US film and television export has been showing a steady increase from \$2.5 billion in 1992 to \$10.4 billion in 2004” (qtd. in Kerkman 4). Thus, “the omnipresence of the US in global media results in an omnipresence of the US in global cultures; superimposing their culture over others” (Kerkman 9). It means that as American media is monopolizing the world media it is easy for it to spread its culture.

It is really that America has built its own culture on a strong basis, but media also shared in that success. Thus, “Thanks to the developing technology, countries around the world are exposed to components of American pop culture.” (Osborn 16). It means that the many changes that media has known; from print form (newspapers)

to audio (radio), then visual and audio-visual (television and internet) have a remarkable role in exporting American cultural products everywhere.

Conclusion

The American Popular Culture has a wide consumption. It is known everywhere and by everybody. It also gives America great advantages, politically and economically. In addition, these main elements which are composing American Culture (Pop Culture) are the creator of a mixture of many cultures that was brought by the many waves of immigrants since its discovery. Those Immigrants have played a great role in shaping and enriching American culture in one hand, and sharing in its world wide spread beside the mass media in the other hand.

The American culture is the only American thing that has realized a global agreement and has put the world in one shared area as a small Village.

General Conclusion:

The world has undergone millions and millions of years of changes. Thus, Europe's devastation after World War II was a definite boost for the United States to lead. The new position that America has reached is considered as unusual, arguably unprecedented dominance, which is described as hegemonism.

Hegemonism means the leading of one over many in all aspects of life politically, militarily, economically, and culturally. Thus, America in its progress through creating a powerful nation has realized success to create political, military, economic, and cultural dominant power. It has established powerful military troops with bases which is spreading all over the world, and huge amount of nuclear weapons. In addition, its firms which produces cloths, food, automobiles and software programs, as they are famous inside the country, they also reaches the same fame outside, as well as they can be found in many countries all over the world. Moreover, its culture is considered as the global culture that is accepted and followed by all the people. All listens the blues, Jazz and Hip-Hop, wears blue jeans and t-shirts, eat fast food and Hamburger, drink Coca Cola, and watch Hollywood movies, etc.

The United States has enjoyed its hegemony for nearly two decades without any major challenges. This challenges which obviously appears by the post 9/11 events, are presenting in the increased power of the Anti-Americanism and the emergence of the BRICS countries. The Anti-Americanism are spreading in both European and Arab and Muslim countries but with different reasons. Where as the BRICS countries created themselves to face America economically and decrease or limit the spread of American products especially in their areas. But America did not stay watching to this changes which may decrease the influence of its power in the world. It decided to shift from hard power to soft power to gain more supporters and

collect them around it. It has used the worldwide dominance and international acceptance of its popular culture including music, Hollywood cinema, food, TV shows and entertainment programs to enhance its hegemony. This culture has emerged from a mixture of many cultures that is brought by the immigrants. Those immigrants also have their important role in the worldwide spread of the American Popular Culture besides the mass media.

In a time when developing nations are beginning to emerge, looking to replace some of the top economic powers (America), more research examining America's power to resist and face them, and maintain its hegemonism, is needed.

Appendix A

Glossary

American Dream: the idea that the US is a place where anyone can become successful if they work hard enough.

Back-door diplomacy: Backdoor diplomacy is basically the practice of nations to conduct politics out of the view of the public. Basically when there may be a conflict and neither nation is willing to admit its own fault, the nations may use backdoor diplomacy to avoid admitting anything to the public. An example of this was during the Cuban Missile Crisis, backdoor diplomacy was practiced between the USSR and the United States. Neither nation would publically admit to being inferior to the other nation yet both nations knew any act of aggression could result in nuclear war. To save this, they entered backdoor diplomatic negotiations in order to save their nation.

Bretton Woods: The Bretton Woods system of monetary management established the rules for commercial and financial relations among the world's major industrial states in the mid-20th century. The Bretton Woods system was the first example of a fully negotiated monetary order intended to govern monetary relations among independent nation-states

Democracy: a system of government in which people vote in elections to choose the people who will govern them.

European Recovery Program (ERP): a United States program of economic aid for the reconstruction of Europe (1948-1952); named after George Marshall- Marshall Plan.

Gulf Crisis/Persian Gulf War: The Persian Gulf War (August 2, 1990 – February 28, 1991), commonly referred to as simply the Gulf War, was a war waged by a U.N.-

authorized coalition force from thirty-four nations led by the United States, against Iraq in response to Iraq's invasion and annexation of the State of Kuwait

Manifest Destiny: in the U.S, history, the supposed inevitability of the continued territorial expansion of U.S. boundaries westward of the pacific and even beyond.

This idea of “Manifest Destiny” was often used by American expansionists to justify the U.S annexation of Texas, Oregon, New Mexico, and California and later U.S involvement in Alaska, Hawaii, and the Philippines.

Olympic Games: a competition that took place every four years in ancient Greece, in sports and literature.

Open-Doorpolicy: policy that seeks to maintain access to foreign markets and prevent colonial powers from making third countries their own private preserve.

The General Agreement on Tariffs and Trade (GATT): The General Agreement on Tariffs and Trade (typically abbreviated GATT) was negotiated during the UN Conference on Trade and Employment and was the outcome of the failure of negotiating governments to create the International Trade Organization (ITO). GATT was signed in 1947 and lasted until 1993, when it was replaced by the World Trade Organization in 1995. The original GATT text (GATT 1947) is still in effect under the WTO framework, subject to the modifications of GATT 1994

The Marshall Plan: (officially the European Recovery Program, ERP) was the large-scale American program to aid Europe where the United States sent monetary support to help rebuild European economies in order to combat the spread of communism. The plan was in operation for four years beginning in April 1948. The goals of the United States were to rebuild a war-devastated region, remove trade barriers, modernize industry, and make Europe prosperous again.

The North Atlantic Treaty Organization (NATO): The North Atlantic Treaty Organization or NATO, also called the (North) Atlantic Alliance, is an intergovernmental military alliance based on the North Atlantic Treaty which was signed on 4 April 1949. The NATO headquarters are in Brussels, Belgium, and the organization constitutes a system of collective defence whereby its member states agree to mutual defence in response to an attack by any external party.

Syndicate: a group of people or organization that work together to achieve a particular aim. Syndication is the series appeared in syndication throughout the 1960s.

Appendix B

List of Abbreviations

Djs: Disc Jockey

DVD: Digital Video Discs

ERP: European Recovery Program

GATT: General Agreement on Tariffs and Trade

GM: General Motors

IMF: International Monetary Fund

MGM: Metro-Goldwyn-Mayer

NATO: North Atlantic Treaty Organization

RKO: Radio-Keith-Orpheum

VCR: Vidéocassette Recorder

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