

## AMERICANIZATION

*И. Шеремета, 3 курс**Научный руководитель – Ж.З. Симонова, преподаватель  
Столинский государственный аграрно–экономический колледж*

**Introduction.** The problem of this work is that most countries adopt the traditions and basic ideas of American society. More and more often on the streets you can hear American music, see the American style. The cinemas are increasingly showing foreign films that were produced in Hollywood. Thus, all of the above indicates the process of Americanization of society.

Goal: to reveal the degree of influence of American culture on the world society.

The subject of work is Americanization as a process of US influence on mass culture.

The achievement of this goal implies the solution of the following tasks:

1. Determine what contributed to the formation and development of Americanization;
2. To determine the importance of America's influence on all spheres of life;
3. To study the influence of America on each of the separate spheres of cultural life;
4. Highlight the advantages and disadvantages of the Americanization process.

Methods that were used in the course of the research: the theoretical–analysis of materials about the investigated object; practical – conducting a test on the basis of college students.

Now, in connection with the spread of Americanization, more and more countries fall under the influence of America. The influence of America leads to the fact that many countries borrow American traditions, actively including them in the life of their state.

America is very susceptible to foreign influence, which has had an impact on the creation of new forms of culture, films, fashion, etc. According to R. Pells, "it is these foreign influences that have made American culture so popular for a long time around the world. American culture is spreading around the world due to the fact that it includes borrowed foreign styles and ideas. America collects and modifies cultural products received from other countries and retransmits them across the planet".

Americanization should be seen as a two-way process. On the one hand, it includes the assimilation of foreign cultures and people, the transformation of cultural products and their export beyond US borders. On the other hand, the US is a major consumer of culture, as well as its producer.

Currently, the European cultural market is literally awash with Hollywood movies, American books, music, television programs. American ideas are preached through numerous channels of mass communication, which are again in the hands of American concerns.

According to UNESCO, the United States accounts for 75% of the world's television programming, 65% of the volume of information, more than 50% of movies, 60% of records, video and tape cassettes, 89% of commercial information, 65% of commercial advertising, i.e., information and cultural the market of the countries of the world is under the control and the strongest influence of American information means.

This situation allows the US to make extensive use of the penetration of American cultural products as an instrument of ideological domination.

The object of our study are the participants of The Stoln State Agrarian and Economic College.

There are a lot of formulations of the concept of Americanization:

- Americanization is the influence of the United States on the mass culture, business models, language and politics of other countries;

- Americanization is the process of gradual change of social relations and culture towards norms and patterns adopted in the United States of America;

- Americanization is a term for the influence the United States has on the culture of other countries, such as their popular culture, cuisine, technology, business practices, or political techniques.

The process of Americanization is dated to the 20th century. And the most significant stages of this process are for the period 1917–1929, as well as for the post–World War II era, when two major waves of Americanization were observed in the world. The first of these is connected with the postwar reconstruction of Western Europe and the Far East and captures the late 1940s–1950s, the second wave, which has been little studied, begins with the computer revolution of the 1980s, when the process of borrowing American technology and lifestyle becomes substantially more decentralized.

Americanization in the 1920 s. is associated with a sharp increase in the economic and political role of the United States after the First World War. It was during this period that the US economy became the "world standard" for the first time.

After the Second World War, Western Europe and the Far East faced the task of full economic recovery. The United States as a superpower has elevated the status of state policy to an end to totalitarian regimes in Europe and Japan, to strengthen democratic political systems in these regions and to prevent the spread of communist influence. So, Americanization received a political foundation.

In this way, Americanization is a process that is based on the desire of Americans to use the capabilities of other countries and impose their vision of the world on them.

At the moment almost all spheres of life are permeated with American culture. Americanization manifests itself in such areas as economics, technology, mass media, politics and even in food.

As for the economy, it manifests itself in more aggressive marketing, adopting American rules and style in the management of large companies, high fluctuation in hiring and firing of employees. Statistics showed that by adhering to such methods it is possible in a short time to achieve incredible results.

Culture and media are also increasingly influenced by direct influence. It is American television that is the main supplier of mass culture products. It manifests itself in the adoption of typically American genres in cinematography: westerns and gangster films, as well as American cinematographic templates and a box-office approach to filming, an increase in the number of print, television and radio and Internet media, an increase in the number of TV shows and television series that are the national processing or franchise of popular American TV shows and serials (the most illustrative example is the so-called sitcoms, for example, "Happy Together"), the adaptation of American plots to the national realities of other countries.

The United States occupies one of the leading positions in the world for the creation of new technologies. Then they are distributed in the countries of Europe and throughout the rest of the world. This is due to the effective application of the achievements of technology and science in various fields.

The dominant position in the world allows Americans to be extremely active in promoting their views, beliefs, their way of life, their ideals of culture. And these goals can no longer be served by the mass culture created by American standards.

Technology is characterized by the active use of the World Wide Web. The Internet is the largest source of information. There are millions of Internet sites storing plenty of useful data about everything:

science, history, psychology, sports, fashion, music, cooking and many other subjects. Our modern life will stop without the net because it helps to make on-line business transactions, manage our bank accounts, pay our gas or electricity bills. But also do not forget about various Internet attacks.

The active use of American words is due to the following reasons:

- 1) economic power of the United States of America;
- 2) the prestige of the American lifestyle (especially recreation);
- 3) widespread American culture (music, film, sports).

Americanisms are divided into several subgroups:

1) words that exist in both British and American English, however, are used exclusively in a very different meaning. For example: Flat – in the US is used in the meaning of "plane, "flat surface", and in England – "apartment".

2) The very features of the American English language, the words used only by the inhabitants of America (names of animals, plants, social and political system, etc.). For example: corn– кукуруза, catbird – дрозд, moose – лось.

3) words that are still in the UK in a single consumption

4) American slang widely used in films, songs and society. Например: catch – загвоздка, doctored – фальсифицировать, подделывать, lumpy – неудачный, yellow – трусливый.

It should also be noted the negative aspects of Americanization. In the axle it is manifested in the change of national traditions on the American. Sometimes American films promote violence, which negatively affects the psyche of children and adolescents. The same propaganda to malnutrition that leads to obesity and many other diseases.

Thus, the Americanization of society leaves its mark on you and me. Whether to succumb to this influence you decide

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