

CHAPITRE 33

Le poids de la culture américaine dans le monde

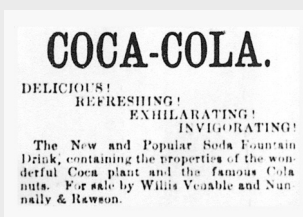
For a long time, the United States of America has inspired the people's craziest dreams. Thus, a lot of people have been appealed to the American way of life and its possibility to become rich "overnight" likes Rockefeller or Guggenheim.

MILESTONES

- **1872:** Levi Strauss invented jeans.



- **1933:** Coca cola arrived in France and broadcast its brand in all Europe.



- **1952:** Colonel Sanders founded KFC
- **1954:** Miami welcome the first Burger king

software manufacturer in the world.

Finally, language reflects the impact of the USA on our cultural life. Thus, English is now the dominant language in the world and infiltrates the other languages through some "Americanism" such as "cheeseburger, pop-corn, milkshake, Walkman, airbag...". To conclude, some countries nevertheless refuse the American culture and accuse the USA of attempting to homogenize and Americanize the cultures of the world.

The American culture is the product of the "melting pot". Furthermore, each community has imported its traditions, habits and culture so much so that it represents now the American culture.

The first and second world wars have still allowed to broadcast the American way of life into Europe, through the discovery of American products such as the chewing gum, cigarettes or the jazz music thanks to American forces.

Similarly, with its foothold in France in 1933, Coca cola became the best-know brand in the world. Moreover, jeans, invented by Levi Strauss around 1872 were originally sturdy trousers for workers before they became a world-wide form of casual dress symbolizing the American culture and the good life.

The food industry has also allowed the expansion of American culture in the world. Founded in 1952 by Colonel Sanders, Kentucky Fried Chicken (KFC) is represented through 80 countries around the world. Then, Burger King, which started with one restaurant in Miami in 1954, has grown to more than 11,220 restaurants. Another famous American food brand is also McDonald's which serves nearly 50 million people in more than 120 countries each day. Finally, Starbucks, the coffee shop company which opened in 1971 in Seattle, is now present in close to 9.700 locations in 32 countries. Thus, while fast-food restaurants have allowed to spread the American culture around the world, and they have also permitted to increase the worldwide health crisis of obesity.

The American culture has been also broadcast by the Media and the film industry. In this respect, Reader's digest has become the largest-selling magazine in the world. It now appears in 49 editions and 20 languages.

In addition, TV channels broadcast different series like Dallas, Dynasty or Friends in a lot of foreign countries. Last, the American entertainments are broadcast through Hollywood's films.

American firms like Ford Motor Company or General Motors (GM) have spread over the world. Today, Ford is a family of automotive brands consisting of Ford, Lincoln, Mercury, Mazda, Jaguar, Land Rover, Aston Martin and Volvo. All those show the expansion of the firm in the world. What's more, the trend concerning the casual dress is strongly influenced by American dress brands, such as Reebok or Nike which supply their equipment to numerous international athletes. Furthermore, Bill Gates' company Microsoft, created in 1975, has become the leading