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***The Impact of Globalization On the United  
States of America***

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fulfilment of the requirements for the Master's Degree in  
Literature and Civilisation.*

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# **\*Dedications\***

*First of all I would like to thank my parents my real source of life*

\*\*\*\*\*

*To my beloved sisters and brothers for their endless respect and encouragement.*

\*\*\*\*\*

*And also my classmates second year Master literature and civilization.*

\*\*\*\*\*

*To everyone who helped me in the process of getting this diploma.*

Ahlem.

## **\*Dedications\***

*I dedicate this humble work:*

*First and foremost, to my parents, to the source of affection “my mother” for her care and encouragement, and to the man who scarified for my happiness and relaxation “my respectful father”, who offers me the best model of support and guidance.*

*Several people have devoted valuable time to help, not only during the realization of this work but at various stages in my life, my brothers, my lovely sisters.*

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Last but not least, we hope that this work will open the door for further research on the ongoing process of globalization.

# Abstract

Globalization has become a buzz term in the field of social sciences, and it continues to be the subject of heated debates due to its multiple dimensions and implications .It may indeed mean the end of the nation state which brings a new way of life to people and nations, and within which world's events are expected to be evaluated in a holistic approach. Recently, a considerable literature has been produced describing the nature, origins, and impact of globalization. The present work seeks basically to provide an enlightening picture of what the process of globalization denotes, what are its dimensions as well as its implications. The study also seeks to measure the impact of globalization on one of the most developed countries in the worldwide, i.e, the United States. It argues that while the United States may be providing a crucial impetus to globalization, the process of globalization has in turn become a force into itself. Therefore, globalization has imposed its own logic and demands that are having a profound impact on the US in different domains.

**Key words:** Globalization, impact of globalization, dimensions , implications the United States.

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# List of Acronyms

ADI : The American Defense Institute

EU : European Union.

ESF: European Social Fund.

ERDF: European Regional Development Fund.

EIB: European Investment Bank.

GDP: Gross Domestic Product.

IMF :International Monetary Fund.

KFC : Kentucky Fried Chicken .

MNC: Multi National Company.

NAFTA: North American Free Trade Agreement.

NGO: Non Governmental Organization.

NHL : National Hockey League.

PPACA: Patient and Protection and Affordable Care Act.

US: United States

USSR : Union of Soviet Socialist Republics.





## General Introduction

Globalization is one of the most fashionable concepts that are used by everyone all over the world. It is a process of global economic, political and cultural integration. Actually, globalization as a term has been used since 1980s; however as a phenomenon, it has long existed in the ancient times through the interaction between people for trading. Thomas Larson freedmen confirmed this idea. He divided the history of globalization into three main periods: Globalization 1 started from 1492 till 1800. Globalization 2 started from 1800 until 2000. And the last one from 2000 until nowadays. For him, it began with the multinational companies which used inventions of the industrial revolution like railroads and ships for the transportation of goods from one country to another . It involved globalization of individuals since the advent , the world shrunk to be tiny.

Globalization is an important development that changed the world deeply in modern history. Hence, the focus of the present research is to measure the impact of globalization on one of the most developed countries in the world (The United State of America). Arguably, most nations can only react to globalization; however, the United States, as a world's dominant economic and political actor, is also able to affect the speed and character of the globalization process itself. By promoting the institutions that integrated national economies and world policies. Within the course of these thoughts, the present work seeks to answer the following questions:

1/ What does the concept of globalization denote and what are its different implications?

2/ To what extent has globalization influenced the United State of America?

Based on these research questions the following hypotheses are formulated

1/ Globalization denotes the intensification of worldwide social relations and its implications are felt in the different walks of life.

2/ Globalization has influenced the USA to a larger extent in the different domains, particularly its politics, economy, education and even its culture.

In an attempt to explore the main impact that has resulted from globalization on the United State of America, it has been quite methodological to divide the present work into two main chapters. The first chapter is basically concerned with the concept of globalization, its dimensions and its types and implications in the different domains. The chapter has also highlighted the perceptions of the effects of globalization and therefore it has dealt with its pros and cons. The second chapter touches on the core of the issue raised in the present study, that is the impact of globalization on the United States. It attempts to gauge the extent to which globalization has impacted the US politics, economy and even education and culture.



## **Chapter One**

### **The Concept of Globalization**

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**1-1 Introduction**

People all over the world become closer than ever before. Goods and services that appear in a country will be immediately promoted in the others. Globalization is a process, and this process makes developments in such countries. Hence, globalization as a concept is the subject that we are going to debate.

Several scholars revolve globalization as new phenomenon but, others revolve it as an ancient phenomenon with long history which started in the ancient time. Throughout this first part, we will deal with the concept of globalization from different angles. After that, we will shed light on the main types and the set of stages that lead to the appearance of globalization.

**1-2 Definition of Globalization**

Undoubtedly, ‘Globalization’ is an extraordinary concept. It is a complicated concept that bursts upon the world relatively recently, but soon became a household concern. It is a concept that was rarely used until the 1990s, but processes of globalization had been happening for centuries.

Giddens, British sociologist defines globalization as “The intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa”.(Giddens , 1990: 64)

Accordingly, globalization as, Albrow posits, refers to: “All those processes by which the peoples of the world are incorporated into a single world society”.  
( Nayef, 2006:09)

Another definition has been put forward by Larsson who considered globalization as:

The process of world shrinkage, of distances getting shorter, things moving closer. It pertains to the increasing ease with which somebody on one side of the world can interact, to mutual benefit, with somebody on the other side of the world. (Larsson,2001:09)

What can be understood from the above mentioned definitions is that the concept of globalization in its broader meaning often refers to the process of globalizing or simply making things smaller and closer. Therefore, the world of today is shaped by the long history of globalization and its different types that played the key role in building this world.

The American Defense Institute defines globalization as “fast and continuous inter-border flow of goods, services, capital (or money), technology, ideas, information, cultures and nations”. (2005:04). According to the Institute, through globalization an unprecedented integration among economies is occurring, an information reform is being experienced, and markets, corporations, organizations and governance are becoming more international.

Furthermore Cerny (1998) suggests that globalization redefines the relationship between territoriality and authority, shifting authority from the level of the state to supranational and sub national units, perhaps offering more to grasp onto in operational terms but precious little in causal terms. Cerny adds that:

Globalization is defined here as a set of economic and political structures and processes deriving from the changing character of the goods and assets that comprise the base of the international political economy in particular, the increasing structural differentiation of those goods and assets.

(1998:05)

### **1-3 Stages of Globalization**

Throughout the process of globalization which may be divided into many stages encompassing colonization, slave trade, church constructions abroad, inventions in the high-capacity transportation, industrialization, highway constructions among provinces and countries, electrical and electronic infrastructure.

In contrast, Robertson posits that globalization which is thought to be peculiar to present day is in fact a process began before the modernity and capitalism and divides this process into five stages and suggests that the last stage started in 1960

was full of ambiguities.

A commonly accepted division divides the globalization process into three stages.

Stages	First Stage 1490	Second Stage 1890	Third Stage 1990
<b>Impulse</b>	Nautical developments	Industrialization and its requirements	Multi-National Companies in 1970s, Communication Reform in 1980s, Disappearance of Competitors of the West in 1990s
<b>Process</b>	Profit and then military occupation	Evangelists, then explorers, then companies and finally occupation	Cultural-Ideological effect, therefore countrywide spontaneous effect
<b>Medium</b>	To get the God's religion to the pagans	Burden of the white man, humane mission, racist theories	Highest level of civilization, governance of international community, "invisible hand" of the market, globalization: for everyone's interest
<b>Political Structure</b>	<i>Empires and Colonization</i>	<i>Nation States</i>	<i>Regional and Economic Integrations</i>
<b>Result</b>	<i>Colonialism</i>	<i>Imperialism</i>	<i>Globalization</i>

Dulupçu and Demirel (2005:06)

As for the First Stage (1490), it started with the overseas discoveries of the West which were followed by the establishment of colonial empires.

The Second Stage (1890) is linked to the Second extension of the West started after 1870 and institutionalized in 1890s. Here, the use of technology after the industrial revolution led to high imbalances between the West and the rest of the world. This difference resulted in the deployment of Western countries into the markets of countries that had not experienced the industrial revolution and exploitation of the resources in these countries.



The Third stage (1990): In the first two stages instable balances aroused. It was evidently seen in the increased and the accelerated number of independent states and conflicts. Furthermore, Identity conflicts reached to peak in the underdeveloped countries. Among the reasons behind those conflicts ,we can list the followings: National markets of the West were insufficient; markets were desired to expand in order to encompass the whole world. In the crux of the whole process, there were no competitors against the west like the ones in 1490 and 1890 stages simply because the third stage both was the factor that engendered the collapse of Soviet Bloc and the West was left alone to conquer the world as a result of this collapse. The third stage was more powerful, widespread and faster than the first two stages because of the hegemony of MNCs on the world economy started in 1970s. Therefore globalization has become a process that cannot be reversed and it should be accorded and strategies should be developed against the process.

### **1-4 Major Types of Globalization**

Globalization is considered as an essential phenomenon since it touches all fields of life such as economics, politics, culture and social life. Thus, it has three major types: economic globalization, cultural globalization and political globalization.

#### **1-4-1 Economic Globalization**

Economic globalization is one of the three main dimension of globalization commonly found in academic literature, in addition to the two other being Political and cultural globalization.

Economic globalization is the increasing economic integration and interdependence of national, regional, and local economies across the world through

an intensification of cross- border movement of goods, services, technologies. This type of globalization begun in the past with trading between nations, however it increased in the last two decades. As Laura la belle wrote “Economic Globalization has been occurring for several thousand years. This recent boom made the economies of developed countries partnering with other developed countries”.

(Laura, 2010:10) As an example, Toyota Motor Company is a Japanese car company that has factories in the United States, France, Brazil, Turkey and Thailand .These factories provide jobs and paycheck for workers of these nations.

In turn, the workers spend that money to buy products from not only their own countries but from countries around the world as well .For example, a car may be designed in one country, its parts could be manufactured in a second country, and the assembly of those parts might occur in third country. There are countries that produce more goods and services than can be used by their populations. So they sell what cannot be used to other countries that need these goods. In addition to this, there are some countries that cannot produce enough products which are of necessity, so they have to buy them from other countries. Economic globalization is based on the following categories in order to see if economic globalization has increased or decreased around the world.

- The imported and exported goods and services in the entire world.
- Migration to search of jobs in other countries.
- Money that a nation can make as from its products and people flowing back.

Technology that influences globalization through inventions and innovations in communication and other fields.

The economic globalization is just one of the most important types of this phenomenon , in addition to other such as the political globalization .

**1-4-2 Political Globalization**

Political globalization refers to the increasing number and power of human associations which influence or govern the world as a whole. According to Laura La Bella “Political globalization is how governments from different countries get along with one another”. (Laura, 2010:13).

The United State of America has countries that were very friendly with like France, Japan and Canada and others which are not such as Iran, Syria ...etc. As example, the use of technology like the internet and satellite television has connected people from all over the world. This connectivity allows us to see what other countries are doing and encourages our governments to develop relationships with other countries .

Political globalization is portrayed through 'an absence of state sovereignty and multiple centers of power at global, local and intermediate levels, local issues discussed and situated in relation to a global community, powerful international organizations predominant over national organizations, fluid and multi-centric international relations, a weakening of value attached to the nation-state and a strengthening of common and global political value .It has an important significance for human beings. Because it enables to let governments consider more in thought when they setting the policy.

Globalization of politics is further divided into several subsets, which include the globalization of economy, the globalization of culture and the globalization of law. The globalization of economy has resulted in the largest free market history. Thanks to advances in technology, communication and international policy, according to Global Policy. There are numerous international financial institutions that do not belong to any specific nationality. This offers great boons to investors, but it comes at a high cost to local laborers within each country. Hence, political globalization can be seen by the act of international organizations like the United Nations which works on watching countries acts in order to keep peace in the globe. The advance in inventions and

technology such as the internet, cell phones help in globalizing politics through the relationships between countries.

### **1-4-3 Cultural Globalization**

The word “culture” comes from the Latin, cultura or cultus which means to cultivate. Culture is generally defined as “The set of attitudes, values, beliefs, and behaviors shared by a group of people, but different for each individual, communicated from one generation to the next”.(Matsumoto, 2012: 02).

Globalization on the other hand, is said to be the growing integration of various economies and societies all over the world into one global economy or society. It was integrated the practices which were previously limited to a certain specific country or nation. Having separately defined culture and globalization, we put them together into a single concept which is Cultural Globalization.

Cultural globalization generally refers to the transmission of ideas and values around the world in order to create social relations. It is based on shared norms and knowledge of people. It enables different cultures and populations to interconnect. Cultural globalization integrates scholars from several disciplines, such as anthropology, sociology, geography, communication, cultural studies, political science in addition to international relations. This type has different aspects like the diffusion of certain cuisines such as American fast food chains. McDonald’s is the largest global food service corporation with more than 35,000 chains serving 70 million people, and it has 1.8 million employees in more than 100 countries each day. Hence, Consumers, despite their nationalities, they developed a spreading unified taste for hamburgers and even of drinking as Coca Cola and Pepsi which became international and demanded by individuals all over the world.

Culture of globalization is the culture created through communicating, sharing and understanding each other or culture where people around the world know about other cultures or without being really influenced by it, such as Face book where we exchange ideas with each other.

Cultural globalization is the rapid movement of ideas, attitudes, technology that has now created the possibility and even the likelihood of a global culture. The internet ,satellites and cable TV are sweeping away cultural boundaries.

### **1-5 Pros and Cons of Globalization**

Globalization has become one of the most important topics in our time. People from different parts have become more and more connected now than they were before. Globalization can be summed up as a long term change towards greater international cooperation in economics, politics and cultural values. It is a complicated issue that has brought benefits in developed countries as well as negative effects. From this point, it is necessary to state the pros and cons of globalization before drawing any conclusion.

#### **1-5-1 Pros of Globalization**

There are many pros and cons of globalization ranging from economic benefits to a freer, more equal labor market. Let's start by looking at the most discussed benefit of globalization which is free trade.

##### **1-5-1-1 Free Trade**

According to Gibson (2014), Nations were not able to trade freely with one another, due to all of the barriers that stood in their way. Companies in varied nations across the world are now able to trade with another, thanks to reduction of restrictions on importing and exporting. An example of a free trade agreement is the North American Free Trade Agreement (NAFTA), which allows Mexico Canada, and the United States to exchange products and services without significant import and export restrictions.

Free trade has numerous benefits for economies and consumers. Consumers enjoy a greater choice of goods and services, since foreign companies can easily offer their products for sale. They also benefit from lower overall prices for goods, as a greater variety of goods for sale increases competition and drives prices down. More than that, manufacturers in countries with free trade agreements benefit from free trade in the form of a larger export market. Rather than being able to export to just a few countries, exporters can now sell their goods to wholesalers and consumers in a large variety of countries. Free trade also allows nations and economies to specialize, producing higher quality goods at better prices. If a country, for example, has large oil reserves but little land that's suitable for farming, it can focus on oil production while importing fresh food from abroad.

### **1-5-1-2 Improving the Global Economy**

According to Collins(2015), globalization will help us to raise the global economy only when the involved power blocks have mutual trust and respect for each other's opinion. Globalization and democracy should go hand-in-hand. It should be pure business with no colonialist designs. One of the most significant changes that has been brought on by globalization is the access to international sale and business. The market that companies can reach is huge and rapidly expanding everyday. This has helped to breach the opportunity gaps between many countries.

### **1-5-1-3 Economy Benefit and The Consumer**

According to Karebear22 (2004) , Consumers now have a diverse purchasing choice thanks to globalization movement. The internet has contributed to purchasing

choices, as consumers have the opportunity to surf the web in the comfort of their own home (products available from all over the world). Globalization has changed consumer's buying behavior in a new advantageous way, than ever before.

#### **1-5-1-4 Expanding Knowledge of Foreign Cultures**

People from all over the world now have the access to communicate freely with one another. Good man (2016), suggest that cultural intermingling means that countries learn more about other cultures, strengthening international bonds and making people's of the world more open and tolerant . People can change their view and lifestyle influence by consumption trends and global cultural. This is helping to break down cultural barriers that have hurt the integration of countries for centuries. Gaining a better understanding of how people around the world live is a key point of globalization.

#### **1-5-1-5 Movement of Labor**

Another thing much discussed is the free movement of labor all over the world. Gibson (2014), suggests that in a globalized world, workers can move easily from one country to another to market their skills to employers and contribute to the economy. In many cases, free movement of labor allows economies to fix 'gaps' that exist in their labor markets. For example, the United Kingdom has hired nurses from India to fill positions in its public hospitals that were previously empty due to local labor shortages.

#### **1-5-2 Cons of Globalization**

While many features of globalization have been beneficial, others have resulted in problems for certain economies and countries. Each of the benefits of globalization, from free trade to the free movement of labor, can also be a downside for specific countries and economies. One of the biggest downsides of

globalization is the harm it can cause to economies at an early stage of development.

Free trade forces all countries to compete using an even playing field, which critics claim puts smaller, less developed countries behind their more developed counterparts. Some economists believe that free trade is only possible if industries in developing countries are allowed to grow under a certain level of economic protection. This is known as the *Paradox of Free Trade*, and it is a core argument among economists.

### **1-5-2-1 Makes the Rich, Richer**

According to Collins (2015), the general complaint about globalization is that it has made the rich richer while making the non-rich poorer. It is a great thing for owners and managers, but it is detrimental to workers and laborers. The competitive nature of this idea puts people that are already rich, in very successful situations. They often exploit workers, children, and prisoners to keep up with demand.

### **1-5-2-2 Globalization Encourages Dependence on Other Countries for Essential Goods and Services.**

Tverberg (2013), writer and speaker about energy issue suggest that, With globalization, goods can often be obtained cheaply from elsewhere. A country may come to believe that there is no point in producing its own food or clothing. It becomes easy to depend on imports and specialize in something like financial services or high-priced medical care—services that are not as oil-dependent. As long as the system stays together, this arrangement works, more or less. However, if the built-in instabilities in the system become too great, and the system stops working, there is suddenly a very large problem. Even if the dependence is not on food, but is instead on computers and replacement parts for machinery, there can still be a big problem if imports are interrupted.



### **1-5-2-3 Negative Impact on Environment**

The environment impact of globalization is considered to be negative by most experienced observers. The increased consumption of a wide variety of products leads to increased production which causes an uptick in pollution .For Goodman(2016), the environment suffers as production moves to places where they have less strict rules and regulations about controlling pollution and deforestation etc .

### **1-5-2-4 Loss of Cultural Identity**

As globalization becomes the new way of the world, more and more countries are at risk of losing their cultural identity. Akande (2002), confirmed that cultural globalization, or worldwide McDonaldization , destroys diversity and displaces the opportunity to sustain decent human life through an assortment of many different cultures. It is more a consequence of power concentration in the global media and manufacturing companies than the people's own wish to abandon their cultural identity and diversity.

### **1-5-2-5 Lost of Jobs**

The biggest problem for developed countries is that jobs are lost and transferred to lower cost countries. According to conservative estimates by Collins(2015)of the Economic Policy Institute, granting China most favored nation status drained away 3.2 million jobs, including 2.4 million manufacturing jobs. He pegs the net losses due to our trade deficit with Japan (\$78.3 billion in 2013) at 896,000 jobs, as well as an additional 682,900 jobs from the Mexico –U.S. trade-deficit run-up from 1994 through 2010.

**1-6 Conclusion**

In a nutshell, globalization means the end of the nation state which brings a new way of life to individuals in a global world. This chapter was devoted to review of the literature about the definition of the term globalization and its various types, the main ones are economic, political and cultural. More than that, we shed light on the stages and the most important positive and negative points of globalization. Globalization is a process which has involved all the countries around the world among them developed countries such as United State of America.

### Notes to chapter one

1) The American Defense Institute (ADI) : is entering its 15<sup>th</sup> year of working on the important defense and foreign policy issues affecting our country today and into the twenty-first century.

## **Chapter Two**

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## Chapter Two The Impact of Globalization in the United States of America

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### 2-1 Introduction

Globalization is the increasing of abound capital, labor, people, and ideas among different parts of the world. This process entails national borders and more open labor markets. The most typical use of the term relates to economic transactions. In the economic context, globalization stresses the developing interdependence of countries through more trade, the expansion of multinational enterprises, and the appearance of worldwide financial markets. In the demographic realm, globalization refers to greater migration, particularly from the less developed regions of Africa, Asia, and the Middle East to the West. The word globalization also is used to refer to political and cultural trends.

In the political realm, it generally means the growing impact on domestic politics from external events and actors, Along with non-state actors. Among the hypothesized consequences of these dynamics are the erosion of national sovereignty and the expanding of international norms of conduct among states and internationalist attitudes among citizens. “Cultural Globalization” can be delimited as the worldwide diffusion of products, dress, food, music, and language. A process eased by the technological revolutions in communication and transportation. Paradoxically, globalization facilitates both homogenization and differentiation in politics and culture. For instance, globalization spreads the thought of human rights along with Kentucky Fried Chicken and karaoke. So it is easy to see why Globalization is associated with the idea of cultural imperialism, as the attractions of Hollywood, fast food, and others features of Westernization threaten to supplant local customs. At the same time, the technology underlying globalization allows both greater individual.

In Special Economic Development Zone, is usually spread from national taxes, tariff duties and a wide range of regulation, including those on wages, working conditions, health protection, environmental safety and trade union rights Government has set up these zones in the hope of attracting investments and

## **Chapter Two The Impact of Globalization in the United States of America**

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creating jobs.

The present chapter will provide an enlightening picture of the most important impact of globalization and how it affected on the United State .Some of its figures beginning with the economic impacts and its factors then the research dealt with the political and the cultural aspect of globalization in the United States.

### **2-2 The Economic Impact**

Globalization has played a big role in the revival of the US economy. Handfield (2010) argues that increased economic integration and reduced trade barrier have been two primary impacts of globalization on the economy of the United States. And it has resulted in increased economic interdependence among the developed and developing nations of the world. By the end of the Second World War, the internal conditions of the United States of America were favorable for it to brace globalization. The Federal government of the United States also achieved the need of globalization to keep the nation's competitive edge in global market.

The United States economic self-sufficiency in many areas, it is the most important single factor in world trade by virtue of the sheer size of its economy. Its exports and imports represent major proportions of the world total. The United States also impinges on the global economy as a source of and as a destination for investment capital. The country continues to support an economic life that is more varied than any other on Earth, providing the majority of its people with one of the world's highest standards of living is the world's biggest economic power, measured in terms of Gross Domestic Product (GDP).(1)

The nation's wealth is partly a reflection of its rich natural resources and its colossal agricultural output, despite it owes more to the country's highly developed industry. Although it's relative . The United States is relatively young by world standards, being less than 250 years old; it realized its current size only in the mid-20th century. America was the first of the European colonies to separate successfully from its motherland, and it was the first nation to be to be founded on the premise

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that sovereignty rests with its citizens and not with the government. In its first century and a half, the country was mainly preoccupied with its own territorial expansion and Economic Growth and with social debates that ultimately led to civil war and a healing period that is still not complete. In the 20th century the United States emerged as a world power, and since World War II it has been one of the preeminent powers. It has not argued this mantle definitely nor always carried it willingly the principles and thoughts of its founders have been tested by the pressures and exigencies of its dominant status. The United States still offers its residents chances for unparalleled personal advancement and wealth.

The U.S. economy is marked by resilience, flexibility creation, and feature. In the first decade of the 21st century, For the most part, the U.S. government plays only a small direct role in running the country's economic enterprises. Businesses are free to hire or fire employees and open or close operations. Unlike the situation in many other countries, new products and innovative practices can be introduced with minimal bureaucratic delays. The government does, however, regulate various aspects of all U.S. industries. Federal agencies oversee worker safety and work conditions, air and water pollution, food and prescription drug safety, transportation safety, and automotive fuel economy to name just a few examples. Moreover, the Social Security Administration operates the country's pension system, which is funded through payroll taxes.

The government also operates public health programs such as Medicaid (for the poor) and Medicare (4) (for the elderly). Harris & Lewis (2017) affirms that in an economy dominated by privately owned businesses, there are still some government-owned companies. These include the U.S. Postal Service, the Nuclear Regulatory Commission, Amtrak (formally the National Railroad Passenger Corporation), and the authority. The federal government also affected economic activity in other ways. As a purchaser of goods, it exerts considerable leverage on certain sectors of the economy most especially in the defense and aerospace industries. It also implements antitrust laws to prevent companies from colluding on prices or monopolizing market shares.



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In the 21st century, the world found the United States of America as the unchallenged economic leader of the world. Handfield (2010) think that much of the economic prosperity of the US has been the result of open trade policy followed by the US Federal Government. With its relatively open borders, the United States has encouraged a number of nations across the world to get involved in bilateral trade with the US. Inflow of foreign products with zero or low tariff has proved to be of great use in keeping the US inflation level under control.

Globalization has also helped the US economy to make use of cheaper workforce of the developing nations through the process of off shoring and out sourcing. Majority of the multinational corporations based in the US get their jobs done by technically skilled labor force of the developing nations for instance India and China. This process helps the US firms to decrease their operational costs to a significant extent.

The United States is one of the world's leading producers of energy. It was long the world's biggest consumer of energy, until it was passed by China in the early 21st century. It relies on other countries for many energy sources petroleum products in particular. The country is notable for its efficient use of natural resources, and it excels in transforming its resources into usable products.

(Rolins & Bradley ,2017:10)

### **2-2-1 American Trade**

Globalization has influenced the products people consume, the environment, culture and idea exchange between countries. There are many factors that lead to the

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speedy globalization trends. This acceleration in globalization can be attributed to an increase in free-trade activities, emerging technologies, or the worldwide acceptance of markets. (Sheila, 2004).(16)

First, “Globalization is the process of increased interconnectedness among countries most notably in the areas of economics, politics, and culture. It is the global distribution of the production of goods and services, through reduction of barriers to international trade such a tariff, export fees, and import quotas”. (Benerjee.S, 2012:2).

International trade is crucial to the national economy, with the combined. Others think that globalization was a significant phenomenon long before 1500, including Frank Andre Gunder (1998, pp. 328-9). Janet Abu-Lughod (1989, p. 8) describes “an international trade economy ... that stretched all the way from northwestern Europe to China”(O’rourke &Williamson,2002:2)value of imports and exports equivalent to about three-tenths of the gross national product. Canada, Mexico, Japan, China, and the United Kingdom are the principal trading partners. Leading exports include electrical and office machinery, chemical products, motor vehicles, airplanes and aviation parts, and scientific equipment. Major imports include manufactured goods, petroleum and fuel products, and machinery and transportation equipment.

For some companies, if they want to gain market share in different markets as much as possible, they should not only supply some same products and services in every market but also implement different strategies based on the different culture in the actual market. This study will focus on how the different cultural environments affect the implementation of international marketing strategies in some companies.

( Cui & Ting ,2009:3)

Second, the aids in the ability for American corporations to sell and to develop their products outside of the country and aids in maintained the nation “on top” or “near the top” economically. The process of globalizing is the state of being globalized; especially the development of an increasingly integrated global economy

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marked through free trade free flow of capital, and the tapping of cheaper foreign labor markets.

In addition, it permits for cheaper products for Americans to buy and lower prices. This is due to the cheaper labor that makes the product. These cheaper prices allow for standard of living for Americans to increase. Here some examples about new markets in USA especially about fast-food. American fast food is famous all over the world.

With great history and high profit in America, Kentucky Fried Chicken (KFC) and McDonald's are the two biggest fast food companies in USA. KFC Corporation, based in Louisville, Kentucky, is the world's most popular chicken restaurant chain. Every day, nearly eight million customers are served around the world. KFC's menu includes original recipe chicken which was made more than a half-century ago.

Customers around the globe also enjoy more than 300 other products. Similarly, McDonald's is the leading global foodservice retailer serving more than 58 million people in 118 countries each day. More than 75% of McDonald's restaurants Worldwide are owned and operated independently by local people. They serve the world some of its favorite foods World Famous Fries, Big Mac, Quarter Pounder, Chicken McNuggets and Egg McMuffin. .

(Cui & Ting ,2009:22)

The characteristics of its success returned to the following factors: Fast, Full, Fresh, Fried, Family, Fantasy, (8)Fordism and franchising. Belong them fast mean that they are very speed, good workers, respecting the time. For children, the food can be delicious, and the price cannot be too expensive for their parents. Fordism is the way of flow process which has employed by ford US. At first, it included a refined division of labor, decreasing the cost, saving production time and using automated equipment instead manual production. This way was used in the America fast food industry in the 20th century. And by franchising those fast-food companies were able to sell their products and expand the sales in the domestic market. (Che, 2001).

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The American fast-food industry spread from the eastern cities to more countries abroad. The process of globalizing: the state of being globalized; especially the development of an increasingly integrated global economy marked especially by free trade, free flow of capital, and the tapping of cheaper foreign labor markets McDonalds has realized the title of the leading and largest fast food restaurant in the UK from its overall strategic management concept of sustainable competitive markets

McDonald's is also successful in its marketing strategies, such as the cooperation with other food companies. In fact, McDonald's had formed a strategic alliance with Coca-cola; McDonald's only sells the carbonated drinks from Coca-Cola companies. Some of their techniques of sales promotion are also very characteristic and excellent.

. (Cui & Ting ,2009:32)

It is evident that the strategic management plan of McDonalds has positioned it as the largest fast food corporation in the UK. This means that its business model is evidently different from other fast food chains.

Finally, McDonald's is good example globalization in field of culture. Subway, Popays, McDonald's in globalization has influenced almost every aspect of life in almost every nation. From economic to social to culture, this widespread exchange of goods, services and ideas have influenced changes around the world. Even though the cultural influence in globalization is of slight significance to policy makers, its power has tremendous consequences to the nations involved and its people. Food is an important element in defining culture.

### 2-2-2 Biological Resources Power

The coming of Europeans and their activities over a period of some centuries have huge transformed the plant and animal life of North America. Paradoxically,

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the earliest biological resources to be heavily exploited that have undergone the least change qualitatively. Because of a favorable conjunction of ocean currents, the waters off Newfoundland and Labrador, Nova Scotia, and New England have maintained rich marine populations and despite heavy.

Link & Freidel (2017) observe that more than two-fifths of the total land area of the United States is devoted to farming (including pasture and range). Tobacco is produced in the Southeast and in Kentucky and cotton in the South and Southwest; California is marked for its vineyards, citrus groves, and truck gardens; the Midwest is the centre of corn and wheat farming, while dairy herds are concentrated in the Northern states. The Southwestern and Rocky Mountain states support large herds of livestock

Most of the U.S. forestland is situated in the West (including Alaska), but significant forests also grow elsewhere. Almost half of the country's hardwood forests are located in Appalachia. Of total commercial forestland, more than two-thirds is privately owned. About one-fifth is owned or dominated by the federal government, the remainder being controlled by state and local governments

Next, the most changes to North America's flora have been in the magnificent forests that once covered much of the eastern half of the United States and those sections of eastern Canada south of the shield and in the formerly luxuriant grasslands that fanned out westward in a large triangular shape from central Ohio.

A mixture of extensive clearing for fields and pastures; exploitation for fuel, construction, and industrial uses; and the impact of various introduced pests on species of elm, oak, and chestnut have reduced the original vegetation to only scattered patches of virgin woodland and a few tiny remnants of the original prairies.

Link and Freidel (2017) argue that another resource, the hydroelectric resources are helpful for America's energy, hydroelectric resources are heavily focused in the Pacific and Mountain regions. Hydroelectricity, however, contributes less than one-tenth of the country's electricity supply. Coal-burning plants provide

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more than one-fourth of the country's power, nuclear generators advance about one-tenth, and renewable sources of energy constitute more than one-tenth.

### **2-2-3 Manufacturing**

Since the mid-20<sup>th</sup> century, services (such as health care, entertainment, and finance) have grown faster than any other sector of the economy. Nevertheless, while manufacturing jobs have declined since the 1960s, advances in productivity have caused manufacturing output, including construction, to remain relatively constant at about one-sixth of GDP. Significant economic productivity occurs in a wide range of industries. The manufacture of transportation equipment (including motor vehicles, aircraft, and space equipment) represents a leading sector. Computer and telecommunications firms (including software and hardware) remain strong, despite a downturn in the early 21<sup>st</sup> century. Other important sectors include drug manufacturing and biotechnology, health services, food products, chemicals, electrical and nonelectrical machinery, energy, and insurance.(Link & Freidel 2017:10)

### **2-2-4 Transportation**

Transnational corporations and private individual invest more money abroad than ever before; foreign direct investment has increased tenfold over the last two decades. While many poor countries see foreign capital as a tool for growth, it has often caused instability and inequality as well.

The economic and social complexion of life in the United States mirrors the country's extraordinary mobility. Arthur Link and Frank Freidel (2017) state that a pervasive transportation network has helped transform the vast geographic expanse into a surprisingly homogeneous and close-knit social and economic environment.

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Another aspect of mobility is flexibility, and this freedom to move is often seen as a major factor in the dynamism of the U.S. economy. Mobility has also had destructive effects: it has accelerated the deterioration of older urban areas, multiplied traffic congestion, intensified pollution of the environment, and diminished support for public transportation systems.

“Roads and Railroads” and “water and air transport” are best ways in American.

### 2-2-5 Roads and Railroads

Railroads started to dominate the transportation from 1820's. This rapid growth and development of railways was because cost efficiency, speed, and reliability. It became the cheaper and effective alternative to traveling by people in America.

The expansion of railroads put breaks on the growth of the steamboats. Railways brought east and west closer which was a very important step in the integration and consolidation of the economy. Initial reactions and support for this system of transportation may be observed.

Railroad became the hub of economy in the interstate trade. Transportation by boat was slow and restricted to waterways and hence transport of perishable goods would be difficult. Tolls on canals were very high compared to railways. And this led to the organized growth of railways gave fillip to the 'freedom of movement.

Link & Freidel (2017) Central to the U.S. transportation network is the 45,000-mile (72,000-km) Interstate System, officially known as the Dwight D. Eisenhower System of Interstate and Defense Highways. The Interstate System has been called the Greatest Public Works Project in History. The system connects about nine-tenths of all cities of at least 50,000 populations. Begun in the 1950s, the highway system carries about one-fifth of the country's motor traffic. Nearly nine-tenths of all households own at least one automobile or truck. Lately and by the beginning of 21 centuries, these added up to more than 100 million privately owned vehicles .

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While most trips in metropolitan areas are made by automobile, the public transit and rail commuter lines play an important role in the most populous cities, with the majority of home-to-work commuters traveling by Public carriers in such cities as (New York City, Chicago, Philadelphia, and Boston. Although railroads once dominated both freight and passenger traffic in the United States, government regulation and increased competition from trucking reduced their role in transportation. Railroads move about one-third of the nation's intercity freight traffic. The most important items carried are coal, grain, chemicals, and motor vehicles. Many rail companies had given up passenger service by 1970, when Congress created the National Railroad Passenger Corporation (known as Amtrak), a government corporation, to take over passenger service. Amtrak operates a 21,000-mile (34,000km) system serving more than 500 stations across the country. (Edgar& Hasler,2017:11)

### **2-2-6 Water and Air Transport**

Waterways are extensive and centre upon the Mississippi River system in the country's interior, the Great Lakes–St. Lawrence Seaway system in the north, and the Gulf Coast waterways along the Gulf of Mexico. Edgar & Hasler (2017) spoke about barges carry more than two-thirds of domestic waterborne traffic, transporting petroleum products, coal and coke, and grain The country's largest ports in tonnage handled are the Port of South Louisiana; the Port of Houston, Texas; the Port of New York/New Jersey; and the Port of New Orleansal Air traffic has experienced spectacular growth in the United States since the mid-20th century. From 1970 to 1999, passenger traffic on certified air carriers increased 373 percent. Much of this growth occurred after airline deregulation, which began in 1978. There are more than 14,000 public and private airports, the busiest being in Atlanta and Chicago for passenger traffic. Airports in Memphis, Tennessee (the hub of package-delivery company Federal Express), and Los Angeles handle the most freight cargo.



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### 2-2-7 Health

Despite the country's enormous wealth, poverty remains a reality for many people in the United States, though programs such as Social Security and Medicare have significantly reduced the poverty rate among senior citizens. In the early 21st century, more than one-tenth of the general population and about one-sixth of children under 18 years of age lived in poverty. About half the poor live in homes in which the head of the household is a full- or part-time wage earner.

Of the others living in poverty, many are too old to work or are disabled, and a large percentage is mothers of young children. The states provide assistance to the poor in varying amounts, and the United States Department of Agriculture subsidizes the distribution of low-cost food and food stamps to the poor through the state and local governments. Unemployment assistance, provided for by the 1935 Social Security Act, is funded through worker and employer contributions. Increasing public concern with poverty and welfare led to new federal legislation beginning in the 1960s, especially the Great Society (11)

Johnson offered a grand political vision of what an American welfare state, big and generous might accomplish. Work, training, and rehabilitation programs were established in 1964 for welfare recipients. Between 1964 and 1969 the Office of Economic Opportunity began a number of programs, including the Head Start program for preschool children, the Neighborhood Youth Corps, and the Teacher Corps.

Responding to allegations of abuse in the country's welfare system and charges that it encouraged dependency, the federal government introduced reforms in 1996, including limiting long-term benefits, requiring recipients to find work, and devolving much of the decision making to the states. The situation changed markedly with the enactment of the Patient Protection and Affordable Care Act (PPACA), often referred to simply as Obama care because of its advocacy by Pres. Barack Obama, who signed it into law in March 2010.

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Considered the most far-reaching health care reform act since the passage of Medicare but vehemently opposed by most Republicans as an act of government overreach the PPACA included provisions that required most individuals to secure health insurance or pay fines, made coverage (Harris& Flaum,2017:13).

### **2-3 Political Impact**

Globalization is not only an economic phenomenon, but also political, cultural, military, and environmental one as well. It is globalization new; networks of interdependence spanning continents were increasing rapidly in the decades before the First World War as the steam engine and the telegraph decreased the cost of transportation and information. What distinguishes globalization today is the speed and volume of cross-border contacts.

The Global Policy Forum argues that, under globalization, governmental issues can occur over the state through political reconciliation plans, for example, the European Union and through intergovernmental associations, for example, the International Monetary Fund, the World Bank and the World Trade Organization. Political action can likewise rise above national outskirts through worldwide developments and NGOs. Common society associations act comprehensively by framing unions with associations in different nations, utilizing worldwide interchanges frameworks, and campaigning global associations and different on-screen characters straightforwardly, rather than working through their national governments.

#### **2-3-1 The European Union**

The European Union (EU) is an economic and political federation consisting of twenty-seven member countries that make common policy in several areas. The EU was established in 1993 with the signing of the Treaty on European Union, commonly referred to as the Maastricht Treaty, but it was preceded by various European

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organizations that contributed to the development of the EU. The EU represents the latest and most successful in a series of efforts to unify Europe, including many attempts to achieve unity through force of arms.(European Union)

The European Social Fund (ESF) and the European Regional Development Fund (ERDF) were established to facilitate the harmonization of social policies within EU member states. Besides, The European Investment Bank (EIB) receives capital contributions from the EU member states, and borrows from international capital markets to fund approved projects. EIB funding may be granted only to those projects of common interest to EU members that are designed to develop the overall international competitiveness of EU industries.

NGO it is non-governmental organization is a non-profit, citizen-based group that functions independently of government. NGOs also called civil societies, are organized on community, national and international levels to serve specific social or political aims, and are cooperative, rather than commercial. For instance NGOs include those that support human rights, advocate for improved health or encourage political participation.

Globalization has expanded the requirement for nearer participation between the multilateral establishments with key parts in the plan and usage of various components of the structure for worldwide financial arrangement, specifically the International Monetary Fund (IMF), the World Bank and the World Trade Organization. Each of these associations has an order for such participation in the ascensions under which they have been built up.

They likewise have consented to arrangements among themselves, for shared participation and standard consultation, which recognize instruments intended to encourage more prominent which distinguish components intended to cultivate more noteworthy cognizance in worldwide monetary strategy making

Americanists see two great virtues in America's primacy. The first virtue, it allows the United States to set its own foreign policy objectives and to realize them without relying on others. The result is a preference for unilateral action

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unrestricted by international agreements or institutions that would otherwise constrain America's power. As Charles Krauthammer said that an unprecedentedly dominant United States...is in the unique position of being able to fashion its own foreign policy. After a decade of Prometheus playing pygmy, the first task of the new [Bush] administration is precisely to reassert American freedom of action.(Daalder,2003:1)

The second one, because American power enables the United States to pursue its interests as it wants, American foreign policy should search to keep, extend, and strengthen that relative position of power.

American foreign policy should search to keep, extend, and strengthen that relative position of power. As President Bush told graduating West Point cadets last June, America has, and intends to keep, military strength beyond challenge, thereby making the destabilizing arms races of other eras pointless, and limiting rivalries to trade and other pursuits of peace. In other expression, the United States can achieve its policy aims best if it can obstruct others from acquiring the power necessary to oppose it effectively when interests clash. It is as good a definition of what would constitute an American empire as one can get.

Nowadays The United States considers the only truly global power. Its military reach whether on land, at sea, or in the air extends to every point on the globe. Its economic prowess fuels world trade and industry.

Its political and cultural appeal what Joseph Nye has called soft power in his book *The Paradox of American Power* is so extensive that most international institutions reflect American interests. America's position in the world is unique no other country in history has ever come close.

The era of global politics, the challenge U.S. policymaker's face today is to recognize that fundamental change in world politics and to use America's unrivaled military, economic, culture and political power to fashion an international environment build to its interests and values.

In the late of 20th century, geopolitics drove American foreign policy. Successive presidents sought to prevent any single country from dominating the centers of strategic power in Europe and Asia. To that end the United States fought

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two world wars and carried on its four-decade-long Cold War with the Soviet Union. The falling of the Soviet empire ended the last serious challenge for territorial dominion over Eurasia. The primary goal of American foreign policy was really achieved. During the 1990s, American foreign policy focused on consolidating its success. Together with its European allies, the United States set out to create, for the first time in history, a peaceful, unified, and democratic Europe.

The European Union, the North Atlantic Treaty Organization has developed from a collective defense alliance into Europe's main security institution. A new relationship with Russia is being forged. Progress has been slower, though still significant, in Asia. U.S. relations with its two key regional partners, Japan and South Korea, remain the foundation of regional stability. Democracy is taking root in South Korea, the Philippines, Indonesia, and Taiwan. U.S. engagement with China is slowly tying an economically surging Beijing into the global economy.

The success of American policy over the past decade means that no power not Russia, not Germany, not a united Europe, and not China or Japan today poses a hegemonic threat to Eurasia. In this new era, American foreign policy will no longer pivot on geography. Instead, it will be defined by the combination of America's unrivaled power in world affairs and the extensive and growing globalization of world politics.

### **2-4 Cultural Impact**

The basis for the culture impact in the United States is, of course, America's position as the world's dominant superpower. Not only does the USA have "hard power" the ability to get people to do what it wants. It also has enormous "soft power" the ability to get people to want what it does.

Globalization speaks to an incredible test to social and nearby dialects. Joined Nations' review demonstrates that half of nearby dialects on the planet are relied upon to vanish. This could lead apathetically to minimizing numerous neighborhood societies. Logical and monetary predominance of the US and the stream of data innovation help with forcing certain Languages specifically

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English as a moment dialect in some creating and created nations and as a first dialect in some others

Second, Societies and social orders communicate and impact each other through globalization. Along these lines, numerous outside grounds are acquainted with American traditions and culture. This permits American companies urge outside countries to go up against American types of business association, administration, and society.

However, Globalization persuaded by monetary and technologic advance, has likewise promoted a purchaser culture among individuals because of the stream of merchandise and items. Since the craving to expend increasingly can never truly be fulfilled, the customer winds up noticeably dependent on shopping to a point where the other worldly, good and scholarly measurements of his/her identity don't create. These are in reality because of the business partnerships, which create the wide cluster of purchaser products and the media, which promote them. This perspective could in the end make what is called "homogeneous worldwide culture" and, in this way, prompt the decay of differences and assortment among people groups.

At that time the "American Dream" was the USA's greatest cultural export to the world -an open-ended inspiration into which millions poured their own dreams and hopes for a better life. It was around the time of the First World War that things began to change till nowadays, that America first started to export some of its home grown culture abroad through films ,music, sport, theatre and to give a new hope full of opportunities to people around the world through America's culture. "When it comes to globalization bringing greater cultural influences into the US, Americans express a positive attitude. When asked in the January 2004 PIPA poll, to think about "how globalization has resulted in new ideas and cultural influences coming into the US from other countries," a strong majority of 68% regarded this as positive. Just 25% felt those influences to be negative

So the next part of this chapter will speak about the most cultural factors which influence all American then the world such as Education, Films, Music

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Dance finally Sport.

### 2-4-1 Education

Globalization is very important development or process that changed deeply the world in modern history. It is seen that a new period starts and nations face huge changes in their social, economic and cultural methods, and it is obvious that it comes into our society new concepts and values and they carry new problems and perspectives for the nations in the process of globalization.

Globalization has a close relation with education. As education has an important place in shaping a society, globalization has to be connected with education and the global activities have a deep impact on it. Globalization of the world economies is leading to increase emphasis on internationalization of the subjects included in a course of study in research and teaching with agencies and institutions across the world.

(Twiggs and Oblinger,1996:22 ).

Globalization not only shapes economy or other institutions but it influenced schools as well. The traditional method used in schools will be left and school leaders will have to take quite new and different responsibilities

In this quotation, Gordon said that Higher Education is very important in different domains and it contributes in the promotion of students' knowledge; and helping them to integrate in job fields

Higher education is principal to the social, economic and cultural health of the nation. It will contribute not only through the intellectual development of students and by preparing them for work, but also by adding to the world's store of knowledge and understanding...

(Gordon,1999: 09)

In every area, humanity lives an increase and rapid change. New challenges force social, economic and cultural values. In the field of education a lot of changes are expected, duties of schools are to ameliorate the individual's appropriateness with the concept of globalization that changes traditional structure of education, which

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is one of the main rapid changes today in universities and other institutions that are redoubling their efforts to respond to social change. They have to implement society's expectations.

The interplay of local, state, and national programs and policies is particularly evident in education. Historically, education has been considered the province of the state and local governments. Of the approximately 4,000 colleges and universities (including branch campuses), the academies of the armed services are among the few federal institutions. (The federal government also administers, among others, the University of the Virgin Islands.)

However, since 1862 when public lands were granted to the states to sell to fund the establishment of colleges of agricultural and mechanical arts, called land-grant colleges the federal government has been involved in education at all levels.

Additionally, the federal government supports school lunch programs, administers American Indian education, makes research grants to universities, underwrites loans to college students, and finances education for veterans.

It has been widely debated whether the government should also give assistance to private and parochial (religious) schools or tax deductions to parents choosing to send their children to such schools.

Although the Supreme Court has ruled that direct assistance to parochial schools is barred by the Constitution's First Amendment which states that "Congress shall make no law respecting an establishment of religion" it has allowed the provision of textbooks and so-called supplementary educational centers on the grounds that their primary purpose is educative rather than religious.

Public secondary and elementary education, in acknowledgment of the uncommon instructive needs of low-wage families and the effect that groupings of low-wage families have on the capacity of neighborhood instructive organizations to bolster sufficient instructive projects, The Congress here by announces it to be the strategy of the United States to give monetary help it is free and provided primarily by local government. Education is compulsory; generally from age 7 through 16, though the age requirements vary somewhat among the states.



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The literacy rate exceeds 95 percent. In order to address the educational needs of a complex society, governments at all levels have pursued diverse strategies, including preschool programs, classes in the community, summer and night schools, additional facilities for exceptional children, and programs aimed at culturally deprived and disaffected students.

Although primary responsibility for elementary education rests with local government, it is increasingly affected by state and national policies. “The Civil Rights Act Education as President Johnson saw it, was connected to civil rights, urban development, anti-poverty initiatives, and more. Without providing government Support for programs that reduced social inequality, true education reform would never work.”(Negadi & Rebiai, 2016:28)

In 1964, for example, required federal agencies to discontinue financial aid to school districts that were not racially integrated, and in *Swann v. Charlotte-Mecklenburg County (North Carolina) Board of Education* (1971) the Supreme Court mandated busing to achieve racially integrated schools, a remedy that after required long commutes for African American children living in largely segregated enclaves.

In the late 20th and the early 21st century, busing remained a controversial political issue, and many localities (including Charlotte) ended their busing programs or had them terminated by federal judges. In addition, the No Child Left Behind Act, enacted in 2002, increased the federal role in elementary and secondary education “As a son of a tenant farmer, I know that education is the only valid passport from poverty” (Lyndon,1965 :412-414) by requiring states to implement standards of accountability for public elementary and secondary schools.

The main duty of a government in the field of education is to design the educational activities that have been developed according to strategic aims and to direct them with policies suitable for the aims. Besides,education is a major area of government expenditure and is a significant potential target for human resources. The local authorities of each country can state the local goal of education.

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### 2-4-2 Films

According to Cappelen (2008) in his article said that America's cultural influence through movies has been particularly strong. Just the word "Hollywood" itself witnesses visions of movie stars and Oscar nights and western gunslingers getting ready for the shootout. "Hollywood is a district in Los Angeles, California. Due to its fame and cultural identity as the historical center of movie studios and movie stars, the word "Hollywood" is often used as a metonym for the cinema United States. It is considered as the heart of cinema in America.

Cappelen utters that motion pictures may not have been invented in the US, but modern movies were perfected there. The images are imposing. For example, in 2006, 64 % of all movies shown in the European Union were American. On the other side, only 3% of the movies shown in the USA were from Europe. In addition, all the twenty movies earning the most money worldwide in 2006 were American or were made in partnership with an American film company. Making movies is to have a place in the box office. American films are very successful and vary from other, here are some best examples in the world of movies in America:

- A) Action: Mr. and Mrs. Smith (2005).
- b) Fantasy: Harry Potter 7 part 2 (2011).
- c) Horror: Saw 8 (2010).
- d) Romance: Twilight (2008).
- e) Sci-Fi: Avatar (2010).
- f) Animation: Shrek (2001).

Walt Disney's Pirates of the Caribbean: Dead Man's Chest which rounded up more than one billion dollars, a large portion of it from a global group of onlookers.

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This is the thing that drove previous President Jacques Chirac to bolster putting a breaking point on the quantity of American movies that could be appeared in French silver screens since he would not like to see "European culture cleaned or demolished by American culture for monetary reasons that have nothing to do with genuine culture.

### 2-4-3 Music

Every epoch since the Renaissance has had an art form that seems to become a kind of universal language, one dominant artistic form and language that sweeps the world. At the beginning of the 21st century, and seen from a worldwide perspective, it is the American popular music that had its origins among African Americans at the end of the 19th century that, in all its many forms ragtime, jazz, swing, jazz-influenced popular song, blues, rock and roll and its art legacy as rock and later hip-hop has become America's greatest contribution to the world's culture, the one indispensable and unavoidable art form of the 20th century.

The subsequent evolution of this music into the single musical language of the last quarter of the 20th century hardly needs be told like jazz, it showed an even more accelerated evolution from folk to pop to art music, though, unlike jazz, this was an evolution that depended on new machines and technologies for the DNA of its growth. Where even the best-selling recording artists of the earlier generations had learned their craft in live performance, Yet once again, the lines between the new music and the old between rock and roll and the pop and jazz that came before it can be, and often are, much too strongly drawn.

What American soul music, in this broad, inclusive sense, has, and what makes it matter so much in the world, is the ability to generate emotion without seeming to engineer emotion to sing without seeming to sweat too much. The test of the truth of this new soulfulness is, however, its universality. Revered and

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catalogued in France and imitated in England, this American soul music is adored throughout the world.

American music in the late 20th and early 21st centuries drew from all these wells to create new forms, from hip-hop to electronic dance music as new generations of musicians joined the conversation and artists as various as Beyoncé, Brad Paisley, Jack White, Kanye West, the Decemberists, Lady Gaga, Taylor Swift, Jay Z, Justin Timberlake, Sufjan Stevens, and Kendrick Lamar made their marks. American culture has given the world the gift of the blues.

The basis for the culture impact in the United State is, of course, America's position as the world's dominant superpower. Not only does the USA have "hard power" the ability to get people to do what it wants. It also has enormous "soft power" the ability to get people to want what it does.

### 2-4-4 Dance

America grew up with dance, and dance continues to be a barometer of life in America. From the street to the stage, dance in America captures everyday gestures, social dances, cultural retentions, social and political issues, and spiritual principles. These sources coupled with a spirit of independence, risk-taking, exploration, and persistence have helped to form what we know today as American modern dance. With its diverse movement vocabularies, individual choreographic impulses, and social and cultural concerns, American modern dance are an irreplaceable touchstone and national treasure.

Serious dance hardly existed in the United States in the first half of the 20th century. One remarkable American, Isadora Duncan, had played as great a role at the turn of the century and after as anyone in the emancipation of dance from the rigid rules of classical ballet as he said "I believe in the religion of the beauty of the human foot" into a form of intense and improvisatory personal expression.

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First But most of Duncan's work was done and her life spent in Europe, and she bequeathed to the American imagination a shining, influential image rather than a set of steps.

Ruth St. Denis and Ted Shawn, Ruth St. Denis (1879-1968) and Ted Shawn (1891-1972) who took after not long after Duncan's underlying examinations. While Duncan looked to the common rhythms of the body as the reason for her style and rationality, St. Denis and Shawn swung to music and different societies for motivation. They imagined what they called melodic perceptions in which move typified the structure and nature of the music.

In the 1920s, America became alive through dancing; but it was in the work of the choreographer Martha Graham that the tradition of modern dance in the United States that Duncan had invented found its first and most influential master. Graham's work, like that of her contemporaries among the Abstract Expressionist painters, sought a basic, timeless vocabulary of primal expression; but even after her own work seemed to belong only to a period, in the most direct sense she established a tradition: a Graham dancer, she was not only dancer she was woman whose has voice in society.

"[Duncan] helped liberate women from their corsets and dance from its academic restraints; she had a distaste for conventional restraints. America in the early part of the century was not ready for Isadora. She shocked people". (Mazo, 1977:35)

Paul Taylor, became the most influential modern dance master of the next of his generation, and a Taylor dancer, Twyla Tharp, in turn the most influential choreographer of the generation after that. Where Graham had deliberately turned her back on popular culture, however, both Taylor and Tharp, typical of their generations, viewed it quizzically, admiringly. Whether the low

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inspiration comes from music as in Tharp's *Sinatra Songs*, choreographed to recordings by Frank Sinatra and employing and transforming the language of the ballroom dance or comes directly off the street as in a well known group of Taylor's dance *Cloven Kingdom*, in which the dancer's movement is inspired by the way Americans walk and strut and fight both Taylor and Tharp keep to feed upon popular culture without being consumed by it. Due to their art continues to seem of increasing stature in America and around the world.

Beginning in the 1930s a different arc can be traced from the contributions of African American dance "With the increased acceptance of black performers in modern-dance companies during the 1950s, black choreographers...emerged to identify and describe the black experience in America." (Reynolds & Nancy & Malcolm McCormick,2003:346) And best example was Katherine Dunham .

In the 1960s another choreographer appeared who would have a profound influence on American modern dance Alvin Ailey (1931-1989). She established his company in the mid-1950s; he rose to prominence in the early 1960s with his strikingly distinctive choreography which made historical themes personal and immediate onstage. "Ailey's goal and achievement was to make black bodies visible, if not dominant, in the discourse of modernist American dance. He did this in selecting his company of mostly black artists, but also in the very real establishment of a solid, African Diaspora [sic] concert dance going public". (DeFranz,2004:21)

George Balanchine was one of the best the choreographer who dominated the greatest of American ballet troupes at that period, the New York City Ballet, from its founding in 1946 as the Ballet Society until his death in 1983, might be considered outside the bounds of purely "American" culture.Yet this only serves to remind us of how limited and provisional such national groupings must always be. For, though Mr. B., as he was always known, was born and educated in Russia and took his inspiration from a language of dance codified in France.

In the 19th century, no one has imagined the gestures of American life with more verve, love, pation and desire or originality. His was an art made with every window in the soul open: to popular music as well as to austere and demanding

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American classical music (as in *Ivesiana*, his works choreographed to the music of Charles Ives). He created new standards of beauty for couple between men and women dancers (and, not incidentally, helped spread those new standards of athletic beauty into the culture at large) and invented an audience for dance in the United States where none had existed before. He considered as the greatest and certainly among the most American of all artists.

In the 1380s Bill T.Jones (b.1952) created new works that did not really fit into the throphe of “Black Dance” After eleven years of performing and practicing with Arnie Zane, who was white and his partner on and off stage, they formed the Bill T. Jones/Arnie Zane Dance Company in1983 using contact improvisation. “...I think life and experience enters artists in such a way that they have to produce create something. And that’s what I think is the sexual and the spiritual aspect of artistic creation.” (Bacon,2005) .

Today, many of the groundbreaking choreographers and established companies for instance Martha Graham, Merce Cunningham, Paul Taylor, Bill T. Jones/Arnie Zane, Twyla Tharp, Mark Morris, “Often my things look clichéd...It doesn’t mean it’s corny. It means it’s true. So that’s what I do, too. What I’m saying is, what do you do with a hoop? You jump through it. What do you do with a ribbon? You swirl it. ... So I go for a certain reality.” (Acocella,1983 : 65-66).

Trisha Brown, and Alvin Ailey continue to exert their influence Hundreds of American modern dance choreographers now create work in the U.S. “The only way Modern Dance can survive is by a broad offering of its works in its best forms to a wide audience through education in dance disseminating information with regard to the dance illuminating the history of American Modern Dance, and entertaining.” (DeFranz,2004:51).

As cultural aspect, Dance, which has dependably existed in far-flung corners of culture and society, now finds a home even in the virtual universe of PCs through Animation programming, computerized cameras, and movement catch. In the case of nothing else, the historical backdrop of move in the United States lays on its consistent grasp of majority and change.

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### 2-4-5 Sports

Sport realizations are one of the greatest prides of a country including United States to countries with the most accomplishments. The world sees United States as a competent country whether it's a league, cup, or just an inter-school event. For Americans sports are an important part of their culture. There's no doubt, United States rule in famous sports especially basketball and not just it. They also play football and baseball.

Cappelen tells that America is one of the countries that loves watching sports and spends enormous amounts of money on games; certainly the United States has made all that great an impact on the world of international sports. Of course, it regularly dominates track and field events at the Olympics and puts in a perfect show in winter sports(2008:1)

In numerous nations, the consideration of games, and especially observer sports, as a component of "culture," instead of the incorporation of diversion or solution, would appear to be weird, even questionable. However, nobody can comprehend the way of life of the United States without perceiving that Americans are obsessed with amusements playing them, watching them, and pondering them. In no nation have sports.

The most popular games in the America are played almost nowhere else baseball and American football. Both share common roots with the more international British games of cricket, rugby and football in other hand the soccer. Which give large role as a source of diversion, commerce, and, above all, shared common myth. These two kinds of Sport are central to American culture in two ways. First, they consider themselves a part of the culture. Second was is sharing, enjoying, and unifying theatrical events that bring together cities, classes, shared experience.

We may consider baseball as their customary game for it begun in the eighteenth



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century, held a semi-genius National Baseball Club in the 1860's and starting there on, baseball turned into the "national past time" of Americans. These days, the most played game in United States is football. Let us not overlook that b-ball additionally begun in the U.S. in 1891. YMCA had a noteworthy part in spreading this game comprehensively.

The unlimitable expressive power of the human body in motion, by watching such extra ordinary performers of those stars such as Julius Erving, Magic Johnson, and Michael Jordan brought all people buy to watch the game. By the end of the 20th century, seemed to transcend not merely the boundaries between sport and art but even those between reality and myth.

However, in the latest centuries appear new kinds of sport such as It is known as "hockey"; the name "ice hockey" is used in countries where "hockey" generally turned to field hockey. The 4th Most Popular Sport in America. It is most popular in areas of North America (particularly Canada and northern parts of the United States) and Europe. In North America, the National Hockey League (NHL) is the highest level for men's hockey and the most popular. America achieved its first Gold Medal in Winters Olympics. Another example, Wrestling or Pro-wrestling is the next most popular sport in USA. The Wrestling Organized under WWE is highly followed by American people. John Cena, Undertaker, Stone Cold, The Rock are the Some of Most Popular Wrestlers in USA. Besides this, Motor Sports Including auto-car and motorcycle racing, is also popular in the United States. NASCAR is the biggest organization in USA, which organize races in America. Motor Sports is the 2nd most watched sport after Football in America.

Finally, Badminton it is one of the best and amazing sport in American sports list. Lots of people playing this game for just entertainment but at national based this game have no name. Badminton is also an easy game that people can play anywhere and any place. This game mostly played in Universities, Colleges and Schools .

### 2-5 Conclusion

Globalization in its various forms now serves as a primary carrier of modern values, and constitutes an important arena of contestation between countries. United state America witness a huge development concerning the world of technology. Especially in the beginning of 19<sup>th</sup> centuries till today. Moreover when the multinational companies cooperate with a country, they also bring their knowledge, culture, and life style. Meeting them, the people in the poor country increase their standard of living and get acquainted with new civilization. Furthermore, globalization also creates an aggressive competition in industry. For the progression of industrialization, less developing countries cooperate with more developing countries to get new technology or instruct employees to know some modern methods. With these advantages, governments have a basic background to build their country and escape from the Third World. Globalization has had many obvious effects on the economic, politics and cultural systems in the United State which change the way of Americans life. In the 21st century, Globalization face the dual challenge of equipping all world new different methods to facilitate and clarify globalization which can be good and bad in the same time and this based on human being how nations use it.

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### Notes to Chapter Two

- 1 ) Gross Domestic Product: Is a monetary measure of the market value of all final goods and services produced in a period. This means “The Real GDP (Gross domestic product) represents the U.S. domestic production minus the impact of inflation. The real GDP is represented by an economic mathematical equation,  $Y=C+I+G+(X-M)$ , where: Y=real GDP; C=Consumers expenses; I= Producers expenses; G=Governmental expenses; X=Exportations; M=Importations; and, X-M= net exportations.
- 2) Economic Growth: Is an increase in the capacity of an economy to produce goods and services, compared from one period of time another.
- 3) World War II : Is the war that was fought mainly in Europe and Asia from 1939 to 1945
- 4 ) Medicaid makes it possible for millions of children, parents, pregnant Women, people with disabilities and seniors to get the health coverage they need, to sum, the Medicare and Medicaid programs enacted in 1965, the largest and most durable healthcare initiatives of the 1960’s, representing the greatest aspects of Lyndon B .Johnson’s leadership and legacy.
- 5) U.S. postal Service: Is an independent agency of the United States federal government responsible for providing postal service in the United States.
- 6) The Nuclear Regulatory Commission: Is an independent agency of the United States government tasked with protecting public health and safety related to nuclear energy.
- 7) The National Railroad Passenger Corporation: doing business as Amtrak, is a passenger railroad service that provides medium- and long-distance intercity service in the contiguous United States. Founded in 1971 to take over most of the remaining U.S.
- 8) Fordism: describes modern economic and social systems based on industrialized, standardized mass production and mass consumption. The concept (named for Henry Ford is used in social, economic . (Che, G. L. 2001 )

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9) Newfoundland, the youngest of the Canadian provinces, joined Confederation in 1949. Some portion of its coast was undoubtedly one of the first parts of the continent seen by Europeans. Its total area is 405, 720 km<sup>2</sup>, of which Labrador makes up almost three-quarters (294,330 km<sup>2</sup>). The island of Newfoundland is the easternmost region of Canada, while Labrador is located on the mainland to the northwest. Since John Cabot's arrival on the "new isle" the island has been referred to as Terra Nova, or in English, Newfoundland. Labrador probably received its name from the Portuguese designation, "Terra del Lavradors.

10) Social Security Act: was a social welfare legislative act which created the Social Security system in the United States

11) The Great Society: was a set of domestic programs in the United States launched by Democratic President Lyndon B. Johnson in 1964-65. The Great Society was the name given to a series of congressional actions begun under President Lyndon Johnson and continued under his successors that greatly expanded the federal government's power to intervene in civil rights, education, consumer protection, health care and environmental. regulation) programs of the presidential administration of Lyndon B. Johnson. In his Great Society address .

12) Lyndon B. Johnson: Was an American politician who served as the 36<sup>th</sup> President of the United States from 1963 to 1969.

13) Office of Economic Opportunity: Was the agency responsible for administering most the War on Poverty programs created as part of United States President Lyndon B. Johnson's Great Society legislative agenda.

14) Barack Obama :( born August 4, 1961) is an American politician who served as the 44th President of the United States from 2009 to 2017. He is the first African American to have served as president.

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15) Katherine Dunham (1909-2006) entered the modern dance world when her first company, Ballet Negre, gave its only performance in Chicago in 1931. Dunham was also an anthropologist who lived and conducted research on the dances of the African Diaspora in the Caribbean, having a special relationship throughout her career with Haiti. She also developed an influential modern dance technique that drew on principles of African dance movement. She too founded a school and was very active in community development in East St. Louis, Illinois and Alvin Ailey, who gave a form of his own company in 1958, to Savion Glover, whose pounding style of tap dancing, known as “hitting,” was the rage of Broadway in the mid-1990s with *Bring in 'Da Noise, Bring in 'Da Funk*.

16) <https://exclusivepapers.com/essays/critical-analysis/globalization-1.php>

## General Conclusion

Globalization is the process in which people, ideas and goods spread throughout the world, spurring more interaction and integration between the world's cultures, governments and economies .The development of transport and communication technology led to a situation where national borders appeared to be too limiting for economic activity . Globalization has created new opportunities for developed countries .Globalization has different impacts on the entire world. and deep impact on the developed countries which were the source of ideological thought. Therefore , the united state was chosen as a case study of this research and the main problematic is based on the influence and the aspects of globalization in the United State. The work started with an introduction besides some of definitions about globalization in generally from different scholars . Then, to treat the stages of globalization. The research gave large value to the stages of globalization ,which influenced completely on the United States of America through the economic, political and cultural. And those stages affected positively and negatively on Americans and the world . in title the Pros and Cons of Globalization. However, globalization played an important role to make United States superpower and leader of the worlds thanks to the methodology that used through globalization with all its factors these studies, participate on the conclusion that is based on the impact of globalization in the United State In order to get a clear image about the traces of globalization in all domains of Americans life, this work shows the positive impact of globalization such as the spread of technology and the increased competition, employment . Whereas, the negative effects can be seen in the loss of culture for example , the environment. .The second part of chapter dealt with the stages of globalization as impacts but with more details and deeply studying. The research presented good examples and through it shows how could globalization effected on the American country. In summary, the world is becoming increasingly interconnected global .The increased competition is another benefit of globalization. With new producers appearing frequently, there are more people and businesses competing for a share of the global economy. This leads to competitive markets that

offer higher quality of goods as well as more affordable prices..This is why America is well known of its strategies in economic world as one of the leaders in the economic world. Globalization also protects the world as countries depending on one another for their economic stability are less likely to attack one another. America is still a pretty new country; which can be one factor as why people around the world are influenced by the American culture so much. Other countries have had hundreds, even thousands of years to develop their customs and culture, whereas America has only had a couple hundred years. It is feasible thanks to its culture, for instance Houston is one of the biggest cities in the United States. It is so culturally diverse that you could walk down the street, go to the movies, go shopping, and go to the bank and hear six different languages in one day.



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