

**History 214**  
**“The Dilemma of Americanization”:**  
**The United States and the World since 1945**  
**Fall 2015**

Professor Susan Brewer  
471 CCC  
(O) 346-2336  
[sbrewer@uwsp.edu](mailto:sbrewer@uwsp.edu)

Office Hours:  
Tuesday/Thursday: 2:00-3:00 PM  
Wednesday: 12:30-1:30 PM  
or by appointment

Americanization ... “the worldwide invasion of American movies, jazz, rock ‘n’ roll, mass circulation magazines, best-selling books, advertising, comic strips, theme parks, shopping malls, fast food, and television programs.”

Richard Pells, “Who’s Afraid of Steven Spielberg,” 2000

“Americanization, from Mickey Mouse to Microsoft, has become a powerful, tempting and frequently destabilizing force, challenging every traditional society.”

Thomas Friedman, *New York Times*, 1998

In 2003, a 23-year-old Jordanian told a reporter that his two dreams were to become a suicide bomber against the United States and a programmer at Microsoft. This course explores the love-hate controversies surrounding Americanization in the world since 1945. Students will read about and discuss the debate over the influence of American cultural, economic, and military power around the globe. Topics include strategic and economic policies, music, Hollywood, fast food, sports, television, and the war on terror.

**Learning Outcomes:**

Upon completing this course students will be able to:

- Identify major global events since 1945, including Cold War politics and strategies, decolonization, and globalization
- Discuss the influences of class, race and ethnicity, gender, and youth culture in American popular culture
- Analyze Americanization in terms of its acceptance, rejection, and adaptation around the world
- Reflect on their own role as global citizens

## Readings:

Michael H. Hunt, *The World Transformed: 1945 to the Present*, Second Edition, 2014. (textbook)

Additional readings and films on E-reserve

## Assignments and Grading:

Study quizzes	15%
Discussion Questions/Participation	20%
Reflection Essay	5%
Three Exams (20% each)	60%

**Study Quizzes:** Students will complete 11 study quizzes on D2L covering Chapters 1 to 11 in Hunt's *The World Transformed*. These are open-book quizzes and may be used for review. Students may take each quiz twice. Students will have at least one week to take the quiz. See D2L for the schedule to make sure you take the quiz before the quiz period is closed.

**Participation Points:** Students may earn participation points in a number of ways. Any points that a student earns above 20 will count as extra credit toward the course grade.

- Attendance: Perfect = 5 Points; 1 absence = 3 Points; 2 absences = 1 Point
- In-class Participation: 0-10 Points
- Discussion Questions: 0-18

**Discussion Questions:** Students will turn in written answers to discussion questions based on the e-reserve readings. The assignments are due at the beginning of class on the day of discussion. Students may wish to bring an additional copy of their answers to refer to during the class discussion. Students will earn 1-3 points for each submission of the discussion questions.

- 3 Points: Comprehensive answers. Shows understanding of the main ideas and cites specific examples from the reading.
- 2 Points: Solid answers. Shows some understanding of the main ideas and cites some examples from the reading.
- 1 Point: Partial answers. Relies on generalizations rather than examples.

**Reflection Essay:** Students will write a 1-2 page reflection essay due on the last day of class. The instructor will hand out the question a week ahead of time. Students may refer to their notes and readings when writing the essay.

**Exams:** The three exams consist of multiple-choice questions and short essay questions.

**Grading Criteria:** Written work is graded roughly as follows:

- A: demonstrates a fine command of historical knowledge (ideas, names, dates, places, etc.) and an informed interpretation of that information
- B: demonstrates a command of historical knowledge, but contains a weak interpretation
- C: demonstrates an average amount of historical knowledge with little to no interpretation
- D: shows deficiency of historical knowledge and lacks an interpretation
- F: shows inaccurate historical knowledge, lacks an interpretation, and/or is incomplete

A = 93-100; A- = 90-92; B+ = 87-89; B = 83-86; B- = 80-82; C+ = 77-79; C = 73-77; C- = 70-72; D+ = 67-69; D = 60-66; F = 0-59

Improvement will be taken into account in the final grade.

**Attendance:** Attendance will be taken. Students are expected to attend class and are responsible for all material covered in class. Please be courteous. Turn off cell phones. Refrain from texting. Do not arrive late or leave early. Do not eat snacks unless you bring enough for everyone.

**Equity of Educational Access:**

Students with learning and/or physical disabilities requiring special accommodations should provide appropriate documentation to the UWSP Office of Disability Services as early as possible in the semester. Disability Services office, 103 Student Services Center, tel. (715) 346-3365, <http://www.uwsp.edu/disability/Pages/default.aspx>

**Student Academic Misconduct:**

Cheating and other forms of student academic misconduct will not be tolerated in this class. They are a mark of disrespect to your peers, your instructor, your university, and yourself. Students who violate University policy on this matter will be subject to disciplinary penalties, including the possibility of failing this course. Please consult Chapter 14 of the Wisconsin Administrative Code, “Student Academic Standards and Disciplinary Procedures” (<http://www.uwsp.edu/admin/stuaffairs/rights/rightsChap14.pdf>) for more information on what types of activities are considered “academic misconduct” and what the disciplinary sanctions are for students who engage in them.

**Rights and Responsibilities:**

Students should know their rights and responsibilities. See <http://www.uwsp.edu/admin/stuaffairs/rights/>

<u>Week</u>	<u>Topic</u>	<u>Assignment</u>
9/3	Introduction WWII and Americanization	Hunt, 1-27; View <i>Swing Kids</i> (on e-reserve)
9/8-9/10	Cold War Confrontation  <b>9/10: Discussion</b>	Hunt, 29-75; Wagnleitner, “The Empire of the Fun, or Talkin’ Soviet Union Blues,” on e-reserve
9/15-9/17	American Powerhouse: Coca- Colonization and Disneyfication  <b>9/17: Discussion</b>	Hunt, 77-109; Notoji, “John Philip Sousa and Disneyland in Japan,” on e-reserve
9/22-9/24	Revolution in Asia Race and Rock and Roll	Hunt, 111-143
9/29	<b>FIRST EXAM</b>	
10/1	No Class	View British Invasion documentary
10/6-10/8	Cold War System under Stress New Frontiers and Hollywood  <b>10/6: Discussion</b>	Hunt, 145-187
10/13-10/15	The Radical Sixties Protest and Revolution	Hunt, 189-234
10/20-10/22	Race and Jazz Diplomacy  <b>10/22: Discussion</b>	Hunt, 235-292; Von Eschen, “Satchmo Blows Up the World,” on e-reserve
10/27	Globalization and the End of The Cold War	Hunt, 293-331
10/29	<b>SECOND EXAM</b>	
11/3-11/5	Globalization, Media, and Basketball  <b>11/5: Discussion</b>	Hunt, 333-371; LaFeber, “The Greatest Endorser of the 20 <sup>th</sup> Century” on e-reserve
11/10-11/12	We Are Family: Modern/ Traditional	Hunt, 373-418

11/17-11/19	Fast Food /Slow Food	Hunt, 419-473; Büken, “Backlash: An Argument against the Spread of American Popular Culture in Turkey,” on e-reserve
	<b>11/19: Discussion</b>	
11/24	No class Happy Thanksgiving	View <i>Afghan Star</i>
12/1-12/3	Global War on Terror	Hunt, 475-532
12/8-12/10	Around the World with the Muppets	View Sesame Street Workshop at <a href="http://www.sesameworkshop.org/where-we-work/">http://www.sesameworkshop.org/where-we-work/</a>
12/15	Dilemmas and Conclusions	
	<b>12/15: Reflection Essay Due</b>	

**FINAL EXAM:  
Thursday, December 17, from 5:00 PM – 7:00 PM**

PLEASE NOTE: TOPICS AND SCHEDULE ARE SUBJECT TO CHANGE