**Americanization Webquest**

The concept has several different definitions or meanings. It is considered, by some, to be a beneficial process. Others consider it to be very negative, almost a "plague."

**\*\*What do you think?\*\***

You have **two tasks** today.

The first is to **form your own opinion**: is Americanization a good thing, or a bad thing?

* You will post your opinion in a comment on the class blog.
	+ You will be graded *not* on whether or not you agree with the opinion of your teacher, but for *giving an opinion, expressing it succinctly, and giving evidence to back it up.*

Your second task is to **make links between Americanization and Globalization**: **how does Western culture spread through the world?**

* You need to pick one example of Americanization
	+ for example, the world-wide fascination with American Hollywood and the American "royals," Cocacolonization, Disneyfication, McDonaldsization, Swooshification
	+ and answer the questions (see below).



 **http://tinyurl.com/n42n5pw**

**Part I:**

Required links:

Read through BOTH of the following links and form an opinion**: Is global Americanization a good thing, or a bad thing.**

* Post your answer on the class blog.

<http://www.globalpolicy.org/globaliz/cultural/2004/0730exchangeprograms.htm>
<http://www.gluckman.com/Americanization.html>

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**Part II:**

Each group will be assigned **choose one** of the topics from A-F. Answer the following questions:

1. Why do you think this aspect of American business/culture is so popular across the globe?
2. How did these ideas or businesses spread the way they did? Why do you think culture is so much more international now than it was twenty years ago?
3. What is appealing about these ideas or products to the international market?
4. Make a list of at least 5 "pros" and 5 "cons" that the globalization of this idea or company has on the foreign countries that it establishes itself in.

Put the answers to these questions in 6-10 slides powerpoint presentation on GoogleDocs (include visuals that you must find on your own).

**Topics:**

**A. Hollywood and American pop culture**

<http://www.washingtonpost.com/wp-dyn/content/article/2006/05/26/AR2006052602034.html>
<http://www.americans-world.org/digest/global_issues/globalization/culture.cfm>

**B. Cocacolonization**

<http://en.wikipedia.org/wiki/Cocacolonization>
<http://encarta.msn.com/dictionary_701705147/Cocacolonization.html>
<http://images.businessweek.com/ss/06/07/top_brands/source/1.htm>
<http://www.coca-cola.com/indexd.html>
<http://memory.loc.gov/ammem/ccmphtml/colainvnt.html>

**C. Disneyfication**

<http://www.globalpolicy.org/empire/analysis/2004/0115plato.htm>
<http://www.mickeynews.com/News/DisplayPressRelease.asp_Q_id_E_3227Paris>
<http://www.frommers.com/trip_ideas/theme_park/article.cfm?ideaID=THEMEPARK&articleid=2513&t=Global%20Disney%3A%20The%20Mouse%20Marches%20On>
<http://news.bbc.co.uk/1/hi/business/1379079.stm>

**D. McDonaldsization**

<http://travel.news.yahoo.com/b/rolf_potts/rolf_potts5166>
[http://en.wikipedia.org/wiki/List\_of\_countries\_with\_McDonald's\_franchises](http://en.wikipedia.org/wiki/List_of_countries_with_McDonald%27s_franchises)
<http://www.cbsnews.com/stories/2007/01/19/business/main2373740.shtml>

**E. Starbucks**

<http://archives.cnn.com/2000/FOOD/news/12/11/china.starbucks.reut/>
<http://www.globalexchange.org/campaigns/fairtrade/coffee/662.html> <http://www.espressotec.com/icar4.html>

**F. Swooshification**

<http://xroads.virginia.edu/~CLASS/am483_97/projects/hincker/swoos000.html>
<http://www.alternet.org/story/13135/>
<http://www.globalexchange.org/campaigns/sweatshops/nike/faq.html>
<http://www.danwei.org/advertising_and_marketing/offensive_nike_tv_commercial_b.php>