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The Americanization of the Contemporary World Cultures through Social Media

The Case of Study : Instagram and Master Two EFL Learners

*Dissertation Submitted to the Department of English in Partial Fulfillment of the
Requirements for the Degree of Master in Language and Culture*

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STATEMENT

We clarify that this research is entirely the result of our own investigation. The sources to which we are indebted are clearly indicated in the bibliography. Case study:

Instagram and Master Two EFL learners at Abbess Laghour University.

Abstract

The present work aims at discussing the expansion and impact of the American lifestyle and culture in the contemporary world through social media; or, what is known as the Americanization. The study is applied to master two LMD EFL learners at the department of English at Abbess Laghrour University, Khanchela. Its objective is to shed light on what Americanization means, its dominance and influence. Additionally, social media facilitates the expansion and dominance of the American culture and makes its impact heavier, another objective is to make EFL learners aware of the impact of Americanization on the cultural identities, especially at the time of the emergence of Internet and social media

المخلص

يهدف هذا العمل إلى مناقشة توسيع وتأثير نمط الحياة والثقافة الأمريكية في العالم المعاصر من خلال وسائل التواصل الاجتماعي. أو ما يعرف باسم الأمريكية. الدراسة موجهة للسنة الثانية ماستر تخصص لغة انجليزية بقسم اللغة الانجليزية بكلية الآداب واللغات بجامعة عباس لغرور بولاية خنشلة ، ويهدف لتبيان معنى الأمريكية و انتشارها وهيمنتها، وقد ساعدت وسائل التواصل الاجتماعي على انتشار الامركة توسعها، والهدف الثاني من هذه الدراسة هو لفت انتباه الطلبة للأمركة وتأثيرها عليهم وعلى ثقافتهم خاصة عند استخدامهم لوسائل التواصل الاجتماعي

Dedication

I, Miss Rabhi Maria, dedicate this work to the memory of my number one, my Grandfather Rabhi Khemissi. He is not with me now, but his spirit has always inspired me. I dedicate it to my dear family, my mother and father, my sisters, and my brother, to my support and happiness, to my grandmother, her douaa revives my soul; you all are Allah's best gifts ever.. Special thank goes to my colleague Aouatef it was great to work with you dear. Thank you all.

I, Miss Ouanas Aouataf, dedicate this work to my family, my beloved parents, my brothers and sisters, Amine, Nassim, Maroua, and Ibtissem.

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Without a doubt, we must express really profound gratitude to families for providing us with continuous encouragement and unfailing support throughout our years of study and through the process of fulfilling this work study. This achievement would not have been done without them. Thank you

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List of Abbreviations

AUB: The American University in Lebanon.

EFL: English as a Foreign Language.

LMD: Licence, Master, Doctorate.

TV: Television

USA: The United States of America.

%: Percentage

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General Introduction

1. The Statement of the Problem

Due to the widespread of Internet, especially what is known as social media, all what is American including ideas, music, movies, Television, software, and the whole way of life and culture have come to characterize what is up to the minute. It became internationally diffused and added to the detriment of native traditions and cultural identities.

The American culture does not only have a heavy impact on the contemporary world's cultures, however, it is so dominant and available everywhere on Earth. Lives, values, traditions, and tastes are being implicitly affected. Cultures across the globe are being transformed into new shape depending on the American frame.

Social media paved the way for a smooth permeation of the American influence into almost every single home in world. To this end, the Americanization of culture in the contemporary world through social media is suggested as a field of investigation.

2. Research Questions

Are the contemporary world cultures being Americanized?

Did social media pave the way for the Americanization of contemporary world cultures?

3. Purpose of the Study

The present study seeks to determine the meaning and the impact of Americanization in addition to the most common cultural elements being Americanized.

Second, shed light on the fact that social media opens the door for the Americanization of cultures.

Third, make EFL learners aware of the damages of the Americanization of culture through social media upon the native cultural identities.

Fourth, make the EFL learners distinguish between Americanized cultural communities, Globalized ones.

This study aims else to encourage EFL learners to deal with up-to-date cultural topics; in addition to motivating EFL learners at Abbess Laghrour University to think about how they can make a good use of the new technology while protecting their cultural identities.

4. The Significance of the Study

First, the topic is up to date, and it is suggested for the first time in the department of English at Abbess Laghrour University.

Second, a light will be shed on the cultural influence of the social media that serve EFL learners concerns.

Third, it helps to fructify learners' cultural background, typically for EFL learners in Abbess Laghrour University because they are specialized in culture.

Fourth, good results can be achieved, for this topic is not of a satisfactory interest in the field of the academic research in the department of English at Abbes Laghrour University.

Fifth, English learners at Abbess Laghrour University will be motivated to engage in dealing with new, contemporary, and various cultural topics, and be updated compared with other students from other Universities.

Sixth, EFL learners will be able to realize the harmful impact of Americanization and social media on their cultural identities.

5. Definition of Terms

5.1 Americanization

It is commonly accepted that after World War II, the United States of America came to light as a powerful country. Even though the vast majority think that Americanization started with this emergence, it is unlikely that scholars clarify that it had started before.

Regarding this point, (Agata P.S. & Piotr.S, 1998/1999, p. 242) state "*Or, to put it differently: The process of cultural transformation (...)*

It starts with the emergence of a new urban entertainment culture around the turn of the century. Its first “casualty” is therefore American culture itself, at least in the form of 19th century American Victorianism.”

An English and history teacher, who has a bachelor's degree in History and a master's degree in International Relations, Carroll, E (n.d.) states that *“The Americanization movement emerged in the early 20th century in the period just before, during, and after WWI”*.

Carroll explains the movement as a whole started after the arrival of twenty two million southern and eastern European immigrants to the US from the 1890s to 1920s.

The arrival was faced with an immediate backlash, worries, concerns and growl appeared among Americans because of the new arrivals that used to have different religious backgrounds, speak strange languages, and used to have very different customs.

Carroll adds: *“In 1920, American poet and Russian immigrant Elias Lieberman, attended a conference of English teachers promoting Americanization”*

She describes Americanization in the early twentieth century as the movement to teach the new immigrants about the American history, language, and customs, for the sake of making them look and behave like middle class Americans, and less like foreigners.

However, nowadays, Americanization takes another dimension, it is not about the new arrivals to the United States, but it extends to affect other nations out of the American boundaries.

For (Leaverton, 2009) Americanization is when other countries become the same as the United States by absorbs many sides of the American culture besides opening the door for multi-national companies such as Coca-cola, Mc Donald’s, Disney Land, and Ford to flood them.

According to H. Miller (as cited in Fraser, 2014), the entire world is going hundred percent American.

5.2 Social Media

“Social Media is an extension and explosion of traditional word of mouth networks. Word of mouth has always been the most effective and trust worthy means of disseminating information.” (Sajithra. K & Rajindra. P, 2013, p. 69 74)

(Sajithra. K & Rajindra. P, 2013, p. 69 74)state that the origins of social media go back to the emergence of Email in 1971, then passing through many stages, until 1991 when Personal Websites Discussion Groups Chat were created; followed by the creation of the first Networking Sites Classmate.com. Earlier, from 1998 to 2004, Blogs, Podcast, and Wikis emerged. (Sajithra. K & Rajindra. P, 2013, p. 69 74)

Whereas, Campbell. R, Martin. C, and Fabos. B, (2011) State that it is hard to give only one definition to social media; because it is new from media and still growing; however, many definitions were offered by researchers.

Another definition goes, *“Multiplatform, participatory, and digital... an essential feature of truly democratic life”* (Campbell. R et al. 2011, P. 52).

6. Limitation of the Study

- Time and space were abstractions to this study.
- Most of the researches and studies were made about globalization not Americanization.
- The researches that made about Americanization have a relation to the old form media instead of social media which is Social media still new from media.
- The field of this study is not really well known for the vast majority of EFL learners in the department of English at Abbess Laghrour University.

7. Procedures for Data Collection (Research Design)

This study is conducted through a mixed method for a descriptive approach.

The Qualitative method is needed for the analysis of the Instagram accounts; whereas, Quantitative method is needed for the analysis of the students' questionnaire.

However, the reason behind opting for a descriptive approach is that the researchers aim to describe an actual situation, involving data gathering that describes the event being investigated, organizes, tabulates, depicts and describes the data collection.

The two data collecting tools being used are:

Students' Questionnaire: For the sake of exploring students' perspectives on the topic of the study, and compare the results of the observation with the results of the questionnaire. The questionnaire will

8. Population

The whole population of master two EFL learners at Abbess Laghrou University consists of 69 students. The researchers chose a sample of 30 students randomly. In addition, the sample is meant to be representative, for relating the topic of the research and comparing the results of the first case of the study which is Instagram accounts with EFL learners at Abbess Laghrou University.

Furthermore, Instagram accounts are chosen depending on a judgmental sampling; because, almost all Instagram accounts seem to be the same worldwide, or at least share many mutual similarities; that is why the researchers had to choose the most famous and influencing ones from different regions.

Chapter I: An Overview Americanization and Social Media

Section I: An Overview on Americanization

Introduction

Lately, a massive shift appeared on the surface silently; contemporary world cultures are being reshaped depending on American standards. This phenomenon is known as Americanization. Different aspects of life are being Americanized, from economics to education, food, music, and so on resulting both positive and negative consequences; especially, when it comes to the cultural identity. *“Cultural Americanization is a critical area of concern since cultures and traditions comprise the core of human nature.”* (Nicolaidis, 2012, p. 124)

I.1. Americanization

One of the most complicated concepts in the history of modern cultural criticism is Americanization. (Biltrey, 2002)

While (Kennedy, p. 242) believes that before Americanizing other cultures, Americanization had to set in the American society itself at the first place.

However, (Park, Americanization as a Positive Trend, 2008) clarified that Americanization started after the First World War; due to its unsettled economic state, countries opened the doors for the United States. *“In the present, American brands are taking seven places out of ten of the most popular global brands”* stated Park.

I.1.1. Americanization of Contemporary World Cultures

Americanization can be understood in different ways depending on the shape it takes. It can be an Americanization of new immigrants to the United States of America, or Americanization of other countries. (...) When it is about the latter, Americanization is widely accepted that is happening all over the world such as American movies and consumer goods

of which have become popular in almost every part of the globe. (...) After surpassing Europe and getting involved in exceptional cultural relationships, Americanization of Europe has become possible in the twentieth century. (Thommesen K. , 2008)

Depending of studies and researches, one of the best examples of Americanization in Asia is South Korea.

The starting point goes back to the end of the Korean War in the middle of the twentieth century; when the Korean society was destroyed and the Korea was considered to be one of world's poorest countries.

As Park S. W. (2009) points out, in order to overcome the destruction and reconstruct the Korean society, South Korea was not in need for the American material support only; yet it needed a new perspective for inspiring society. For the American side, the United States was interested in South Korea's reconstruction for the sake of expanding the U. S theory of modernization into the third world.

In addition, African culture is being Americanized as well.

“Gradually African culture becomes absorbed into an Americanized neo-colonial culture and this degrades local culture.” (Nicolaidis, 2012, p. 124)

I.2.1.The American Dream: The American hegemonic culture and its Implications to the world

Scholars believe that the position of a nation depends on its dream. The greater the dream is the greater the nation can be.

According to what had been mentioned in a research made under the title of The American dream: The American Hegemonic Culture and its Implications to the World, the American dream has long been the deepest constituent of America's cultural understanding. (Kasiyarno, 2014)

Dr. Kasiyarno, M.Hum. Rector of Ahmad Dahlan University illustrated that the essence of the American dream has been kept in the American mind from the very beginning of the new nation.

However, for many Americans, dream is deeply rooted part of their identity and it has an essential role within the American culture. Dr. Kasiyarno revealed that is commonly understood as the mythical path towards prosperity, reputation, and wealth through hard work and scantiness.

There are many ways of popular culture in which the American dream is expressed. For instance, movies, food, fashion, sport, literature and so on.

In her Master's Thesis under the title Relocating The American Dream at the Department of English at Helsinki University, the oldest and largest institution of academic education in Finland supervised by Bo Pettersson on 25.03.2009, M Laitinen showed that the American dream has come to indicate the longing for liberty, victory and expectations for better life conditions.

Meri confirmed what Dr. Kasiyarno had come with. She stated that the conceptual basis of the American dream can be set back to the birth of the United States of America.

Furthermore, the fact that the American dream is deeply established in the American legend and in the awareness of its citizens. This gives American dream its staying power.

The reason behind the continuity of dream is the deeply held American value, especially freedom, and equality of opportunity.

I.2.2 When the American Dream Changes the World

Back to Kasiyarno research, he made a mention that Television paved the way for the American dream through its information and entertainment programs.

Kasiyarno declared that the message suggested by the American dream has changed many people around the world, especially in the third world, through three icons among other cultural agents of the dream which are: Hollywood, MTV, and McDonald. They simply have influenced the way people perceive and identify.

According to Oha (as cited in Kasiyarno, 2009, p. 18) Americanization is a result of the administration which is continuously injected by the American dream to the people. Luxuries, glamour, heroism, freedom, and so on are the goods sold in the dream.

I.3.1 Economics

The U.S. is world's greatest point for importation for the size of its market which is very controlling under the umbrella of Globalization power. The United States seems to have such an outstanding part in world economy.

American investors are not only predominant owners of American corporations but also the largest owners of top European corporations, and significant owners of corporations domiciled in the rest of the world. (Starrs, 2013)

It is not surprising that the American economic power is being increased. It has been expanded since 1950s. People live in the age of globalization, yet, they also continue to live in the age of American economic power. (Starrs, 2013)

I.3.2.The Role of the United States in World Economy

The U.S. economy is considered to be the cornerstone of world economy, to this end, any decrease in the United States elevates concerns and worries about side damages in the other economies.

On the other side of the world, and as a result of the growing economic incorporation a big number of economic contestants emerged, such as China. This seems to have weakened the function of the U.S. economy s a

leader of the international increase. However, the impact of the United States still heavier than what is presented by the direct commerce. (S. Déés, & A. Saint-Guilhem, 2009)

I. 4.1. McDonald's and Fast Food restaurants

The concept of fast food is deep in history. The United States is one of the well known countries that improved this domain in addition to Italy, England, and some Asian countries such as Japan and China. (Al-Saad, 2016)

For people who believe that cultures are meant to be homogenized, global culture follows the global economy of which brought such expressions as “*Coca-colanization*” and “*McDonaldization.*” (Daghrir, 2013)

Dr. Daghrir has illustrated that the concept “McDonaldization” makes reference to the international homogenization of societies out of the effect of “multinational corporations”. He argues that “McDonaldization” is considered to be as Americanization of the whole globe.

I.4.2. Fast Food: The Birth of the Story

The story of fast food in the United States started when a man from Germany called Charles Mann Welt opened small selling sausages in New York in 1867. This little project was greatly accepted among Americans, and then, it became more and more well-liked. Later, the idea was accepted everywhere and whenever (Al-Saad, 2016)

I.4.3.The Dominance of Fast Food Restaurants

Witkowski (2007) clarified that the American fast food chains are the really first westren companies to settle when a country opnes its market.

According to Deng (2011) (as cited in L. Zhou, & Q. ZHANG, 2012, p. 9), Kentucky Fried Chicken (KFC) is world's biggest fast food chain providing fried chicken products.

L. ZHOU, & Q. ZHANG, (2012) has mentioned that KFC first opened in Beijing, on November 12th, 1987. Within their first five years, they established eleven restaurants. KFC's 100th Chinese restaurant in Beijing was opened on June 25th, 1996.

“Grand openings can be huge events.” stated Witkowski. According to Yan (2000) (as cited in Witkowski, 2007, p. 131), queue made by thousands of people who were waiting for the first McDonald's opening in Beijing in 1992. As claimed by Schlosser (2001) (as cited in Witkowski, 2007, p. 131), (as cited in Witkowski, 2007, p. 131) after two years from the opening in Beijing, a line of cars extended for seven miles waiting along till the end of the window of a new McDonald's in Kuwait.

Nicolaides (2012) has declared *“Today McDonalds has increased its operations and now includes no less than 30 000 restaurants across the globe (...) unfortunately many other fast-food restaurants were obliged to close down during the same period. This emphasizes the resilience of American culture which is unrivalled globally.”* (p. 124)

I.5.The dominance of American Music

As CISMAS (2010) perceptively states, the melodies of many nations became American songs, and immigrant skills paved the way for defining national melodies, particularly in the form of the Broadway musical

Whilst, Hennessy, E. (2014, March 27) has drawn the attention to the fact that out of a wide scope of genres, America has become the highest ranking leader of modern music. The nation has fashioned the way people listen to folk, hip hop, punk, pop and many more, for better or for worse.

Hennessy has made clear that American music is heard globally. Its impact on other countries has exceeded that of all other nations. He also proposed that possibly, the reason that lies behind its superiority is *“a combination of a very diverse culture, mixed with large-scale economic backing”*

Additionally, the power of America over the music industry goes beyond linguistic boundaries.

America's power over the music industry even transcends language barriers.

Hennessy concluded by stating that the American hit could also be interpreted by industry developments.

I.6. Americanization of Education

I.6.1. American Higher Education: An overview

A half century ago, college had not been seen as a logical next step for the vast majority of American high school graduates. They looked forward to have a constant job in a time of flourishing factories and “unions were strong”. Yet, the concept of “*post secondary education*” had been starting to prevail, and by 1960, 45% of high school graduates joined college. By 2009, the time of factories had come to an end; women had not been culturally considered to study at home while men had been income producers anymore; and, a commitment to grant educational opportunity to underprivileged minorities was progressively understood and accepted by society. (S. Baum, C. Kurose, & M. McPherson , 2013)

I.6.2. Americanization of European Education

During the past two decades there has been an essential growth in the mobility of students in Europe, and the research has been more and more universally oriented.

The fundamental increase of education was around 1960. After few decades only, higher education and research switched slowly but surely towards the American standard. The decreased communication costs have paved the way for this movement. This shift is most distinctly detected in the alteration of language used in research from national language, Latin, German, and French to English. Sciences and Medicine the two first fields

of which shifted to English, followed by Economics and Social Sciences; whereas, the switch of both fields of Law and Arts is being observed presently. (L. Borghans, & F. Cörvers , 2009)

I.6.3.The Palestinian Education and Americanization

In 2001, unusual efforts were made to found an American studies institute on main government branches of the Palestinian Authority. However, the efficiency of the program was decreased because of many obstacles. For the milieu of Americanization, the experience of the University can be a bellwether and instructive example of issues facing Palestinian society. Frantzman S. (2016, January 14).

I.7.1. Americanization versus Globalization

“The author shows how globalization scholarship ignores the role of the American nation-state in shaping that process, while Americanists and historians of American history have had a blind spot in seeing the U.S. in global terms” (Oldenziel, 2007)

Some scholars believe that Globalization and Americanization are totally different concepts. Whereas others emphasized that they interrelated.

I.7.2.The meaning of Globalization

Ezema (2012) sees globalization as multidimensional and multi-faced phenomenon of which has economic, political, and cultural implications. The writer has also stated that scholars have used the term diversely to refer to modernization and internationalization, among other terminologies.

I.7.3. Difference between Americanization and Globalization

Turning to Leaverton (2009) one finds that Globalization refer to the adoption of certain cultural trends such as TV shows, food, music, and cars as well. While Americanization is when other countries grow to be in one way or another a copy of the United States through inheriting different

aspects of the American culture and let multinational companies to overflow; like Coca-Cola, McDonald's, Disney Land, and Ford.

Another view goes back to Beunder (2009) who said that it is hard to discuss whether the world is being globalized or Americanized; yet, when one vets a particular aspects, it is both.

I.8.1. Americanization or Cultural Imperialism

The American concept is not surprising; throughout generations, superpowers have aimed to immortalize their way of life. (Dr. Dagherir, 2013)

Respecting the same concept, in a dissertation submitted in a partial fulfillment of the requirement for the master degree in British and American studies; (Allal, 2010, p. 2) suggests that *“behind the spread of the American culture, there is a depiction of an imperialistic attitude developed by American institutions. Some scholars look at the glorification of the American culture from a critical eye, as it represents a danger to the other cultures”*

I.8.2. The American Cultural Imperialism in South Africa

Scholars assent that cultures and traditions are considered to be the heart of human nature, due to this end, Americanization of world cultures is a critical area of concern

When it comes to South Africa, Americanization results in a generational rift which leads to the weakening of the value of popular culture at the end, then a reasonable cultural loss.

With its massive intensity, American bourgeois culture corrodes native cultures and contributes to an Americanization of culture. (Nicolaidis A. , 2012)

I.8.3.The American Cultural Imperialism in Asia

Shunya Yoshimi a Japanese sociologist, illustrated that America has had a uniquely intense and considerable presence in Japan, South Korea, Taiwan, the Philippines, Vietnam and Indonesia, probing the daily consciousness and cultural practices of these countries, one cannot observe a correspondingly paralleled presence of America in any other region whether South Asia, West Asia, Europe or South America. Translated by (Buist, 2003)

I.9.1. Positive and Negative Effects of Americanization

Most of the positive advantages set by specialists and scholars are for the American side itself not for the world that is being Americanized; because, the wide spread of the American concepts is one –among many other factor- that made the United States world’s greatest nation.

I.9.2. Positive Effects of Americanization

It has been mentioned in a well detailed research made by Nicolaides (2012), at Vaal University of Technology that Americanization was behind the spread of certain ethically sound values such as human rights and democracy.

Park (2008) have shed a light on the positives of Americanization starting with promoting peace and helping other countries to find their path to democratization. Park has suggested South Korea as an example stating that the democratic movement put an end to the military government; this movement was set by Korean people who were exceedingly impressed by the form of the U.S government; the American ideals of civil rights like freedom inspired them. Americanization has played an essential role in the South Korean’s democratic movement through which Koreans wanted to change their political system to one that respects their lives as individuals.

“Perhaps without this influence, South Korean citizens would not be enjoying one of the highest levels of political freedom and Social rights in

Asia” said Park. Americanization has blazed a trail towards a smooth communication.

Park has declared that *“Because of the Americanization, people around the world learn English; about 1.8 billion people in the world speak English, which means 1.8 billion persons in this world can communicate with each other without having any language problem.”*

One last positive effect of Americanization is promoting more jobs through exportation, of which leads to the growth of the economy, and allowing businesses to thrive. (Park, Americanization as a Positive Trend , 2008)

I.9.3. Negative effects of Americanization

Aside from positive effects, Americanization has negatives as well. It defaces cultural identities by absorbing authenticity of a country’s culture and their traditional life styles.

“American norms, values and practices are being conveyed across the Atlantic as the suitable mode of behavior for Africans. As a consequence of this cultural migration, Africa’s rich culture is being degraded and is viewed as inferior by many Africans.” (Nicolaidis, 2012)

Furthermore, it destroys cultural diversity by making people especially teenagers across the globe aping its own way of life at the expense of their indigenous cultures. The African culture is not excluded:

“The younger generation of teenagers in South Africa, have for the most part abandoned their African culture and language, and often religion, and try to be ‘hip’ by imitating their mainly American rap artist role models who for the most part.” (Nicolaidis, 2012)

The impact of Americanization on Australian culture is likewise the impact on the African one:

“However, a study by Emmison (1997) found that young Australians ‘are now turning away from local or indigenously produced cultural

commodities’ (p. 323), and that ‘young Australians display a preference for programs, musicians and authors emanating from the US’ (p. 323).” (Krautz, 2017, p. 3)

Krautz has illustrated that over 15 years have passed since Emmison (1997) conducted his study.

Conclusion

As noted above, is fair to say that scholars consider Americanization as one of the most complex notions to define in the history of cultural criticism; but, all of them agree that what

is American has been dominated including, economics, fast food chains, music; educational system.

American movies, food, fashion, sport, and literature are also expanded within the framework of the American dream. Many experts argue that it is hard to aver whether the world is being Globalized or Americanized; however, world cultures are being absorbed and

17 replaced with new norms especially American ones shedding the light on the negatives of the

Americanization; yet, specialists set many positive sides as well.

A logical result of the massive widespread and dominance of all what is American, cultural identities are being ripped.

Section II: An Overview on Social Media

Introduction

From their very first time on Earth, people needed to communicate; day by day passes, they develop new means of communication. In time of the emergence of new technologies and the revolution Social Media, people are not only able to communicate easily, but also to learn more about others' cultures and adopt each others' traditions. These new means of communication created an increasingly interconnected world of which paved the way for cultural transformation, or what is known as Americanization.

Regarding this point, Ohiagu and O. Okorie argue that popular culture is formed and transmitted by social media contents, reciprocally; cultural expressions affect social media contents as well.

It is clearly accepted that social media created a well interconnected world. Besides its positives, social media has affected both cultures and societies in a negative way.

II.1. Media and Mass Media

According to Reitze and Ridder (as cited in Heiner Meulemann and Jörg Hagenah, 2009) media can be defined as technologies intended to save and disseminate meanings. Under the umbrella of media in general, mass media can be distinguished concerning the meaning created and the audience receiving them. Concerning the meanings, the contents of mass media are generated by expert agencies depending on a pre-arranged schedule of "daily actuality" within a national or linguistic community.

According to Heiner Meulemann and Jörg Hagenah (2009) Mass media have a program: contents are pre-packaged and distributed relying on "some substantive regime and time schedule.(...) Therefore, mass media can be differentiate from individual media such as "the book, the letter, the telephone, and the Internet." Independently, persons create meanings of individual media of which are received depending on personal requirements, and have "*a small, "socially restricted audience" like friends, the family, and personal or intellectual peers*" which normally can be named as the "*intellectuals*" (p. 2)

(...) for Hallin and Mancini (2004) (as cited in Heiner Meulemann and Jörg Hagenah, 2009) the development of mass media is an essential part of modernization.

II.2. Social media

As Dewing (2010) has indicated, the expression social media refers to the extensive scope of internet-based and mobile services that grant users the chance to take part in online exchange, engage in creating content, or join online communities.

Whereas, Fabos, Campbell, & L. Martin, (2011) claims that it is hard to give only one definition to social media. Researchers have suggested many different ways of characterizing social media, like: Spaces for social interaction on which people can share reactions, tell stories, and communicate with others.

Furthermore, (Fabos et al., 2011) has mentioned that Social Media has many types: Blogs, Collaborative Projects, Content Communities, and Social Networking Sites.

First, Blogs, Fabos has stated that before status updates or Facebook, people used to post their thoughts to a website.

As Dewing (2010) defined it, Blogs is a short for “*web log*” which is an online journal. Blogs can be posted freely on websites like Word Press, Tumblr, and Blogger.

Second, Collaborative Projects, (Fabos et al., 2011) have suggested that one of Internet developments includes Collaborative Projects in which users build something with each other, often using Wiki Technology which means “quick” in Hawaiian.

Dewing (2010) suggested “*A Wiki is collective website where any participant is allowed to modify any page or create a new page using her Web browser. One well-known example is Wikipedia a free online encyclopedia that makes use of wiki technology*”. (p. 1)

Third, Content Communities, for (Fabos et al., 2011) the best example of the “*many-to-many*” ethic of social media is Content Communities of which is created for the sharing of all types of content from text, photos,

and videos. The most famous content communities are YouTube which was created in 2005 and bought by Google in 2006.

Finally, Social Networking Sites, (Fabos et al., 2011) have made clear that possibly, social media's most obvious examples are Social Networking Sites such as MySpace, Facebook, LiveJournal, Hi5, Bebo, Orkut, LinkedIn, and Google+.

The work of Yili LIU and Xiangxiang YING reveals that the fact of giving individuals the chance to meet strangers is not what makes Social Network Sites one of a kind. However, users are enabled to articulate and make visible their social networks.

II.3. Americanization of media

A study by (McQuail, 2008) shows that over the three or four decades of communication research, the term Americanization has used with diversifying intentional meaning and with varied degrees of accuracy. The mutual part is an indication to a movement affecting either "*media of countries external to the USA or International Communication*".

(Fabos et al., 2011) have drawn attention to the fact that as a clear declaration of Americanizing world cultures, it has been stated that the concept of freedom that is correlated with creativity and rebellion in American culture has been adopted universally. (...) On the other hand, cultures and identities of other countries are being shaped by the American media. Under the notion of cultural imperialism, the global market is dominated by American styles in fashion and food, as well as media fare.

According to Robert Boyer (as cited in Maatougui, 2014) the cultural power of U.S. is related to its ability to communicate.

II.3.1. Hollywood

Silver, J. Derek (2007) Make clear that the dominance of Hollywood movie industry has been the subject of many different studies. For Dawson (2009) the movement of picture industry has massive cultural, political, and economic power. It takes the role of significant ideological force in addition to being a "barometer" of essential political and cultural movements(...) Millions flowed to cinema across the globe during Hollywood's climax, and still watch movies on terrestrial channels , cable,

satellite, Internet, VHS, and DVD simultaneously. The industry has long-established intimate relations with the US government and other states throughout the world.

II.3.2. Dominance of Hollywood Americanization

In his research under the title of *“Hollywood, the American Image and the Global Film Industry”*, Alibbi (2014) suggests that it is not only in Africa that the audience and filmmakers’ way of thinking has been dominated by Hollywood; the film industry remains the same all over the world.

Rodman (2012) (as cited in Alibbi, 2014) observed the dominance, for him, despite the fact that American filmmakers are being affected by movies from around the world, that influence fades in comparison with that of Hollywood’s production in the rest of the world.

Finally, Rodman concluded by saying *“the movies of other countries are remakes of Hollywood films, rewritten to adjust to local culture.”*

Not so far from what Rodman has come with, Alibbi argues that Hollywood has achieved success in *“selling America to the world”*; America is accepted to be an ideal society that is free from errors. (Alibbi, 2014, p. 94)

As Alibbi (2014) perceptively states, scholars has noticed that American values and productions are being portrayed in a bright colors Maisuwong (2012) (as cited in Alibbi, 2014) observed that after watching movies, world audience became *“consumerist overnight”*. For instance, global consumer brands like McDonald’s, KFC, Pizza, and so forth.

One more illustrated point states that Hollywood movie is *“the American ideological medium of mass communication”*; it has n impact on movie production in many countries as well.

To conclude, (Fabos, et al., 2011) reveal that movies have had a heavy social and cultural impact on society. *“Blockbuster movies such as Star Wars, E.T., Titanic, and Lord of the Rings, Shrek, Avatar, and The Avengers”* show that Hollywood has become America’s “storyteller”.

II.3.4. Americanization of Social Media

According A. Achadiat, & Ryan, (2013) Experts state that *“the use of Internet memes in the websites is believed to be a new media”* to spread substantial ideologies and cultural values which represents the contemporary norms of nowadays people.

Radcliffe, (2015) States that Middle East is considered to be a large and diverse region; nevertheless, many countries enjoy a high level of social media penetration with higher levels than the international average.

II.3.5.1. Facebook one of America’s most powerful brands

Statics show that Facebook is the most popular social media site in the internet.

II. II.3.5.2. History of Facebook

Illustrate that in February 2004 and with the help of Andrew McCollum and Eduardo Saverin, a website that would shift the notion of online social interaction forever was launched by Mark Zuckerberg. The start was at the campus of Harvard University, where the three friends were students; Mark Zuckerberg being a psychology major of all things. The Facebook got 1200 participants of Harvard University students within twenty four hours. Within weeks, and after the success in the campus of Harvard University, students from Stanford and Yale joined it.

The network had been extended and by April 2004, The Facebook was available on all Ivy League servers.

Zuckerberg was in need for help, he was aiming for much bigger achievement. *“He would not stop until The Facebook had been installed on all university campuses in America.”* said Croft.

By October 2004, Zuckerberg had the appropriate circumstances to go global. After opening the network and within months anyone with a valid institutional email address from more than thirty thousand organizations across the globe were permitted for membership including high school students, government employees and the corporate community.

By September 2006, anyone with a valid email address was able to create an account.

“There are over 500 million users in the world with a population of 6.8 billion, which means that about 1 out of 14 people have a Facebook account.” (Rebecca, & Sawyer, 2011, p. 4) Have indicated.

II.3.5.3. Dominance of Facebook

The report made at Dubai school of government Mourtada, (2012) show that there is no slowing down signs has been shown for the increase of social media during 2012, either on international level or within the Arab region. Globally, Facebook still dominates with over 901 million “*monthly active*” users.

Another study by Lam (2018) shows that in Middle East and North Africa, Facebook user base has been grown by 264% since 2012.

A survey conducted by Northwestern University in Qatar about media use in the middle east in 2016 led by E. Dennis, D. Martin, R. Wood, & M. Saeed shows that although the vast majority of respondents from Egypt, Lebanon, Qatar, Saudi Arabia, and United Arab Emirates support both preservation of culture and integration with modern world, many impeach the possibility of doing both.

For the sake of protecting their cultural identity, the greater part of citizens in all six countries wants more entertainment based on their culture and history ranging from 52% of Tunisians to 80% of Qataris.

Furthermore, as expand of the values of the American dream most of them support the freedom of expressing their ideas even if they are unpopular. In addition, the support for freedom of speech increased in Egypt and Tunisia from a year ago.

Serving the same point, Mark Zuckerberg is an example of experts who could achieve the American dream successfully as well as Bill Gates, Mac McDonald, and many others. (Tobak, 2011)

However, a much greater change in social norms may be represented by social media use of which influences basic values and conception. (Swigger, 2012)

II.3.6.1. Instagram

“Only four years old, Instagram is a massive mobile social networking platform.” said (Scissons, VO, & Sim, p.1)

As their study indicates, it has 300 million users each month and still rapidly increasing.

Instagram has been given many definitions, (Scissons, et al., 2015) said *“Instagram is an online mobile photo sharing, video sharing, and social networking service that enables its users to take pictures and videos. Users can also share on a variety of other social networking platforms such as Facebook and Twitter.”*

Another definition given by Y. Hu, Manikonda, & Kambhampati, (2014) *“Instagram is a relatively new form of communication where users can easily share their updates by taking photos and tweaking them using filters. It has seen rapid growth in the number of users as well as uploads since it was launched in October 2010.”*

A report made by Sarah Juliano a Web & Social Media Manager for University Advancement published by www.wm.edu indicates that the name “Instagram” is a portmanteau word of “instant camera” and “telegram”. (Juliano, www.wm.edu, 2014)

Juliano clarified that the program was founded by Stanford graduates Kevin Systorm and Mike Krieger in 2010. On October 6, 2010, Instagram was added to the Apple App Store, leading to 10,000 registered users within the first few hours of its creation.

“In April 2012, Instagram was added to Android phones and was downloaded more than one million times in less than one day.” confirmed Juliano.

In late 2012, Instagram was bought by facebook for \$1 billion. Nowadays, it has 150 million monthly active users.

II. II.3.6.2. Dominance and Impact of Instagram in the Middle East

A study of Radcliffe, (2015) announced that in October, Etisalat stated at GITEX Technology Week that Instagram is the major generator of social networking trade across the region. It is even more popular with Qataris than Facebook or Twitter.

According to what have been mentioned in an article published on www.themetropolist.com by Heather Emond, the real influence of Instagram can be explored in the role it takes into the modern cultural forces in our societies. (...) In broader sense, Instagram is the generator of “*the story-telling*”, lifestyle path towards fashion and design; and the app was recognized by the Council of fashion Designers of America with a media award.

Always with the article; before, the luxury and glamour in the American dream used to be expressed mainly through movies mainly. Now with emergence of Internet and especially social media, they are being expressed in more popular way. (EMOND, 2016) Correctly argues that Instagram plays a role into the modern cultural forces indicates the manner in which our priorities are shifting, becoming progressively marked by apparent consumption. “*The good life in now defined in terms of brands, products and luxurious locations.*” declared Emond.

Reference to Emond reveals that the phenomenon has a negative impact on society by creating a circle of cultural pressure. (...) Emond has given the example of the Australian model Essena O’Neill who controversially left Instagram couple of years ago, maintaining that she was unhappy and lost.

“*Social media is not real life*” Essena O’Neill argued in her last post.

Minds and cultures are being manipulated easily through Instagram. For Emond, Instagram users “who are trend followers” are led to feel insufficient; because, their actual human life is not as magical and outstanding as what is being posted in the popular galleries. The whole concept comes back to the point of “*longing, dissatisfaction and the need to consume.*”

II.4.1. Social media: Shaping and transmitting Popular Culture

It is not by chance that world cultures are being shaped and transmitted; especially when it comes to the new ways of communication in age of new technology and social network sites.

The work of Ohiagu and O. Okorie (2014) indicates that communication is “the bedrock of any culture.”

Indeed, language, costumes, music, taste, values and beliefs, way of life, and anything of which shapes any given culture are conveyed through communication. Correspondingly, through their different phases of development and transformation, the media have always taken the main role of transmitting people’s cultural legacy across different age groups and boundaries. Diverse social media platforms offer the appropriate space of expression for much of media communication. Social media have also become entrenched in people’s daily lives, because, they largely shape their conception, and the whole view of facts or the world. (...) social media recreate societal values and norms; yet the same media define and shape those societal inputs.

Ohiagu and O. Okorie argue that popular culture is formed and transmitted by social media contents, reciprocally; cultural expressions affect social media contents as well.

Another major thesis of their study is that new media particularly social media have followed the same functional pathway of traditional media by transmitting cultural legacy across boundaries may be even more effectively than mainstream media.

II.4.2. From cultural transmission to cultural adaptation

Always with the notion of communication and culture, after being transmitted, cultures are being adapted as well.

Turning to Sawyer (2011), one finds that social media supply a platform where people around the world can communicate, share knowledge, and interact with each other without paying attention to the geographical boundaries that separate them. Intercultural adaptation includes the process

of enhancing understanding out of interaction to promote the level of appropriateness to fulfill the requests of modern cultural circumference. According to Sawyer, a research show that people head for utilizing new social media for the sake of becoming more incorporated into the host culture throughout their adaptation and preserve links with their home lands.

For Sawyer, during the time that the people estimate their cultures that make them unparalleled, social media connects people around the world without caring about their dissimilarities and geographical borders.

II.4.3.The influence of cultural adaptation and transmission through social media on culture

As Lowisz has stated, social media has influenced people's perspective about almost every aspect of their lives.

One of the influenced cultural elements that Lowisz has mentioned is education. Lowisz has reported that students were allowed to increase their grades by 50% through social media. 59% of them have reported that they use Social Networking Sites to discuss educational subject matters while 50% use them to speak about school assignments.

Moreover, professors in U.S. colleges and Universities use social platforms to teach their students.

II.5.1. Cultural Diversity and Media

According to G. Dietz, scholars demonstrated that the term of cultural diversity is still used in an ambiguous way when it comes to debates of different contexts such as multiculturalism, identity politics, anti-discrimination policies and education.

Reference to Burri, (2010) reveals that in fact, the lineal reason for the current value of the notion of cultural diversity and its stand as one of humankind's positive goals that should be pursued is an act of international law depending on the Convention on the Protection and Promotion of the Diversity of Cultural Diversity.

II.5.2. Cultural Diversity and Communication

Culture and communication, are two diverse notions, yet they are fairly related. On one hand, there is communication, the capability of having a portion of each other's thoughts and emotions; on the other hand, culture is learned, acted out, transmitted, and protected through communication. The perfect way to live in societies and preserve one's culture is through communication. (W. Cheng, C. Hung, & Y. Chien, 2011)

II.5.3. The reception of mediated cultural diversity

cultural diversity reception and media are well connected as well. In her book *Cultural Diversity and Global Media: The Mediation of Difference*, Siapera, (2010) argues that in order to realize and contextualize audience reception of mediated cultural diversity, one must start with certain terms such as "reception", "consumption", and "use" of widely spread media products.

II.5.4. The impact of digital technologies on the diversity of cultural expressions

Within the last two decades, digital technologies have converted the cultural scene deeply. New structure of creativity, production, distribution, access and participation have been considered as revolutionary changed whole industries, like book publishing, music and film.

II.6.1. The Influence of Social Media on Today's Culture

As Lowisz has stated, social media has influenced people's perspective about almost every aspect of their lives.

And about how has changed world culture said Lowizs: *"It has impacted the way we view news, interaction, politics, learning, and business – nearly every aspect of the way we live today."* (p. 3)

One of the influenced cultural elements that Lowizs has mentioned is education. Lowizs has reported that students were allowed to increase their grades by 50% through social media. 59% of them have reported that they

use Social Networking Sites to discuss educational subject matters while 50% use them to speak about school assignments.

Moreover, professors in U.S. colleges and Universities use social platforms to teach their students.

II.6.2. The Impact of Social Media on Culture reforms Societies

Experts, specialists, and scholars believe that social media play an important role in changing world cultures and reforming societies.

Social standards of which impacts major values and perceptions are largely changed by social media use. (Swingger, 2012)

In his work under the title of The Impact of Social Media on Society, J. Amedie (2015) announces that nowadays, it is indisputable that social media takes a substantial part in impacting people's culture, their economy and their overall view of the world.

One of the best and mostly used examples is what is known Arab Spring.

For Lowizs, when it comes to the Arab world, social media played fundamental role in forming shaping political debates, demonstrations and protests.

As (Fabos et al., 2012) has indicated, starting with Tunisia, stories and updates were not expanded widely. The great shift was after posting videos on Facebook and satellite news networks spread the story with reports based on the videos shared.

A parallel circumstance occurred in Egypt. During the pro-democracy demonstrations at Tahrir Square in Cairo, protesters used social media like Facebook, Twitter, and YouTube to

II.7.1. Positive and Negative Effects of Social Media

Scholars fairly believe that social media reshapes people's life style; it takes part of almost every aspect of life, including communication, education, business, politics, and so on. This transformation causes a set of both negative and positive effects on either society or culture.

II.7.2. Positive and Negative effects of social media on Education

“Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments” (Siddiqui & Singh, 2016)

Representing Mats University Raipur (C.G.), India, Siddiqui and Singh have stated many positive impacts of social media on education.

II.7.4. Positive and Negative effects of social media on society

It is commonly accepted that social media has an enormous impacts on society either positive or negative ones.

Representing Mats University Raipur (C.G.), India, (Siddiqui & Singh, 2016) have stated many positive impacts of social media on society.

The first positive effect they have given is the opportunity of meeting people who were not met outside the social media forums, and sharing thoughts beyond the geographical boundaries. Second, a great chance is given for achieving certain goals by banding people together on huge digital platforms.

Third, social media extend awareness among society by keeping its user updated with contemporary notifications. In addition to positive effects, Siddiqui and Singh shed a light on negative effects as well.

The first negative influence they have given is the addiction that social media brings to its users. People spend a really long time in social network sites which causes lack of concentration and focus on specific duties. Moreover, kids also are influence in a negative way because of the shared photos and videos of which include negative messages that would harm kids and teenagers' behavior.

Finally, social media abuses the society by breaking people's privacy.

Conclusion

Throughout generations, media has been improved for the sake of communication, and social media is one of the most popular means. Likewise ordinary media involving Television, radio, and newspapers, social media have a fundamental role in the exchange of cultural traditions, especially when to reshaping world cultures, or what is known as Americanization.

Apart from its positives and negatives, social media have had a heavy impact on culture across the globe of which lead to deface cultural diversities and identities.

Section II: An Overview on Social Media

Introduction

From their very first time on Earth, people needed to communicate; day by day passes, they develop new means of communication. In time of the emergence of new technologies and the revolution Social Media, people are not only able to communicate easily, but also to learn more about others' cultures and adopt each others' traditions. These new means of communication created an increasingly interconnected world of which paved the way for cultural transformation, or what is known as Americanization.

Regarding this point, Ohiagu and O. Okorie argue that popular culture is formed and transmitted by social media contents, reciprocally; cultural expressions affect social media contents as well.

It is clearly accepted that social media created a well interconnected world. Besides its positives, social media has affected both cultures and societies in a negative way.

II.1. Media and Mass Media

According to Reitze and Ridder (as cited in Heiner Meulemann and Jörg Hagenah, 2009) media can be defined as technologies intended to save and disseminate meanings. Under the umbrella of media in general, mass media can be distinguished concerning the meaning created and the audience receiving them. Concerning the meanings, the contents of mass media are generated by expert agencies depending on a pre-arranged schedule of "daily actuality" within a national or linguistic community.

According to Heiner Meulemann and Jörg Hagenah (2009) Mass media have a program: contents are pre-packaged and distributed relying on "some substantive regime and time schedule.(...) Therefore, mass media can be differentiate from individual media such as "the book, the letter, the telephone, and the Internet." Independently, persons create meanings of individual media of which are received depending on personal requirements, and have "*a small, "socially restricted audience" like friends, the family, and personal or intellectual peers*" which normally can be named as the "*intellectuals*" (p. 2)

(...) for Hallin and Mancini (2004) (as cited in Heiner Meulemann and Jörg Hagenah, 2009) the development of mass media is an essential part of modernization.

II.2. Social media

As Dewing (2010) has indicated, the expression social media refers to the extensive scope of internet-based and mobile services that grant users the chance to take part in online exchange, engage in creating content, or join online communities.

Whereas, Fabos, Campbell, & L. Martin, (2011) claims that it is hard to give only one definition to social media. Researchers have suggested many different ways of characterizing social media, like: Spaces for social interaction on which people can share reactions, tell stories, and communicate with others.

Furthermore, (Fabos et al., 2011) has mentioned that Social Media has many types: Blogs, Collaborative Projects, Content Communities, and Social Networking Sites.

First, Blogs, Fabos has stated that before status updates or Facebook, people used to post their thoughts to a website.

As Dewing (2010) defined it, Blogs is a short for “*web log*” which is an online journal. Blogs can be posted freely on websites like Word Press, Tumblr, and Blogger.

Second, Collaborative Projects, (Fabos et al., 2011) have suggested that one of Internet developments includes Collaborative Projects in which users build something with each other, often using Wiki Technology which means “quick” in Hawaiian.

Dewing (2010) suggested “*A Wiki is collective website where any participant is allowed to modify any page or create a new page using her Web browser. One well-known example is Wikipedia a free online encyclopedia that makes use of wiki technology*”. (p. 1)

Third, Content Communities, for (Fabos et al., 2011) the best example of the “*many-to-many*” ethic of social media is Content Communities of which is created for the sharing of all types of content from text, photos,

and videos. The most famous content communities are YouTube which was created in 2005 and bought by Google in 2006.

Finally, Social Networking Sites, (Fabos et al., 2011) have made clear that possibly, social media's most obvious examples are Social Networking Sites such as MySpace, Facebook, LiveJournal, Hi5, Bebo, Orkut, LinkedIn, and Google+.

The work of Yili LIU and Xiangxiang YING reveals that the fact of giving individuals the chance to meet strangers is not what makes Social Network Sites one of a kind. However, users are enabled to articulate and make visible their social networks.

II.3. Americanization of media

A study by (McQuail, 2008) shows that over the three or four decades of communication research, the term Americanization has used with diversifying intentional meaning and with varied degrees of accuracy. The mutual part is an indication to a movement affecting either "*media of countries external to the USA or International Communication*".

(Fabos et al., 2011) have drawn attention to the fact that as a clear declaration of Americanizing world cultures, it has been stated that the concept of freedom that is correlated with creativity and rebellion in American culture has been adopted universally. (...) On the other hand, cultures and identities of other countries are being shaped by the American media. Under the notion of cultural imperialism, the global market is dominated by American styles in fashion and food, as well as media fare.

According to Robert Boyer (as cited in Maatougui, 2014) the cultural power of U.S. is related to its ability to communicate.

II.3.1. Hollywood

Silver, J. Derek (2007) Make clear that the dominance of Hollywood movie industry has been the subject of many different studies. For Dawson (2009) the movement of picture industry has massive cultural, political, and economic power. It takes the role of significant ideological force in addition to being a "barometer" of essential political and cultural movements(...) Millions flowed to cinema across the globe during Hollywood's climax, and still watch movies on terrestrial channels , cable,

satellite, Internet, VHS, and DVD simultaneously. The industry has long-established intimate relations with the US government and other states throughout the world.

II.3.2. Dominance of Hollywood Americanization

In his research under the title of *“Hollywood, the American Image and the Global Film Industry”*, Alibbi (2014) suggests that it is not only in Africa that the audience and filmmakers’ way of thinking has been dominated by Hollywood; the film industry remains the same all over the world.

Rodman (2012) (as cited in Alibbi, 2014) observed the dominance, for him, despite the fact that American filmmakers are being affected by movies from around the world, that influence fades in comparison with that of Hollywood’s production in the rest of the world.

Finally, Rodman concluded by saying *“the movies of other countries are remakes of Hollywood films, rewritten to adjust to local culture.”*

Not so far from what Rodman has come with, Alibbi argues that Hollywood has achieved success in *“selling America to the world”*; America is accepted to be an ideal society that is free from errors. (Alibbi, 2014, p. 94)

As Alibbi (2014) perceptively states, scholars has noticed that American values and productions are being portrayed in a bright colors Maisuwong (2012) (as cited in Alibbi, 2014) observed that after watching movies, world audience became *“consumerist overnight”*. For instance, global consumer brands like McDonald’s, KFC, Pizza, and so forth.

One more illustrated point states that Hollywood movie is *“the American ideological medium of mass communication”*; it has n impact on movie production in many countries as well.

To conclude, (Fabos, et al., 2011) reveal that movies have had a heavy social and cultural impact on society. *“Blockbuster movies such as Star Wars, E.T., Titanic, and Lord of the Rings, Shrek, Avatar, and The Avengers”* show that Hollywood has become America’s “storyteller”.

II.3.4. Americanization of Social Media

According A. Achadiat, & Ryan, (2013) Experts state that *“the use of Internet memes in the websites is believed to be a new media”* to spread substantial ideologies and cultural values which represents the contemporary norms of nowadays people.

Radcliffe, (2015) States that Middle East is considered to be a large and diverse region; nevertheless, many countries enjoy a high level of social media penetration with higher levels than the international average.

II.3.5.1. Facebook one of America’s most powerful brands

Statics show that Facebook is the most popular social media site in the internet.

II. II.3.5.2. History of Facebook

Illustrate that in February 2004 and with the help of Andrew McCollum and Eduardo Saverin, a website that would shift the notion of online social interaction forever was launched by Mark Zuckerberg. The start was at the campus of Harvard University, where the three friends were students; Mark Zuckerberg being a psychology major of all things. The Facebook got 1200 participants of Harvard University students within twenty four hours. Within weeks, and after the success in the campus of Harvard University, students from Stanford and Yale joined it.

The network had been extended and by April 2004, The Facebook was available on all Ivy League servers.

Zuckerberg was in need for help, he was aiming for much bigger achievement. *“He would not stop until The Facebook had been installed on all university campuses in America.”* said Croft.

By October 2004, Zuckerberg had the appropriate circumstances to go global. After opening the network and within months anyone with a valid institutional email address from more than thirty thousand organizations across the globe were permitted for membership including high school students, government employees and the corporate community.

By September 2006, anyone with a valid email address was able to create an account.

“There are over 500 million users in the world with a population of 6.8 billion, which means that about 1 out of 14 people have a Facebook account.” (Rebecca, & Sawyer, 2011, p. 4) Have indicated.

II.3.5.3. Dominance of Facebook

The report made at Dubai school of government Mourtada, (2012) show that there is no slowing down signs has been shown for the increase of social media during 2012, either on international level or within the Arab region. Globally, Facebook still dominates with over 901 million “*monthly active*” users.

Another study by Lam (2018) shows that in Middle East and North Africa, Facebook user base has been grown by 264% since 2012.

A survey conducted by Northwestern University in Qatar about media use in the middle east in 2016 led by E. Dennis, D. Martin, R. Wood, & M. Saeed shows that although the vast majority of respondents from Egypt, Lebanon, Qatar, Saudi Arabia, and United Arab Emirates support both preservation of culture and integration with modern world, many impeach the possibility of doing both.

For the sake of protecting their cultural identity, the greater part of citizens in all six countries wants more entertainment based on their culture and history ranging from 52% of Tunisians to 80% of Qataris.

Furthermore, as expand of the values of the American dream most of them support the freedom of expressing their ideas even if they are unpopular. In addition, the support for freedom of speech increased in Egypt and Tunisia from a year ago.

Serving the same point, Mark Zuckerberg is an example of experts who could achieve the American dream successfully as well as Bill Gates, Mac McDonald, and many others. (Tobak, 2011)

However, a much greater change in social norms may be represented by social media use of which influences basic values and conception. (Swigger, 2012)

II.3.6.1. Instagram

“Only four years old, Instagram is a massive mobile social networking platform.” said (Scissons, VO, & Sim, p.1)

As their study indicates, it has 300 million users each month and still rapidly increasing.

Instagram has been given many definitions, (Scissons, et al., 2015) said *“Instagram is an online mobile photo sharing, video sharing, and social networking service that enables its users to take pictures and videos. Users can also share on a variety of other social networking platforms such as Facebook and Twitter.”*

Another definition given by Y. Hu, Manikonda, & Kambhampati, (2014) *“Instagram is a relatively new form of communication where users can easily share their updates by taking photos and tweaking them using filters. It has seen rapid growth in the number of users as well as uploads since it was launched in October 2010.”*

A report made by Sarah Juliano a Web & Social Media Manager for University Advancement published by www.wm.edu indicates that the name “Instagram” is a portmanteau word of “instant camera” and “telegram”. (Juliano, www.wm.edu, 2014)

Juliano clarified that the program was founded by Stanford graduates Kevin Systorm and Mike Krieger in 2010. On October 6, 2010, Instagram was added to the Apple App Store, leading to 10,000 registered users within the first few hours of its creation.

“In April 2012, Instagram was added to Android phones and was downloaded more than one million times in less than one day.” confirmed Juliano.

In late 2012, Instagram was bought by facebook for \$1 billion. Nowadays, it has 150 million monthly active users.

II. II.3.6.2. Dominance and Impact of Instagram in the Middle East

A study of Radcliffe, (2015) announced that in October, Etisalet stated at GITEX Technology Week that Instagram is the major generator of social networking trade across the region. It is even more popular with Qataris than Facebook or Twitter.

According to what have been mentioned in an article published on www.themetropolist.com by Heather Emond, the real influence of Instagram can be explored in the role it takes into the modern cultural forces in our societies. (...) In broader sense, Instagram is the generator of “*the story-telling*”, lifestyle path towards fashion and design; and the app was recognized by the Council of fashion Designers of America with a media award.

Always with the article; before, the luxury and glamour in the American dream used to be expressed mainly through movies mainly. Now with emergence of Internet and especially social media, they are being expressed in more popular way. (EMOND, 2016) Correctly argues that Instagram plays a role into the modern cultural forces indicates the manner in which our priorities are shifting, becoming progressively marked by apparent consumption. “*The good life in now defined in terms of brands, products and luxurious locations.*” declared Emond.

Reference to Emond reveals that the phenomenon has a negative impact on society by creating a circle of cultural pressure. (...) Emond has given the example of the Australian model Essena O’Neill who controversially left Instagram couple of years ago, maintaining that she was unhappy and lost.

“*Social media is not real life*” Essena O’Neill argued in her last post.

Minds and cultures are being manipulated easily through Instagram. For Emond, Instagram users “who are trend followers” are led to feel insufficient; because, their actual human life is not as magical and outstanding as what is being posted in the popular galleries. The whole concept comes back to the point of “*longing, dissatisfaction and the need to consume.*”

II.4.1. Social media: Shaping and transmitting Popular Culture

It is not by chance that world cultures are being shaped and transmitted; especially when it comes to the new ways of communication in age of new technology and social network sites.

The work of Ohiagu and O. Okorie (2014) indicates that communication is “the bedrock of any culture.”

Indeed, language, costumes, music, taste, values and beliefs, way of life, and anything of which shapes any given culture are conveyed through communication. Correspondingly, through their different phases of development and transformation, the media have always taken the main role of transmitting people’s cultural legacy across different age groups and boundaries. Diverse social media platforms offer the appropriate space of expression for much of media communication. Social media have also become entrenched in people’s daily lives, because, they largely shape their conception, and the whole view of facts or the world. (...) social media recreate societal values and norms; yet the same media define and shape those societal inputs.

Ohiagu and O. Okorie argue that popular culture is formed and transmitted by social media contents, reciprocally; cultural expressions affect social media contents as well.

Another major thesis of their study is that new media particularly social media have followed the same functional pathway of traditional media by transmitting cultural legacy across boundaries may be even more effectively than mainstream media.

II.4.2. From cultural transmission to cultural adaptation

Always with the notion of communication and culture, after being transmitted, cultures are being adapted as well.

Turning to Sawyer (2011), one finds that social media supply a platform where people around the world can communicate, share knowledge, and interact with each other without paying attention to the geographical boundaries that separate them. Intercultural adaptation includes the process

of enhancing understanding out of interaction to promote the level of appropriateness to fulfill the requests of modern cultural circumference. According to Sawyer, a research show that people head for utilizing new social media for the sake of becoming more incorporated into the host culture throughout their adaptation and preserve links with their home lands.

For Sawyer, during the time that the people estimate their cultures that make them unparalleled, social media connects people around the world without caring about their dissimilarities and geographical borders.

II.4.3.The influence of cultural adaptation and transmission through social media on culture

As Lowisz has stated, social media has influenced people's perspective about almost every aspect of their lives.

One of the influenced cultural elements that Lowisz has mentioned is education. Lowisz has reported that students were allowed to increase their grades by 50% through social media. 59% of them have reported that they use Social Networking Sites to discuss educational subject matters while 50% use them to speak about school assignments.

Moreover, professors in U.S. colleges and Universities use social platforms to teach their students.

II.5.1. Cultural Diversity and Media

According to G. Dietz, scholars demonstrated that the term of cultural diversity is still used in an ambiguous way when it comes to debates of different contexts such as multiculturalism, identity politics, anti-discrimination policies and education.

Reference to Burri, (2010) reveals that in fact, the lineal reason for the current value of the notion of cultural diversity and its stand as one of humankind's positive goals that should be pursued is an act of international law depending on the Convention on the Protection and Promotion of the Diversity of Cultural Diversity.

II.5.2. Cultural Diversity and Communication

Culture and communication, are two diverse notions, yet they are fairly related. On one hand, there is communication, the capability of having a portion of each other's thoughts and emotions; on the other hand, culture is learned, acted out, transmitted, and protected through communication. The perfect way to live in societies and preserve one's culture is through communication. (W. Cheng, C. Hung, & Y. Chien, 2011)

II.5.3. The reception of mediated cultural diversity

cultural diversity reception and media are well connected as well. In her book *Cultural Diversity and Global Media: The Mediation of Difference*, Siapera, (2010) argues that in order to realize and contextualize audience reception of mediated cultural diversity, one must start with certain terms such as "reception", "consumption", and "use" of widely spread media products.

II.5.4. The impact of digital technologies on the diversity of cultural expressions

Within the last two decades, digital technologies have converted the cultural scene deeply. New structure of creativity, production, distribution, access and participation have been considered as revolutionary changed whole industries, like book publishing, music and film.

II.6.1. The Influence of Social Media on Today's Culture

As Lowisz has stated, social media has influenced people's perspective about almost every aspect of their lives.

And about how has changed world culture said Lowizs: *"It has impacted the way we view news, interaction, politics, learning, and business – nearly every aspect of the way we live today."* (p. 3)

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II.6.2. The Impact of Social Media on Culture reforms Societies

Experts, specialists, and scholars believe that social media play an important role in changing world cultures and reforming societies.

Social standards of which impacts major values and perceptions are largely changed by social media use. (Swingger, 2012)

In his work under the title of The Impact of Social Media on Society, J. Amedie (2015) announces that nowadays, it is indisputable that social media takes a substantial part in impacting people's culture, their economy and their overall view of the world.

One of the best and mostly used examples is what is known Arab Spring.

For Lowizs, when it comes to the Arab world, social media played fundamental role in forming shaping political debates, demonstrations and protests.

As (Fabos et al., 2012) has indicated, starting with Tunisia, stories and updates were not expanded widely. The great shift was after posting videos on Facebook and satellite news networks spread the story with reports based on the videos shared.

A parallel circumstance occurred in Egypt. During the pro-democracy demonstrations at Tahrir Square in Cairo, protesters used social media like Facebook, Twitter, and YouTube to

II.7.1. Positive and Negative Effects of Social Media

Scholars fairly believe that social media reshapes people's life style; it takes part of almost every aspect of life, including communication, education, business, politics, and so on. This transformation causes a set of both negative and positive effects on either society or culture.

II.7.2. Positive and Negative effects of social media on Education

“Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments” (Siddiqui & Singh, 2016)

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Throughout generations, media has been improved for the sake of communication, and social media is one of the most popular means. Likewise ordinary media involving Television, radio, and newspapers, social media have a fundamental role in the exchange of cultural traditions, especially when to reshaping world cultures, or what is known as Americanization.

Apart from its positives and negatives, social media have had a heavy impact on culture across the globe of which lead to deface cultural diversities and identities.

Chapter II: Data analysis and findings

Introduction

This study is conducted through a mixed method for the descriptive approach. In this chapter we analyze both Instagram accounts and students' questionnaire; that is why we opt for two data gathering tools: Instagram accounts and students' questionnaire. Thus, this investigation aims at representing the influence of the Americanization on cultures.

II.1.Population

The whole population of master two EFL learners at Abbess Laghrour University consists of 69 students.

II.2.Design and Description of the data gathering tools

The first data gathering tool is Observation. It is needed for the analysis of Instagram accounts chosen from different regions across the globe.

The aim of using this tool, in addition to the analysis is to shed light on the dominance of the American culture, and the impact and the expansion of Americanization of cultures across the globe. The analysis depends on the elements of culture available in the accounts chosen and consistent with the cultural elements mentioned in the Literature Review.

The second data collection tool is students' questionnaire. It is composed of twenty four questions; twenty two are close ended questions including yes and no and multiple choice questions; while, the three other questions are open ended. The objective the questionnaire is to grant the chance to master two students of English to express their thoughts and give their perspective views about the Americanization of cultures, to show the impact

of American culture on them, and to make a comparison between the results of both data gathering tools.

Section I: Analysis and Findings of Instagram Accounts

Introduction

Instagram was chosen as the first case of the study not because it is the most popular social network, but also because of its nature including photos and videos of which may help serve the topic of the research; it is the most appropriate for this investigation. The accounts were chosen from different regions and various religious and ethnical backgrounds across the globe.

The analysis depends on the elements of culture available in each account, and it aims to shed light on the dominance of the American culture, and the impact and the expansion of Americanization of cultures internationally.

II.I. 1.The American Dream

It is widely accepted that the American dream means that in America anything is possible. If people are ready to work hard enough they can be whatever they want to be.

Luxury, glamour heroism, freedom, and equality of opportunity are the components of the front image drawn for the dream and sold through social media. The following few lines, shed light on the presence of the American dream in social media through two samples of Instagram accounts.

- The first account is called The American dream; the owner of the account has never shown his face; and, he has three followers only. Yet, the twenty-two publications are clear enough to indicate the American dream. The account shows that the aim of creating it is neither for gaining a high number of followers nor for fame, but it was created for the sake of having

a space of representing the American dream and spreading its values.

- On February 5th the owner added a video on which he gathers Dollars, the money was not real; but, a hand drawn papers, and he stated: “America’s government allows some people to be if it more than others” expressing luxury and the ease of gaining wealth.

- Through the caricature pictures we can conclude that the dream of the account owner is to gain nationality, citizenship rights, and to live there. Also many pictures in this account represent the desire to get a house in this country, a family in an American-style. All of these data support the idea of the Americanization of culture in the world.

II.I.2.1. Food

People express their culture in many ways and food is one of these ways. What we eat also varies from one culture to another. Yet, food is becoming Americanized through the dominance of the American fast food chains.

II.I. 2.2.The Americanization of food: McDonaldization

#macdonalds, is the name of a public account created by McDonalds, on which photos and videos are shared from all over the world. Adults, teenagers, and, even children participate in this electronic platform. The account contains comments of McDonald’s lovers from all over the world. Every day, tens of photos and videos are shared. The description of most photos and videos is written in participators’ mother tongue; yet, it does

not represent an obstacle for them. They all have a shared language of which they master “Love of McDonalds”.

The most two attractive photos from the recent publications are:

- A photo shared by “Tamohiroimaizumi” from Malaysia, on May 22nd. The photo shows French Fries and a burger box placed on a menu on which it was written “Halal” in Arabic. McDonalds paid attention to all cases and needs.
- On May 21st, “the-queen-of-alabama” USA, shared a photo of three injections; the first filled with French Fries, the second was filled with Coca-Cola, while the last one was filled with a sauce. She stated: “Perfect medicine”.

II.I.2.3. Americanization of Asian Food

Asian societies are known as conservative societies. And their food is spread globally. Recently, they have been influenced by the American culture. Lazy Diner is a Korean example of fast food Instagram accounts; it indicates all what has been said about the previous account.

- To be more specific, there is no single indication for the Korean gastronomy, or food traditions. The traditional stick are replaced with forks, knives, and spoons, the famous healthy Asian dishes and vegetables are removed and replaced with burgers and French Fries; and, it is the same thing for the dessert.

There is no trace for the Korean culture, only the language used and Asian people themselves.

II.I.3.1. Education

Generally, Universities play a major role in the process of transferring culture to their students. American universities around the world are trying to spread their culture through their educational programs. Here are two examples of the American University:

II.I.3.2. The American University in Paris Official Instagram Account

This university celebrated its 55th anniversary in France. Through the analysis of the photos and videos in its official Instagram account, one can observe that the American university in Paris injects both of the American political issues into the students minds in the 55th anniversary speech, American music, and traditions.

II.I.3.3. The American University in Lebanon Official Instagram Account

This university celebrated its 150th anniversary in Lebanon. Through the analysis of the photos and videos in the official Instagram account of the American university in Lebanon, we could observe approximately the same set of notes as the previous university. This university also contributes to the Americanization of higher education through the use of many tools such as literature, art, sports, and education curriculums. It is clear that the University is merged within the Lebanese society. In a smart motion, AUB posted: “Ramadan Kareem! #AUB wishes you a blessed holy month.”

II.I.4.1. Music

It is fair to say that music is a universal language; people do not need to speak the singers’ language in order to enjoy their

compositions. Simply, it gives people the opportunity to show to the world who they are, and represents their cultural identities. Often, music provides a ritual function, either in a religious context, or in secular rituals.

II.I.4.2. Redone Official Instagram Account

This Moroccan artist with American spirit participates in the spread of American culture in the world. His real name is Nadir Khayat, he is a Moroccan- Swedish better known by stage name RedOne. Nadir was born in Tetouan. The United States was the perfect destination for success. His music occupies the top ranks in the world with a great impact on people. The artist uses English only in all his posts; yet, most of his followers are Moroccans who keep writing comments in Arabic. He even writes his name by combining the two words, Red and One.

On May 16th, RedOne shared three photos from TV show to which he was invited; he wrote nothing to congratulate his followers for the holly month.

One more thing is that as the most influencing record producer do not involve music from his native culture.

II.I.4.3. Qusai Official Instagram Account

This singer from the Saudi Arabia is one of the African American style lovers. The American style is involved in all his songs. The art he practices represent one of the ways of the Americanization in Saudi Arabia. He tries to blend both of the

Arab and American soul; yet, the American spirit seems to be the dominant one.

Back to his origins, music is considered to be totally different from the American one. One of his latest music videos start with a totally American way, starting with luxurious car; then, a group of men dressing like American appear, one of them wears a shirt on which the Masonic “all seeing eye” is drawn, and covers his mouth with a mask of skull.

Latter, a man appears, dressing a Saudi Arabian customs, and standing husky dog next to the same car shown at the beginning of the video. Even when the chance is given for the Saudi Arabian touch, it is masked with western features.

II.5.1. Fashion

Fashion goes within the same framework of what has been said about food, music, and education as key cultural elements being Americanized, including various styles and makeup arts. Costumes in general and makeup reflect the culture of any society.

II.I.5.2. Ascia Official Instagram Account

This fashion expert defines herself as a hybrid from the United States of America and the United Arab Emirates. It is pretty much clear that the American culture has a heavy impact on her. Street styles, Tattoos, Nose rings, English language, and so on are all signs of the effect. Turning to the Arabian Peninsula, the conservative society, in which a great importance is given for

women, who are protected with certain limits and conditions. The perfect way to Americanize this society is to get into women's minds, Secularization was the start, the separation of religion from people's daily life, had a logical result which is a value-free society.

The second step was to manipulate the lost minds by attacking their basic values and religion in order to prepare them for new Americanized ideas.

Arriving to the stage liberating Muslim women and give them the real meaning of life; this stage gave the chance to many women like Ascia; a modern Muslim woman with an

American bohemian tattoo, and a stylish "Turban" on top of her head instead of the real "Hijab". This is another dimension of the Americanization of culture in the world, the Americanization of Islam With her new modern and stylish Hijab, Ascia has heavy impact on so many other girls around the world giving them the chance to break what they see as religious restrictions.

II.I.5.3. Hala makeup artist official Instagram account

Hala is a Saudi Arabian makeup artist; she is deeply influenced by American culture.

The whole account shows that the Kardashian style is being imitated. Furthermore, it is clear that the way through which this makeup artist follows the American style absorbs her cultural identity. There is no single sign for her Arab identity.

The absence of the cultural references, make it impossible to judge the behaviors of Arab individuals depending on the Americanized models.

Section II: Data Analysis and Findings of the Students' Questionnaire

Introduction

The students' questionnaire is administered to master two EFL learners at Abbess Laghrour University of Khanchela. It is designed for students particularly, because, one of the aims of this investigation is to survey the Americanization of culture among EFL learners.

Master two students were chosen, because, it is their last year at this level, most of them spent at least six years in studying English as a foreign language of which serves the validity of the results.

II.II.1.Population

The whole population of master two EFL learners at Abbess Laghrour University consists of 69 students. For the lack of time, the researchers chose a sample of 30 students randomly. In addition, the sample is meant to be representative, for relating the topic of the research and comparing the results of the first case of the study which is Instagram accounts with EFL learners at Abbess Laghrour University.

II.II.2.Design and Description of the data gathering tools

The second data collecting tool is students' questionnaire. It is composed of twenty four questions; twenty two are close ended questions including yes and no and multiple choice questions; while, the two other questions are open ended.

The objective the questionnaire is to grant the chance to master two English students to express their thoughts and give their perspective views about the Americanization of cultures, to show the impact of American culture on them.

II. II.3. Analysis of Students' questionnaire

Question 01: Do you think that the American culture is dominant?

	Number of students	Percentage (%)
Yes	24	80%
No	00	0%
May be	06	20%
	30	100%

Table01: Master Two EFL Learners' View about the Dominance of the American Culture.

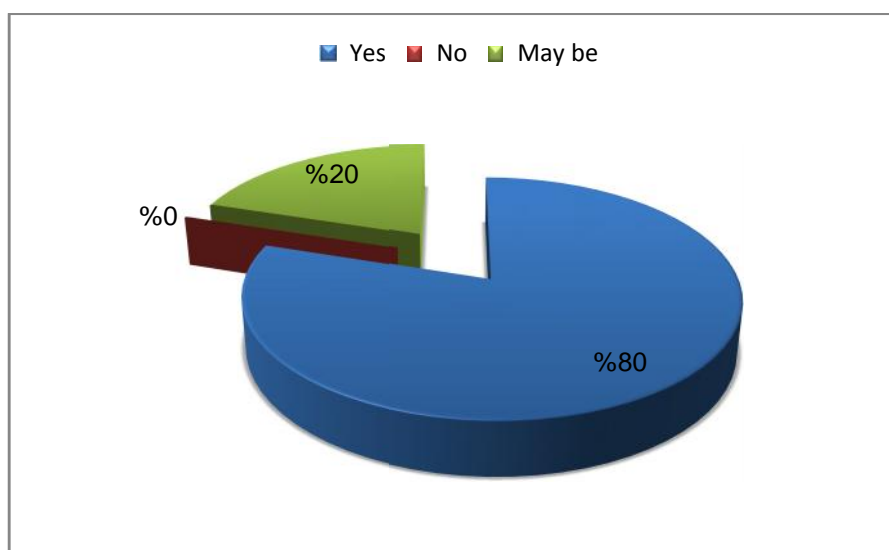


Figure01: Master Two EFL Learners' View about the Dominance of the American Culture.

Figure01 shows that 80% of master two EFL learners at the department of English at Abbess Laghrour University believe that the American culture is dominant, while only 20% of them are not sure, and none believes that it is not dominant.

Question02: Does the American culture have an impact on the contemporary world?

Option	Number of students	Percentage (%)
Yes	28	93%
No	00	0%
May be	02	7%
	30	100%

Table02: Master Two EFL Learners' View about the Impact of the American Culture on the Contemporary World.

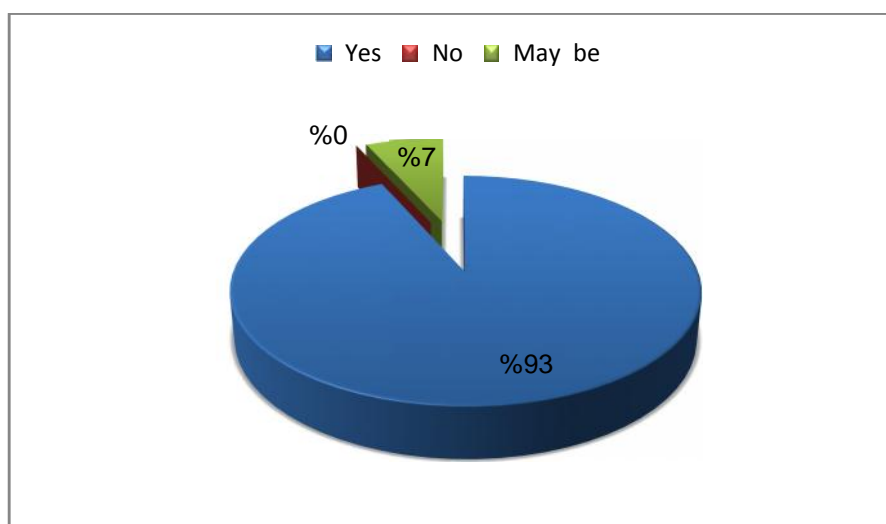


Figure02: Master Two EFL Learners' View about the Impact of the American Culture on the Contemporary World.

Figure02 shows that 93% of the students believe that the American culture has an impact on contemporary world cultures, 7% are not sure, and 0% believes that it has not an impact on contemporary world cultures.

Question03: What about third world countries, are they impacted as well?

Option	Number of students	Percentage (%)
Yes	20	67%

No	03	10%
May be	07	23%

Table03: Master two EFL Learners' View about the Impact of the American Culture on Third World Countries.

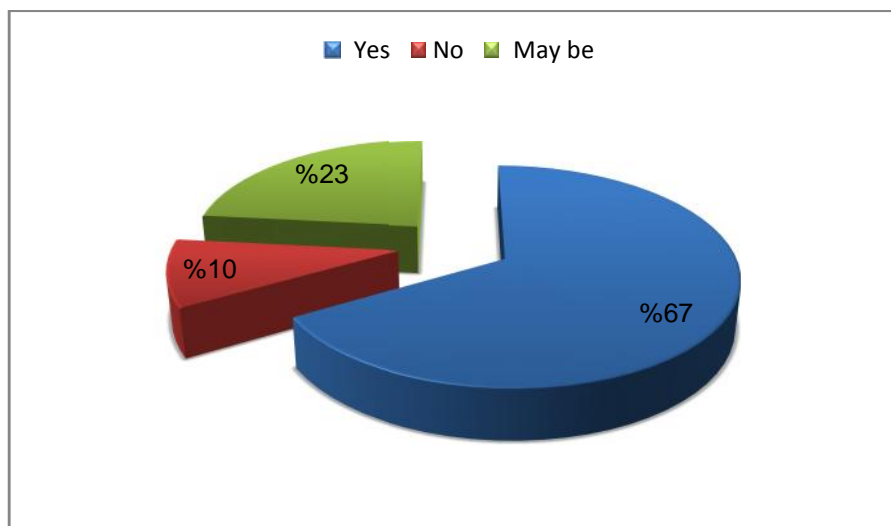


Figure03: Master Two EFL Learners' View about the Impact of the American Culture on Third world countries.

Figure03 shows that 67% of the students believe that third world countries are affected by the American culture, 23% of them are not sure; while 10% do not think that third world countries are affected by the American culture.

Question04: Scholars believe that world countries are being Americanized. What do you think Americanization would mean?

Option	Number of students	Percentage (%)
The expansion of the American	09	30%
The dominance of the American culture	07	23%
Both	14	47%

	30	100%
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Table04: The Meaning of Americanization According Master Two EFL Learners

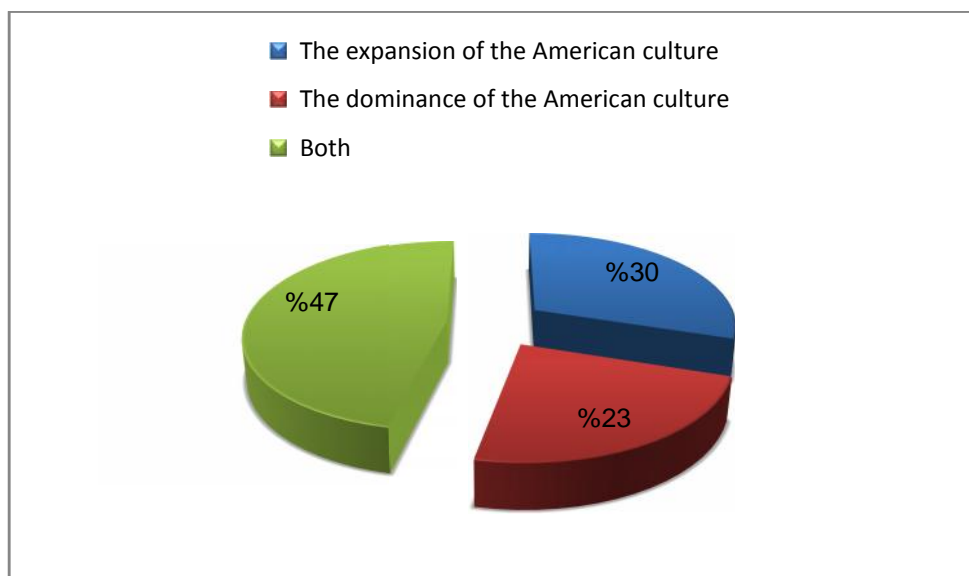


Figure04: The Meaning of Americanization According Master Two EFL Learners

Figure04 shows that 47% of them think that Americanization mean both of expansion and the dominance of the American culture, 30% of them think that means the expansion of the American culture, while 23% think it means the dominance of the American culture.

Question05: Is Americanization a new term for you?

Option	Number of students	Percentage (%)
Yes	14	47%
No	16	53%
	30	100%

Table05: The Dissemination of the Term Americanization among Master Two EFL Learners.

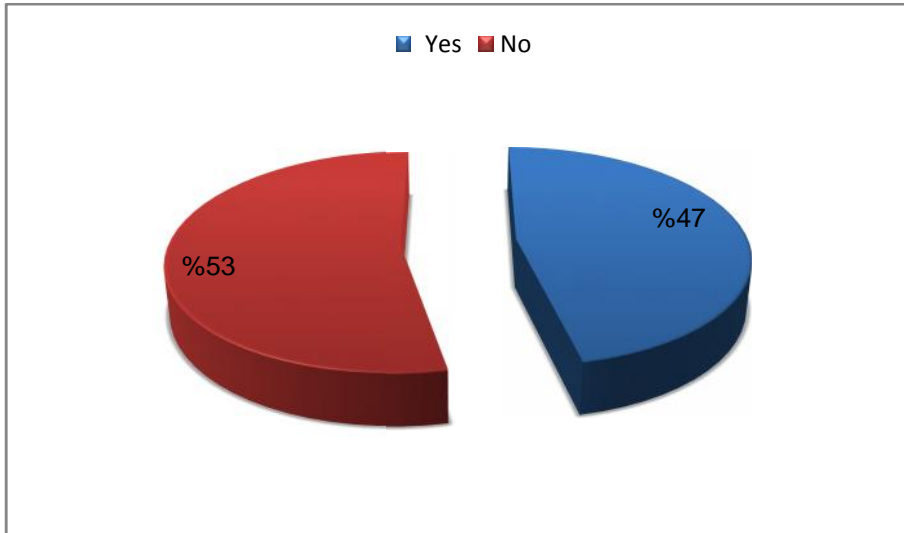


Figure05: The Dissemination of the Term Americanization among Master Two EFL Learners.

Figure05 show that Americanization is not new term for 53% of students, whereas 47% of the students did not used to know it before.

Question06: Chose the appropriate answer(s). Do you think that Americanization is?

Option	Number of students	Percentage (%)
Good	02	7%
Bad	02	4%
Interesting	04	14%
Attractive	01	3%
Up to date issue	09	31%
Good and Up to date issue	03	10%
Interesting, Attractive and Up to date issue	09	31%
Total number	30	100%

Table06: The Perspective View of Master Two EFL Learners about Americanization.

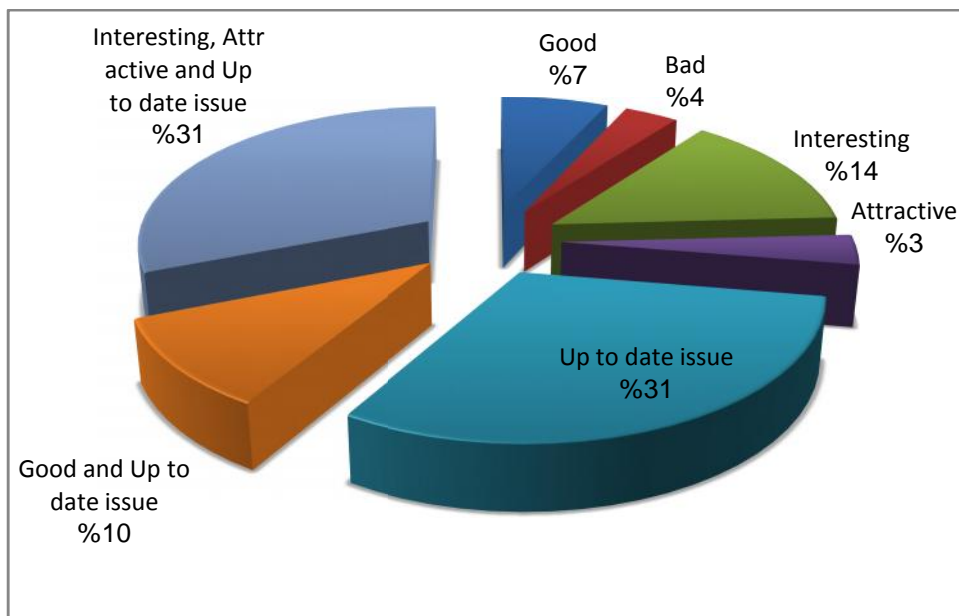


Figure06: The Perspective View of Master Two EFL Learners about Americanization

Figure06 shows that 30% of the students see Americanization as up to date issues, and another 30% of EFL learners chose interesting, attractive and up to date issue at the same time.

13% of the students see it as Attractive, while, 10% of EFL them see Americanization as Bad and up to date issue at the same time. 7% of the students believe that it is good, another 7% of them believe that is bad. 3% of master two EFL learners see Americanization attractive.

Question07: Choose the appropriate answer(s). What is your impression about the American life style?

Option	Number of students	Percentage (%)
Good	03	7%
Bad	01	4%
Interesting	04	14%
Attractive	01	3%
Up to date issue	09	31%
Good and Up to date issue	03	10%
Interesting,	09	31%

Attractive and Up to date issue		
Total number	30	100%

Table07: The Acceptance and Popularity of the American Lifestyle among Master Two EFL Learners

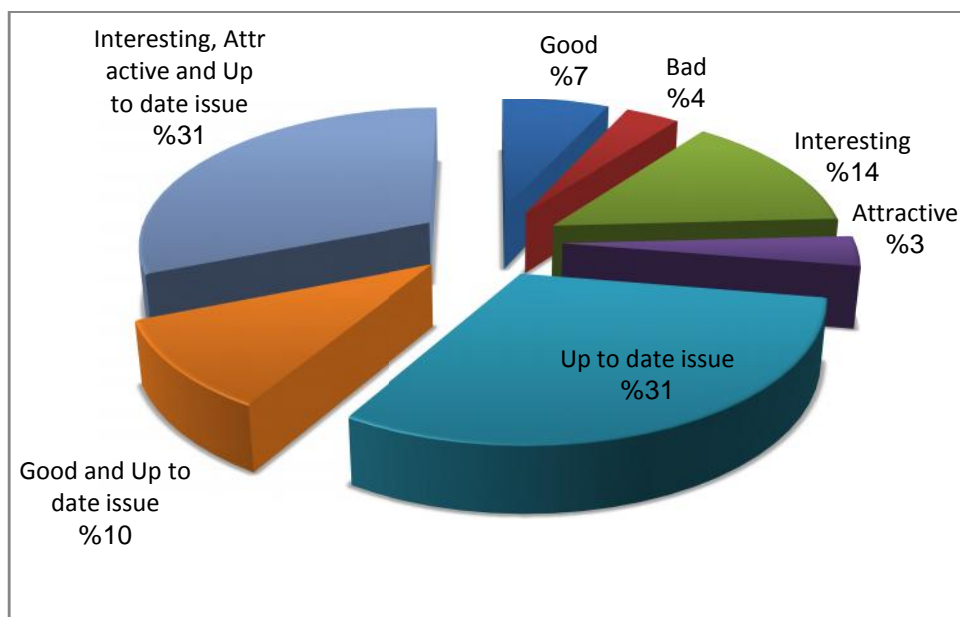


Figure07: The Acceptance and Popularity of the American Lifestyle among Master Two EFL Learners.

Figure07 shows that 31% of the students consider the American lifestyle as up to date issues, and another 31% of EFL learners chose interesting, attractive and up to date issue at the same time. 14% see it as Attractive, and 10% of students consider it as good and up to date issue at the same time.

Meanwhile, 7% believe that is good, 4% of them believe that it is bad, and 3% believe that it is attractive.

Question08: would you prefer to follow it?

The question aimed to determine the possibility of Americanization among master two EFL learners.

Option	Number of students	Percentage (%)
Yes	11	37%
No	09	30%
May be	10	33%
	30	100%

Table08: The Possibility of Americanization among Master Two EFL Learners.

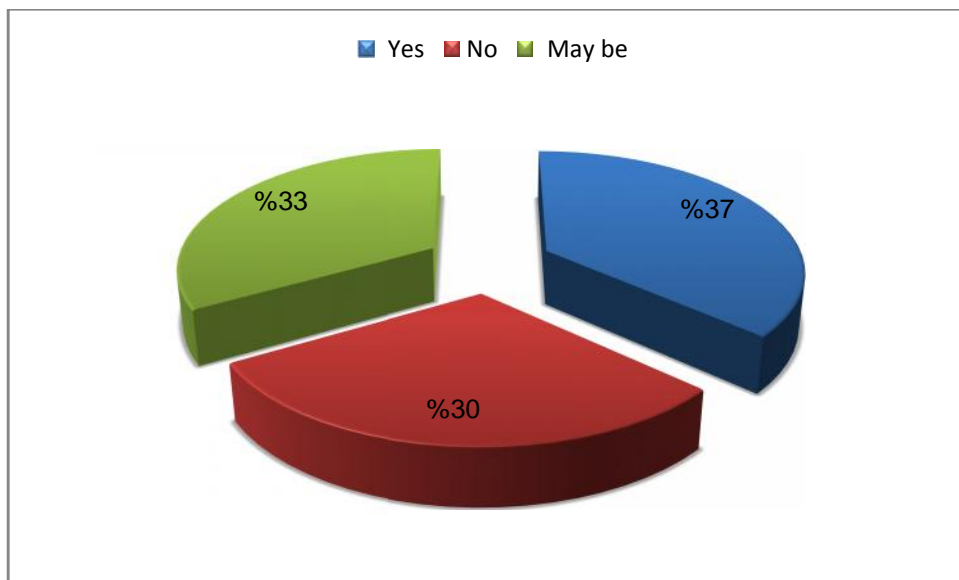


Figure08: The Possibility of Americanization among Master Two EFL Learners

Figure08 shows that 37% of EFL learners prefer to follow the American lifestyle, 33% are not sure; whereas, 30% do not prefer to follow it.

Question09: It is commonly accepted that fast food restaurants are internationally dominant.

Are you

Option	Number of students	Percentage (%)
With the expansion	23	77%
Against the expansion	07	23%
	30	100%

Table09: The Acceptance and Dominance of Fast Food among Master Two EFL Learners

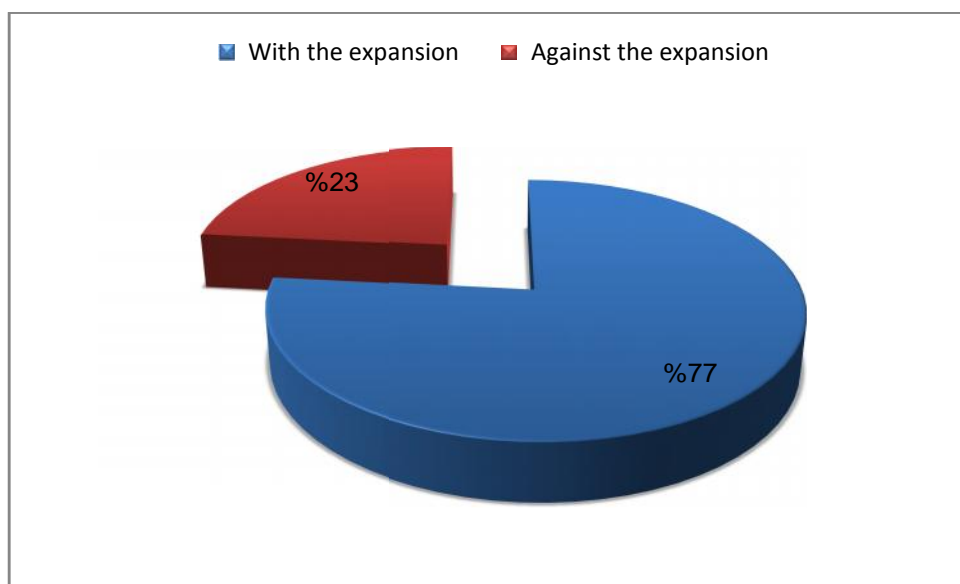


Figure09: The Acceptance and Dominance of Fast Food among Master Two EFL Learners

Figure09 shows that 77% of EFL learners are with the expansion of fast food restaurants, and only 23% are against the expansion.

Question10: Do you prefer

Option	Number of students	Percentage (%)
Fast food	11	37%
Traditional food	3	10%
Both	16	53%
	30	100%

Table10: The Americanization of Food among Master Two EFL Learners

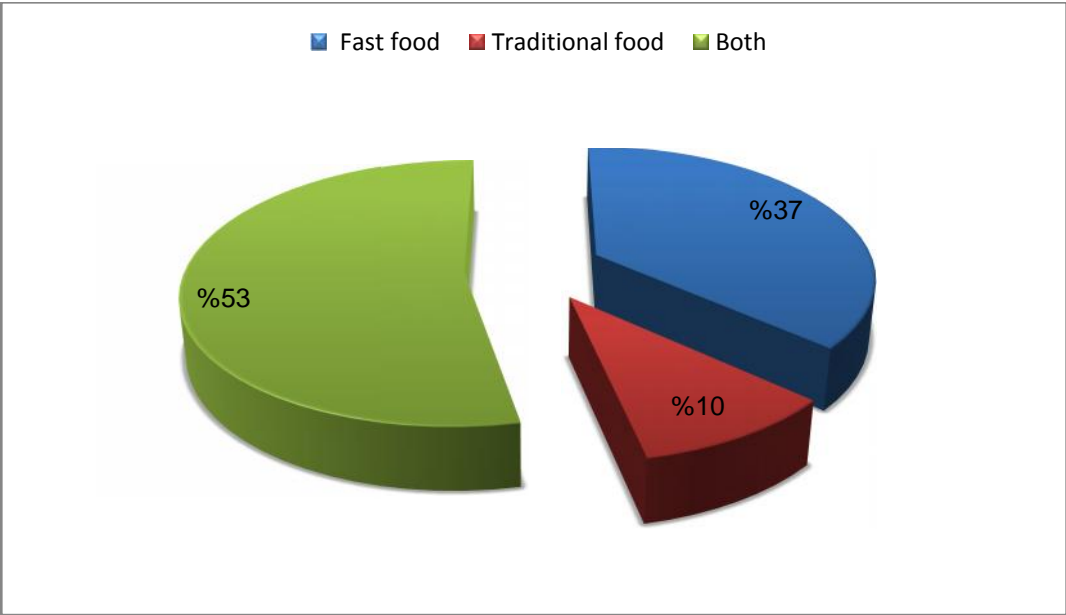


Figure10: The Americanization of Food among Master Two EFL learners.

Figure09 shows that 53% prefer both of fast food and traditional one, 37% prefer fast food; while only 10% chose traditional food.

Question11: In your opinion, Americanization

Option	Number of students	Percentage (%)
Strengthens cultural diversity	14	47%
Destroys cultural identity	16	53%
	30	100%

Table11: Master Two EFL Learners’ Perspective View towards Americanization

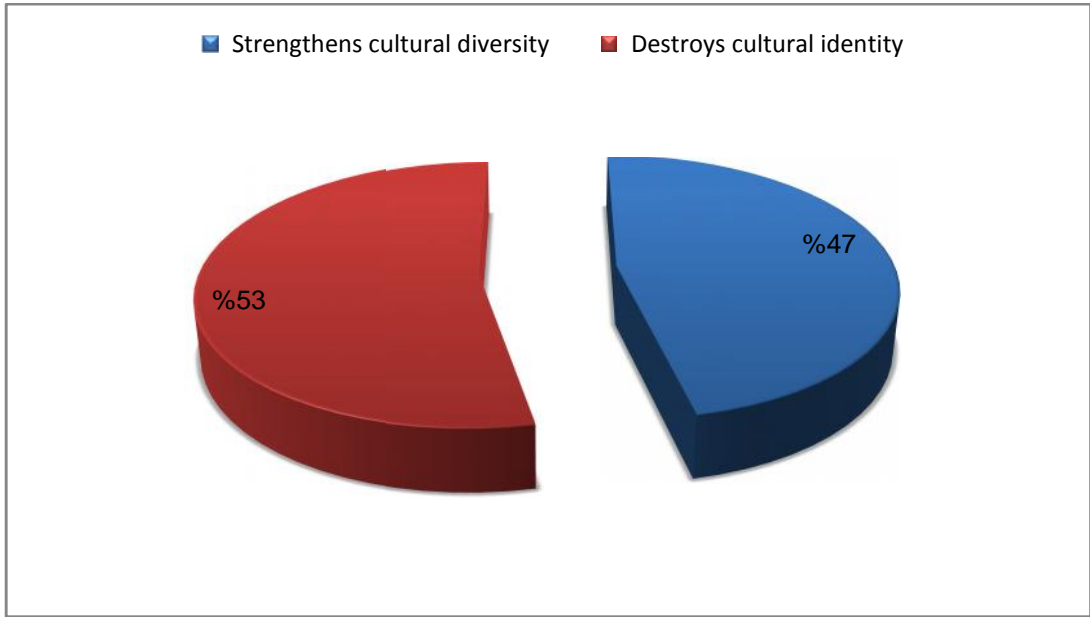


Figure11: Master Two EFL Learners’ Perspective View Towards Americanization

Figure11 shows that 53% of EFL learners believe that Americanization destroys cultural identities and 47% believe that it strengthens cultural diversity.

Question12: In your opinion, the impact of Americanization is:

Option	Number of students	Percentage (%)
Positive	04	13%
Negative	03	10%
Both	23	77%
	30	100%

Table12: Master two EFL Learners’ Perspective View about the Impact of Americanization

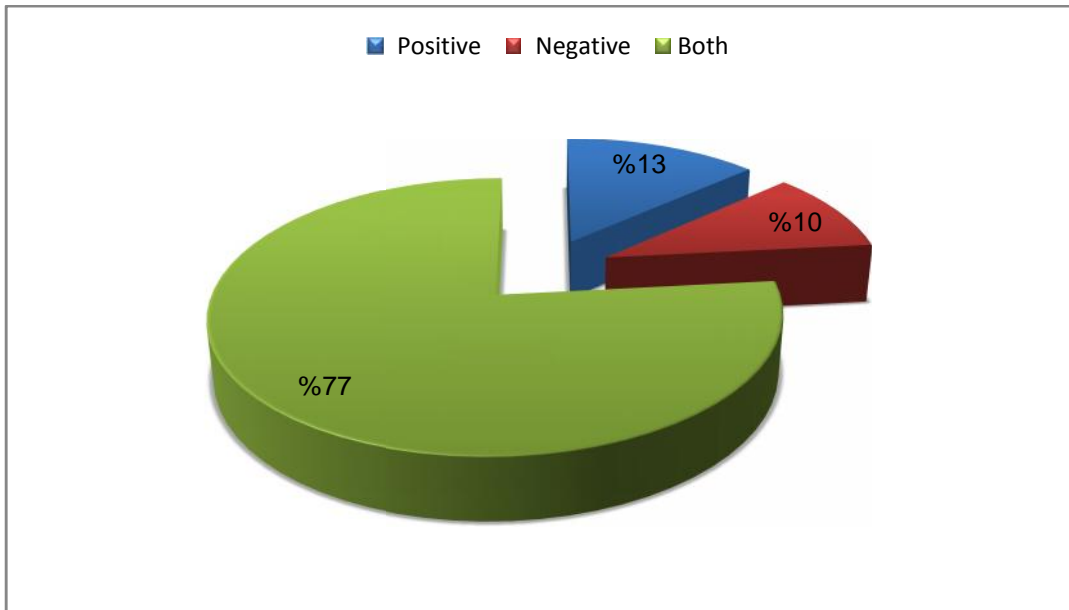


Figure12: Master Two EFL Learners’ Perspective View about the Impact of Americanization

Figure12 shows that 77% of the students believe that Americanization has both positive and negative impact, 13% believe that it has a positive impact, and 10% believe that the impact is negative.

Question13: Due to the relationship between language and culture, EFL learners are affected by the culture and lifestyle.

Option	Number of students	Percentage (%)
Agree	26	87%
Disagree	04	13%
	30	100%

Table13: Americanization and EFL Learners

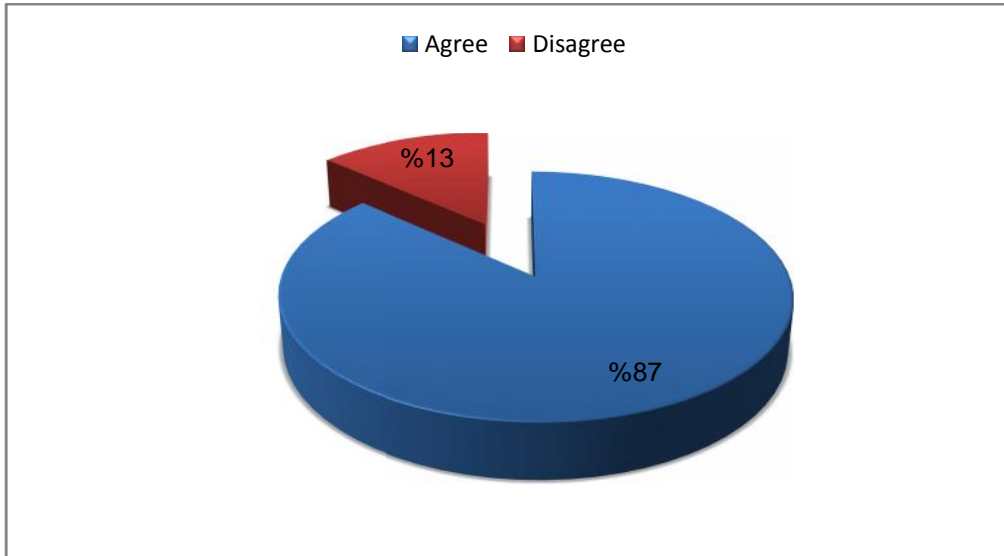


Figure13: Americanization and EFL Learners

Figure13 shows that 87% of master two students think that due to the relationship between language and culture, EFL learners are affected by the American culture and lifestyle, and 13% of them disagree with this point of view.

Question14: What about Algerian EFL learners?

Option	Number of students	Percentage (%)
Affected	25	83%
Not affected	05	17%
	30	100%

Table14: The Effect of the American Culture on Algerian EFL Learners

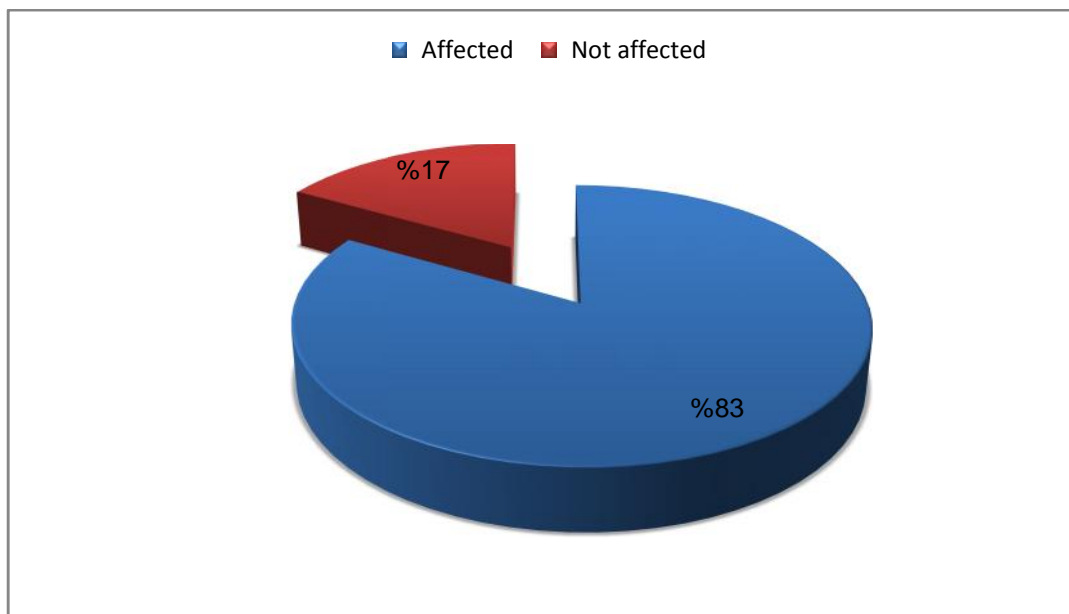


Figure14: The Effect of the American Culture on Algerian EFL Learners

Figure14 shows that 83% of master two students think that the Algerian EFL learners are affected by the American culture, and 17% of them think that they are not affected.

Question15: In your opinion, how can American culture affect EFL learners?

This open ended question aimed to determine the ways through which EFL learners may be affected by the American culture according to the EFL learners at Abbess Laghour University.

Options	Number of students	Percentage (%)
Through the direct connection between language and culture	07	23%
American Songs and Poems	05	17%
American movies and TV shows	08	27%
They are not affected	02	6%
No answer	08	27%
	30	100%

Table15: How the American Culture affects EFL Learners

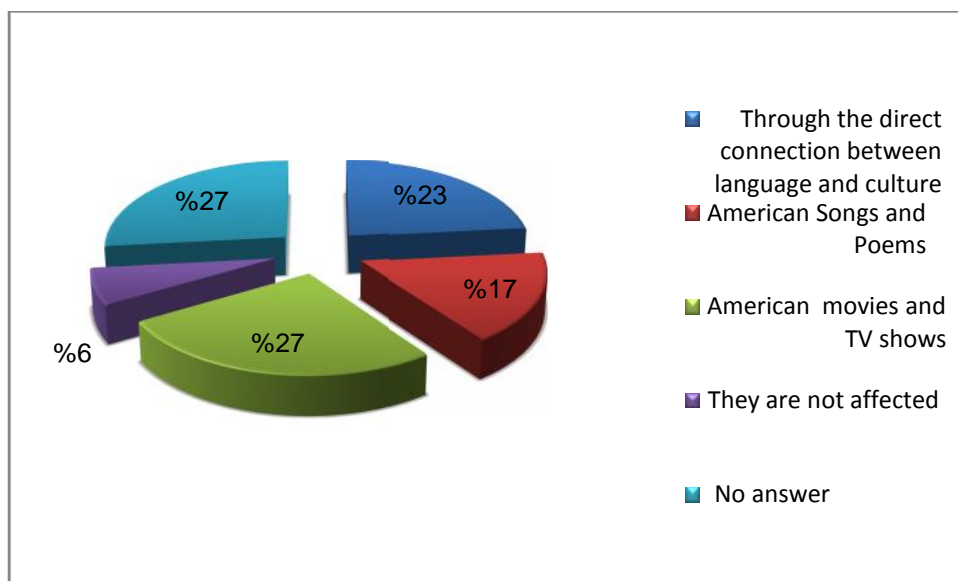


Figure15: How the American Culture affects EFL Learners

Figure15 shows that 27% of the students think that EFL learners are affected by the American culture through American movies and TV shows; whereas another 27% of them did not answer the question.

23% of students think that Algerian EFL learners are affected by the American culture through the direct connection between language and culture.

17% stated that EFL learners are affected through poems they deal with at classroom or out of the classroom and songs they hear for sake of language mastery.

However, 6% of the students think that Algerian EFL learners are not affected by the American culture.

Question16: Are you active on social media?

Option	Number of students	Percentage (%)
Yes	27	90%
No	03	10%
	30	100%

Table16: Social Media Use among Master Two EFL Learners

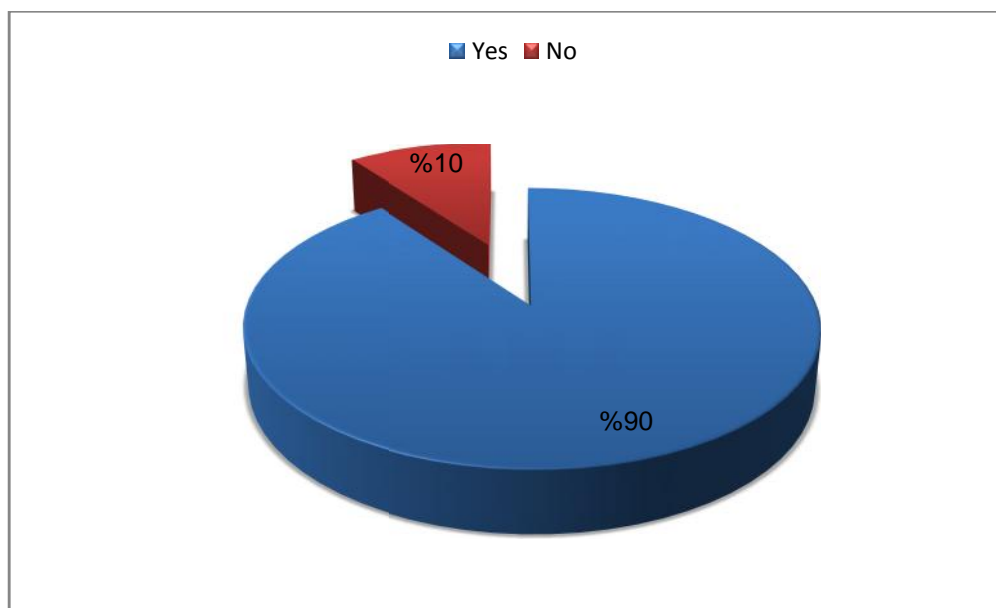


Figure16: Social Media Use among Master Two EFL Learners

Figure16 shows that 90% of master two students are active on social media; while only 10% of them are not active.

Question17: If yes, on which social networking are active?

Option	Number of students	Percentage (%)
Facebook, Twitter, Instagram, Snap Chat	05	16%
Facebook, Instagram, and YouTube.	04	13%
Facebook, Instagram	08	27%
Facebook	08	27%
Instagram	05	17%
	30	100%

Table17: Social Media Use among Master Two EFL Learners at Abbess Laghrour University

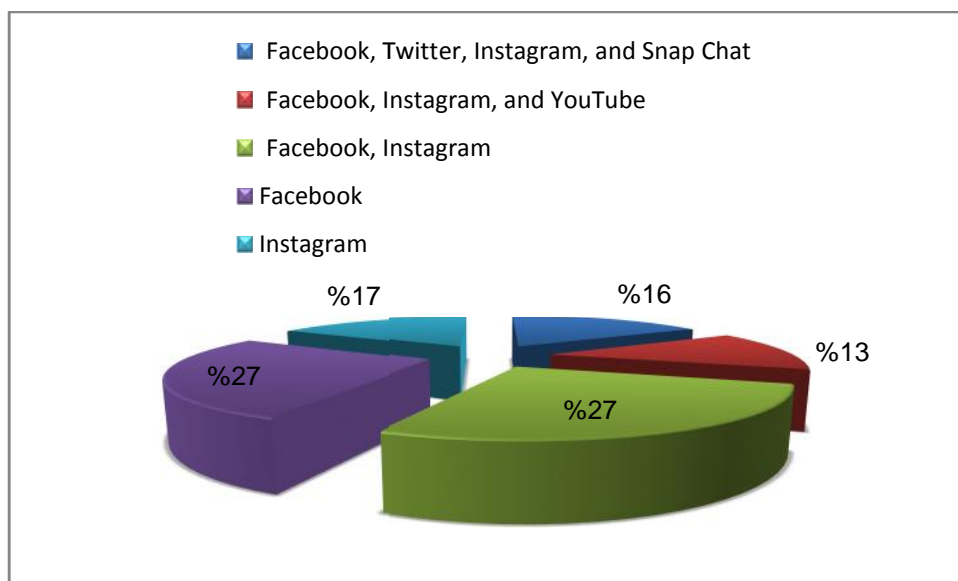


Figure17: Social Media Use among Master Two EFL Learners at Abbess Laghrour University

Figure17 shows that 27% of master two students are active on both Facebook and Instagram; another 27% are active on Facebook only.

17% of the students are active on Instagram mainly, 16% of them are active on Facebook, Twitter, Instagram, and Snap Chat; while 13% are active on Facebook, Instagram, and YouTube.

Question18: Social media and culture are interrelated

Option	Number of students	Percentage (%)
Yes	27	90%
No	03	10%
	30	100%

Table18: The Relationship between Media and Culture

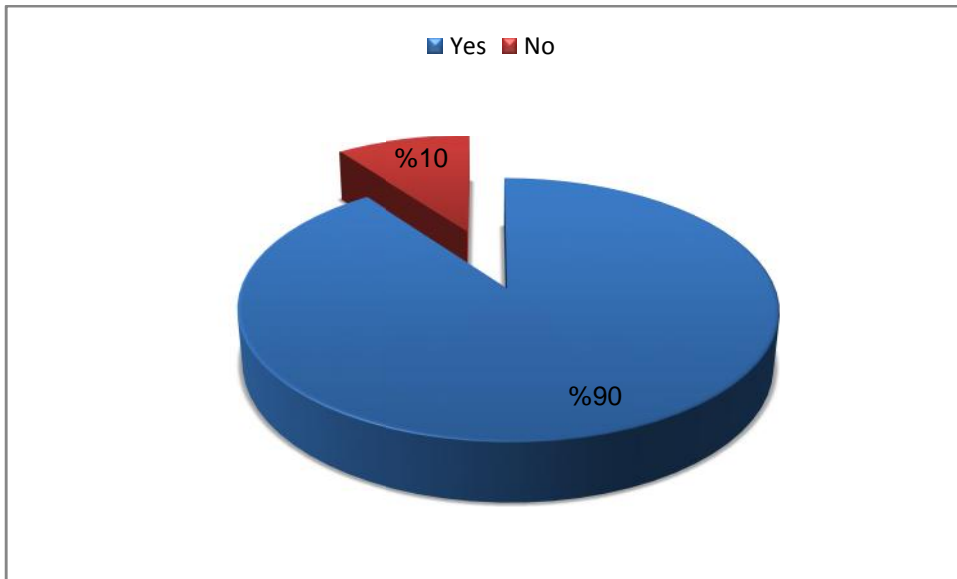


Figure18: The Relationship between Media and Culture

Figure18 shows that 90% believe that media and interrelated, whereas 10% believe that they are not.

Question19: Social media have become popular in our daily routine. Does it have something to do with the expansion of Americanization?

Option	Number of students	Percentage (%)
Yes	25	83%
No	05	17%
	30	100%

Table19: The Expansion of Americanization through Social Media

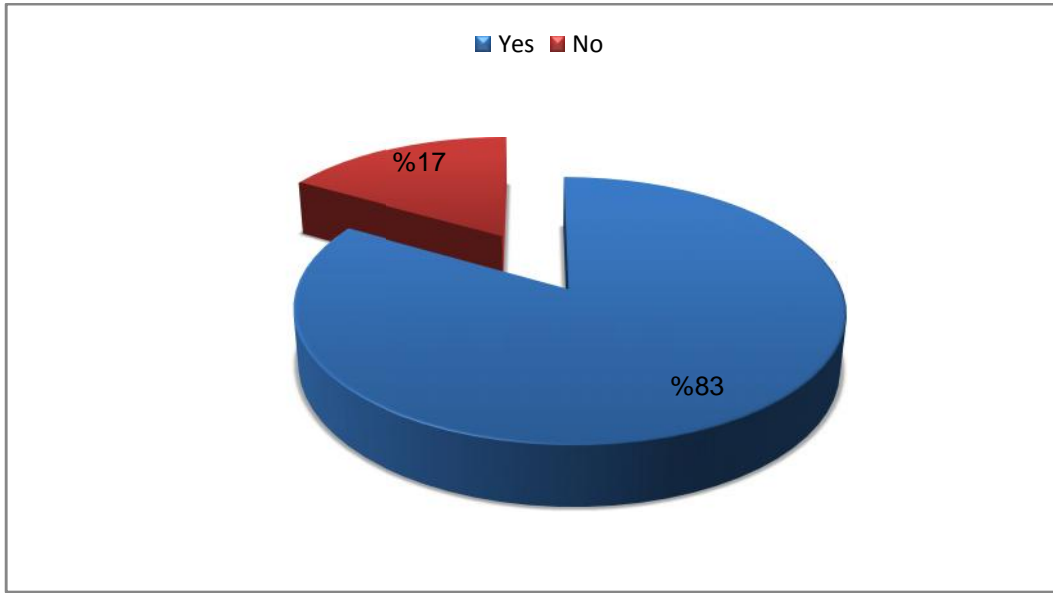


Figure19: The Expansion of Americanization through Social Media

Figure19 shows that 83% of master two students believe that the popularity of social media has something to do with Americanization; while, 17% think that it does not.

Question20: Chose the appropriate answer(s). The way which helped you most to learn about the American culture is

Option	Number of students	Percentage (%)
Culture lessons in EFL class room and Social media	06	20%
Television and Social media	07	23%
Culture lessons in EFL class room and Television	01	4%
Culture lessons in EFL class room	06	20%
Television	03	10%
Social media	06	20%
All options	01	3%
	30	100%

Table20: The Way of Expanding Americanization for Abbess Laghrour Master Two EFL Learners

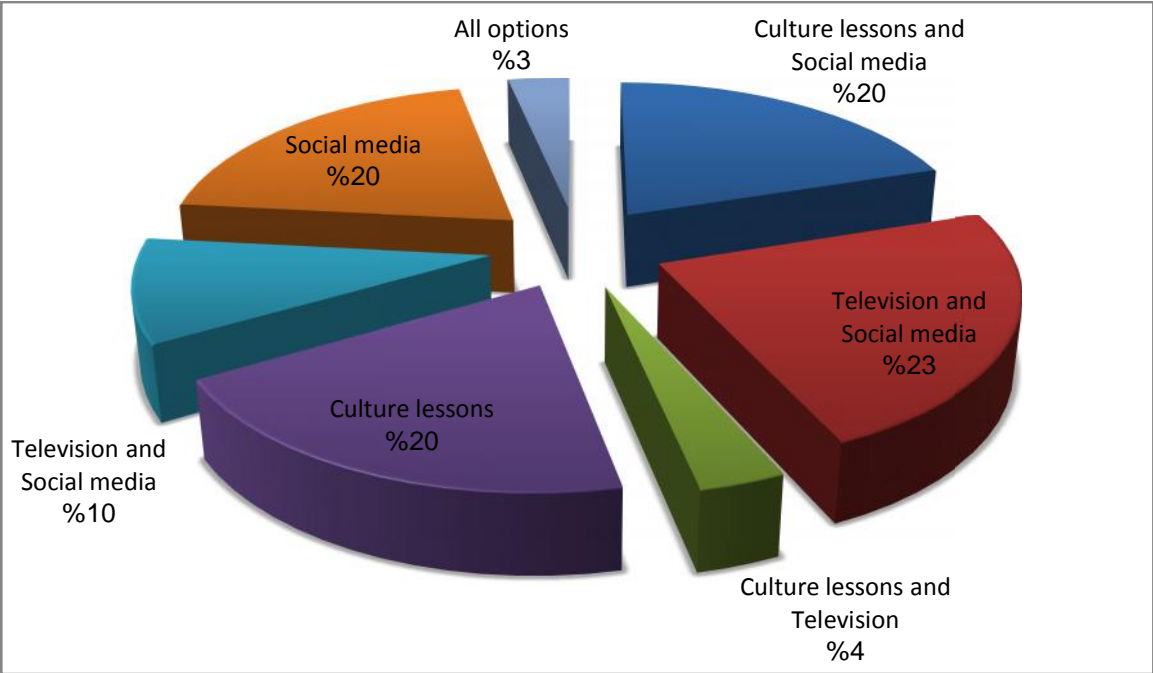


Figure20: The Way of Expanding Americanization for Abbess Laghrour Master Two EFL learners

Figure20 shows that 23% of master two students stated that they learned American culture through Television and social media, 20% stated that they learned it through culture lessons and social media, another 20% of the students stated that they learned the American culture through social media mainly.

Another 20% stated that they learned it through culture lessons only.

10% of the students mentioned that they learned the American culture through Television and social media, whereas, 4% learned through culture lessons, and 3% chose all options given.

Question21: What do you think about Instagram?

Option	Number of students	Percentage (%)
Students who do not have an account	08	27%
It helps exploring people’s lifestyles	09	30%
Good for brands and	06	20%

advertising		
Students who did not answer	07	23%
	30	100%

Table21: Master Two EFL Learners’ Perspective View about Instagram

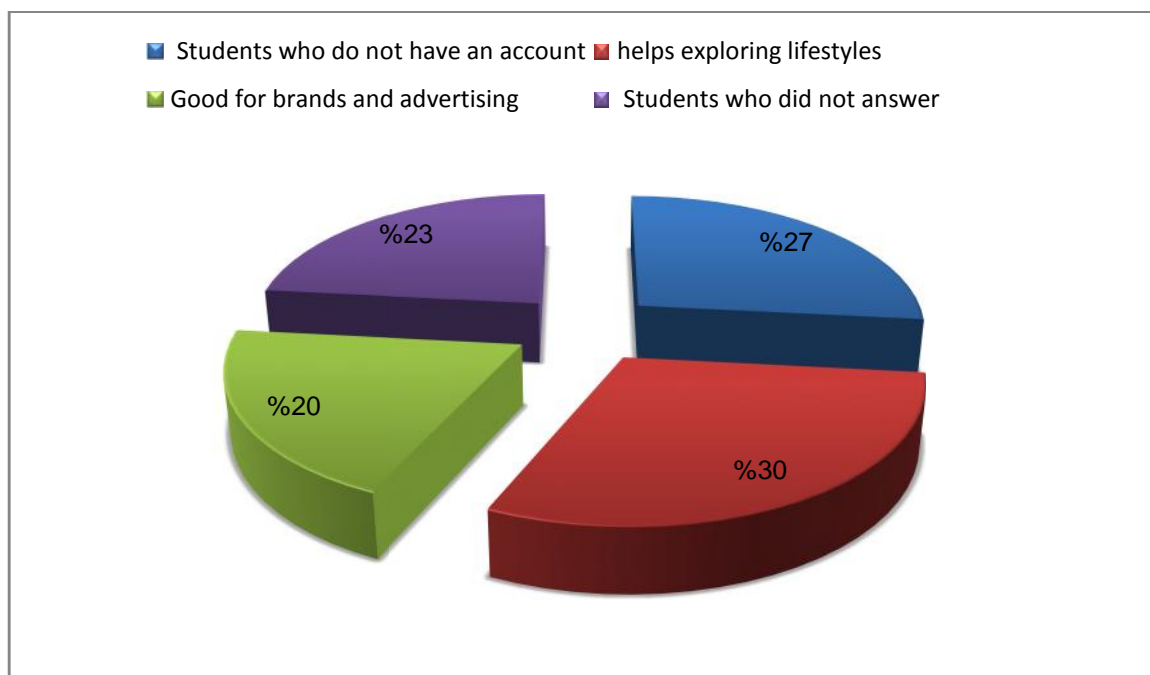


Figure21: Master Two EFL Learners’ Perspective View about Instagram

Figure21 shows that 30% of master two students stated that Instagram helps them exploring lifestyles, 27% stated that they do not have an account, and 23% of them did not answer the question.

As noted above, 20% of the students stated that Instagram is good for brands and advertising.

Question22: Do you have an Instagram account?

Options	Number of students	Percentage (%)
Yes	22	73%
No	08	27%
	30	100%

Table22: Number of Master two EFL Learners Who Have an Instagram Account

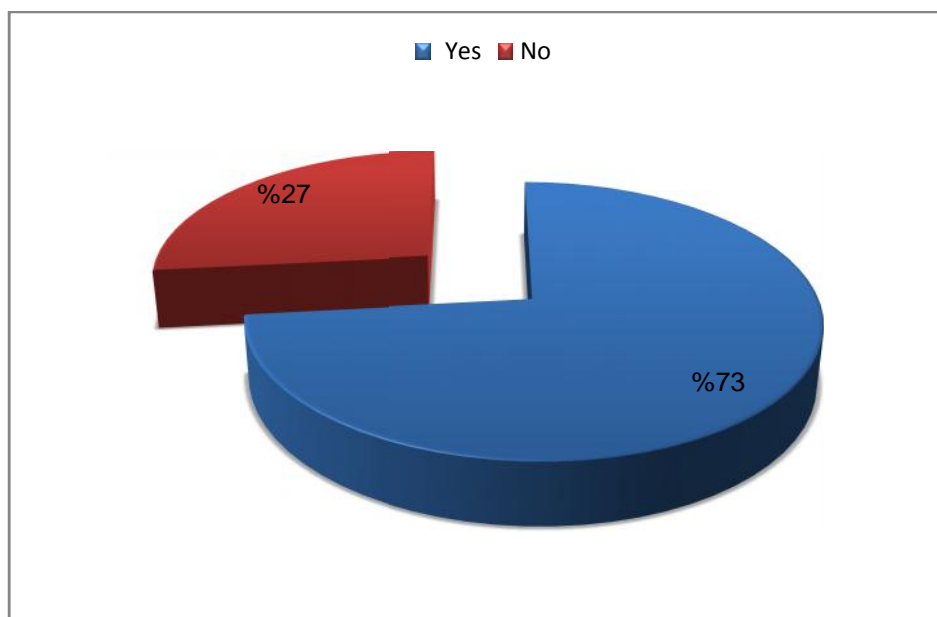


Figure22: Number of Master Two EFL Learners Who Have an Instagram Account

Figure21 shows that 73% of master two students have an Instagram account, and only 27% do not have.

Question23: Do you think that Instagram reflects the cultural identity of its users?

Options	Number of students	Percentage (%)
Yes	21	70%
No	09	30%
	30	100%

Table23: Instagram and Cultural Identities

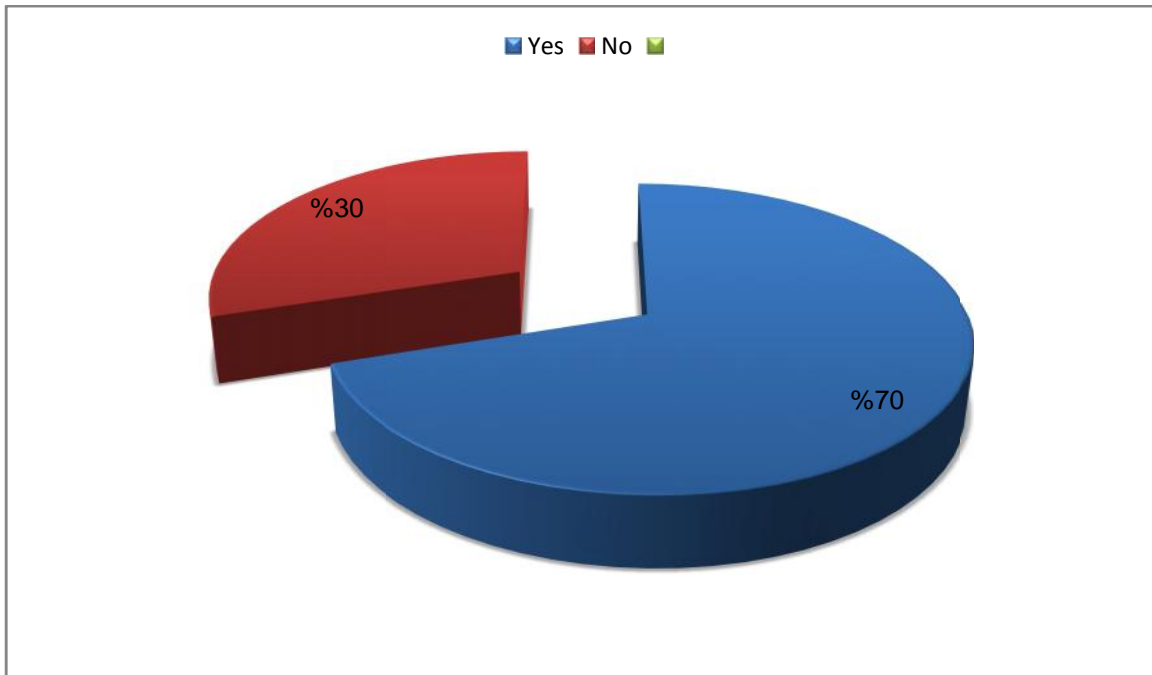


Figure23: Instagram and Cultural Identities

Figure23 shows that 70% of master two students are convinced that Instagram reflects cultural identities, and only 30% of them believe that it does not.

Question24: Do you think that Instagram helps expanding the American culture?

Option	Number of students	Percentage (%)
Yes	21	70%
No	09	30%
	30	100%

Table24: The Expansion of the American Culture through Instagram

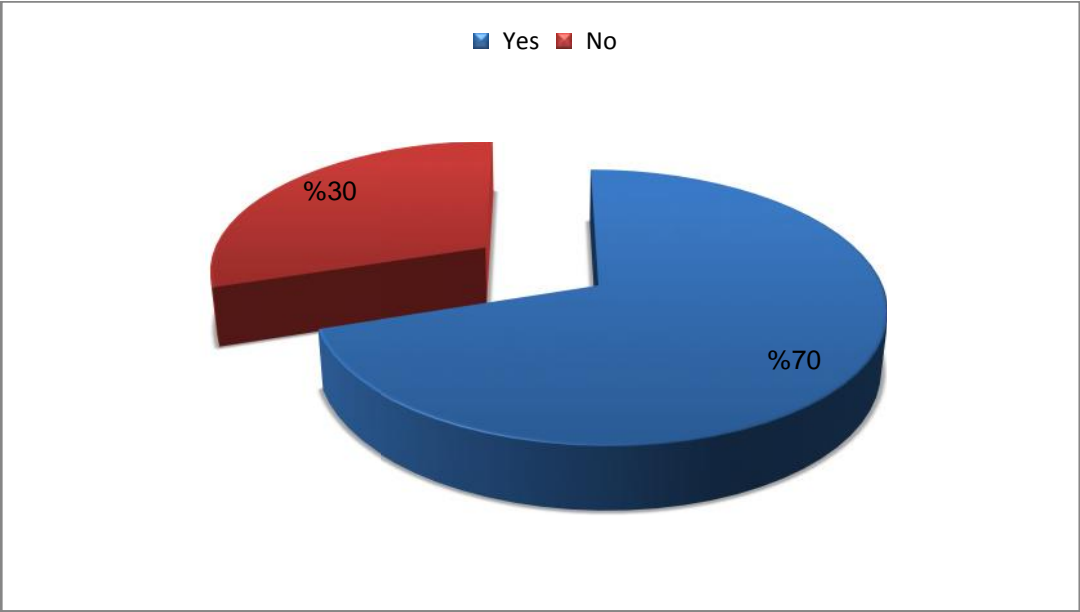


Figure24: The Expansion of the American Culture through Instagram

Figure24 shows that 70% of master two students think that Instagram helps expanding American culture; yet, 30% of them do not think so.

Findings

- After being transmitted and represented by Television and Hollywood, the American dream moved as social media as well and even stronger than before.
- Algeria, one of third world countries is affected as well.

Traditional food is being neglected and replaced with the American fast food.

- Music as well is increasingly developed within American frames.
- Education is not excluded; the American Universities in different regions use their position to inject the American traditions and perspective into the students' minds.
- The transformation of world cultures relying on American standards, give a whole image about what cultural imperialism mean.
- Because of the widespread of social media, geographical boundaries are not an obstacle anymore; people round the world are exposed to each others' culture easily.
- The findings of the data analysis discussion revealed the following:
- It is evidently noticed that at the present time, the American culture is dominant; and that it has a heavy impact on the contemporary world.
- The vast majority of master two EFL learners are aware of the concept of Americanization; yet, it is a new term for more than a half of the whole population.
- Language learning paved to way for Americanization among EFL learners.
- The language of the host culture is not is not an obstacle for the expansion anymore.
- Language learning takes part in the Americanization of cultures; American songs, poems, are widely expanded for the sake of language mastery.
- The signs of the Americanization of culture among master two EFL learners are shown by the following:
- The acceptance and popularity of Americanization among master two EFL learners; most of them see it as attractive, interesting and up to date issue.
- The acceptance of the American lifestyle among EFL learners as interesting, attractive, and up to date issue.
- A large number of the learners prefer to follow the American lifestyle.
- Another large number do not prefer to follow, yet they do not refuse it at the same time.
- However, only few students refused following the American life style.
- Another sign is the dominance of fast food; the vast majority is with the expansion, a large number of them prefer it at expense of traditional food, more than a half prefer it

besides the traditional food; while only few prefer the traditional food rather than fast food.

- In the other hand, master two EFL learners are aware of the damages of Americanization. Most of them believe that destroys cultural identities; yet, a large number see that it strengthens cultural diversity.
- In addition, the largest number of the students asserted that Americanization has both positive and negative effects.
- Due to the relationship between language and culture, master two EFL learners confirm that EFL learners generally in addition to the Algerian ones as well are affected by the American culture and lifestyle.
- The preponderance of master two students clarifies the following:
- Media and culture are interrelated, Instagram is largely used among them, and, social media plays an essential role in the expansion of Americanization.
- One proof about the expansion of Americanization through media generally and social media specifically, is that a great number of the students chose Television and social media as way through which they learned culture rather than class room lessons.
- Back to Instagram and the expansion of Americanization, more than a half of Instagram users among master two students use their accounts either for brands or for exploring lifestyles. This is a logical explanation for the expansion and dominance of the lifestyle of the leading country of which represents luxury and fashion; or in other words “the American dream”.
- This point besides the imitation of all what is American at the expense of the indigenous cultures, proof that Americanization destroys cultural identities
- Master two EFL learners asserted that Instagram reflects the cultural identities of its users, and it helps spreading the American culture.
- Finally, depending on what have been mentioned before, social media takes a great part in expanding Americanization; and in one way or another, EFL learners are being Americanized, and language learning takes part as well.

General Conclusion

Throughout generations, media has been improved for the sake of communication, and social media is one of the most popular means. Likewise ordinary media involving Television, radio, and newspapers, social media have a fundamental role in the exchange of cultural traditions, especially when to reshaping world cultures, or what is known as Americanization.

Apart from its positives and negatives, social media have had a heavy impact on culture across the globe of which lead to deface cultural diversities and identities.

However, within the confines of what has been illustrated before, it is fair to say that this part of the research sheds a light on impact of Americanization on EFL learners.

It contributes to characterize the expansion and dominance of the American lifestyle and culture generally on EFL learners in general, and particularly master two students at the department of English at Abbess Laghrour University.

English language learning paved the way for Americanization among EFL learners.

Most important, and as EFL learners, master two students are affected as well.

They see American culture as interesting, attractive, and up to date issue; moreover, a large number prefer to follow it. This leads to the emersion of many questions; within the next few decades, would the world remember the indigenious cultures or only or only the American culture would remain?

To be sure, Americanization is one of the most complicated concepts of the history of the modern cultural criticism. This work helps to give an idea about what Americanization mean, and sheds a light on its dominance and impact in the contemporary world, and among EFL learners. Furthermore, it represents the most common cultural domains being Americanized, in addition to a simple scope on how the impact takes place.

To conclude, the research question suggested are clearly answered, the contemporary world cultures are being Americanized, and social media take part in the process of Americanization of the cultures.

Recommendations and suggestions

The following recommendations and suggestions are directed to both teachers and EFL learners.

1. We recommend teachers to deal with an up to dated cultural topics instead of teaching old cultural and historical ones only.
2. We recommend EFL learners to be aware of the side damages of the cultural imperialism, especially when it comes to the cultural identity.
3. We also recommend them to protect their cultural native culture, and cultural identity while obtaining new cultural traditions.
4. We recommend that everyone should be aware of the difference between Americanization and Globalization.
5. One last recommendation goes that people should aware of the bad effects of social media, and try to find ways to spread their culture as well not absorbing one culture at the expense of their indigenous cultures

Finally, we suggest that future researches and studies will be made on this topic; because this just an introductory research for very vast field time and space were not appropriate to cover all the sides.

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Appendix: Students' questionnaire

Dear Students,

This questionnaire serves as a data collection tool that aims at investigating the dominance of the American culture and its impact on world cultures.

We are honored to gain your participation. Please have the kindness to provide us with the required answers for the following questions by putting a tick in appropriate box or giving full answers in the spaces provided. The answers are anonymous and confidential. So, please answer as honestly as you can. Thank you

1. Do you think that American culture is dominant?

- a. Yes
- b. No
- c. May be

2. Does the American culture have an impact on the contemporary world?

- a. Yes
- b. No
- c. May be

3. What about third world countries?

- a. Yes
- b. No
- c. May be

4. Scholars believe that world countries are being Americanized. What do think Americanization would mean?

- a. The expansion (spread) of the American culture
- b. Dominance of the American culture
- c. Both

5. Is Americanization a new term for you?

- a. Yes
- b. No

6. Chose the appropriate answer(s). Do you think that Americanization is:

- a. Good
- b. Bad
- c. Interesting
- d. Attractive
- e. Up to date

7. What is your impression about the American life style? chose the appropriate answer(s)

- a. Good
- b. Bad
- c. Interesting
- d. Attractive
- e. Up to date

8. Would you prefer to follow it?

- a. Yes
- b. No
- c. May be

9. It is commonly accepted that fast food restaurants are internationally dominant. Are you

- a. With the expansion
- b. Against the expansion

10. Do you prefer?

- a. Fast food
- b. Traditional food
- c. Both

11. in your opinion, Americanization:

- a. Strengthens cultural diversity
- b. Destroys cultural identity

12. In your opinion, the impact of Americanization is:

- a. Positive
- b. Negative
- c. Both

13. Due to the relationship between language and culture, EFL learners are affected by the American culture and life style

- a. Agree
- b. Disagree

14. What about Algerian EFL learners?

- a. Affected
- b. Not affected

15. In your opinion, how can the American culture affect EFL learners at Abbess Laghrour University?

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.....

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.....
16. Are you active on social media?

- a. Yes
- b. No

17. If yes, on which social networking you are active?
.....
.....

18. Media and culture are interrelated

- a. Yes
- b. No

19. Social media have become popular in our daily routine; does it have something to do with the expansion of Americanization?

- a. Yes
- b. No

20. Chose the appropriate answer(s), the way of which helped you most to expose the American culture is:

- a. Culture class
- b. Television
- c. Social Media

21. What do think about Instagram?

22. Do you have an account?

- a. Yes
- b. No

23. Do you think that it reflects the cultural identity of its users?

- a. Yes
- b. No

24. Do you think that Instagram helps expanding the American culture?

- a. Yes
- b. No