

THE AMERICAN

DREAM COMES TRUE

BORG INNSBRUCK 6ABCD / PROJECT DAYS AT THE ACI
FEBRUARY 3-5, 2010



**Americans about USA:
the typical stereotypes**



**American Pop Culture
influences the World**



What about slavery?



African Americans



challenging Quizzes



OUR PROJECT
3 DAYS
15 HOURS
900 MINUTES
5400 SECONDS

EDITORIAL

America is fascinating, inspiring and influences our culture

In the last three days we have learned a lot about the differences about America and Austria. We talked about history, slavery and about the American animated film.

A PhD student from the Innsbruck University showed us how cartoons are made and Allen, a nice American, told us a lot about the Austrian impression of America. First we had to list what we thought of the USA and then he told us what the Americans thought about us. At the end we realized that America has a wrong image in Austria.

We played a challenging Quiz about the USA. Afterwards we



The project group from BORG 6abcd.

talked to a Cultural Attaché. In the American Corner, which is in the "Altstadt", we had the chance to meet native speakers and received a lot of information about their country, their culture and the American way of life.

They told us about their life in Austria, their life in America and about the partnership between New Orleans and

Innsbruck. In the Centre for Canadian Studies we listened to a presentation about the exchange program and we found out that Canada is an international and important country.

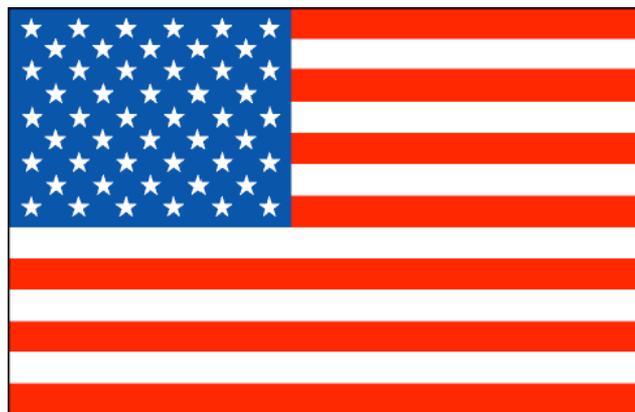
All in all, it was a very exciting and informative experience and a great opportunity to improve our English and to get a little bit closer to America.



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STEREOTYPES



"All Austrians are NAZIS" - says a fat American

There are many stereotypes about Austria and America. Our journalists asked an Austrian and an American about the countries.

ORF journalist Dave interviewed Choakim from Phoenix:

Dave: May I ask you a few questions?

Choakim: Yes, of course.

D: What do you think when you hear "Austria"?

Ch: Difficult question, I'd say kangaroo.

D: Do you know that there's a difference between Austria and Australia?

Ch: Ahhh, you mean Austria in the middle of Europe?

D: You've got it.

Ch: Well... mountains, food, snow, Hitler, beer, "Sound of music" ... did I say Hitler?

D: Yeah....

Ch: Mozart, World War,... that's it.

D: Thank you for answering my questions.

Ch: You're welcome.

STEREOTYPES

CNN journalist Choakim asked an Austrian questions about America:

Choakim: Good morning, Sir, do you have a second to answer my questions?

Dave: What about?

Ch: Just tell me, what comes to your mind when you hear "America"?

D: I like America.

Ch: Go on...

D: Very many interesting people.

Ch: Have you ever met one?

D: I lived in the US for about 4 years and i know that many people have stereotypes about America, but they're completely wrong.

Ch: What kind of stereotypes?

D: For example, that all Americans are fat and unfriendly. But that's definitely wrong. They're very likeable.

Ch: Thank you for answering my questions.

D: No problem.

We found out in many interviews that most of the stereotypes are:

America	Austria
Fat people	Nazis
War	Mountains
Unfriendly	Music
Environmentally unfriendly	Australia

... and of course, most of them are nonsense.



POPCULTURE

Michael Jackson, George Clooney, Naomi Campbell and Mickey Mouse are perfect examples for Pop Culture. It starts in the 20th century and goes on until today. Pop Culture comes from America and influences the whole world and it is a very important part of our youth culture. Pop Culture includes especially the film industry, music, sports and fashion.

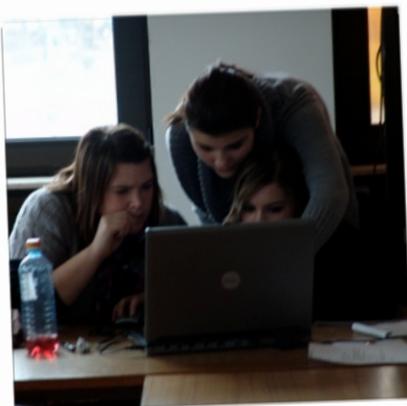
MUSIC

Nowadays nearly everyone has an iPod and we are surrounded by music every day. Some of the earliest very popular singers are: Bruce Springsteen, the Flamingos, Louis Jordan and Elvis Presley. Also the music styles are greatly influenced by this time and these famous musicians. Music is a general term for different genres. For example Jazz, Blues, Hip-Hop, Rock'n'Roll and Techno.

THE KING OF POP, MICHAEL JACKSON WROTE MUSIC HISTORY



Michael Joseph Jackson was born on August 29, 1958 in Indiana and died in 2009 in L.A. He was an American singer, dancer and entertainer. The legend has created the Moonwalk and robot. His distinctive musical, vocal style and choreography are credited with having transcended generational, racial and cultural barriers. His most successful hit is Thriller. He also received many different awards and prizes for many songs and music videos. In nearly everyone's heart he is still alive.



POPCULTURE

FASHION

The USA is the home state of fashion. Whether Jeans, T-shirts or Baseball Caps they are always up to date. America attracts models, designers and fashion editors. Nowadays the center of fashion is Hollywood and it is mostly shown by films stars, models and musician. They make a lot of money because everyone wants to look like them. Famous labels are:

Ed Hardy by Christian Audigier



Tiffany & Co



Billabong

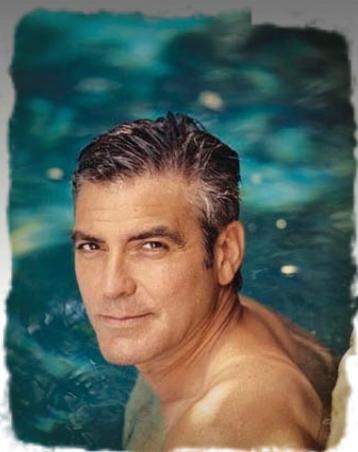


FILM

America is famous for its film industry with Hollywood as the biggest film city in the world. The most popular festivals are the Oscars and every actor's dream is to get such an award.



GEORGE CLOONEY: THE MOST ATTRACTIVE ACTOR



The sexy man was born on May 6, 1961 and he is an actor, film director, producer, and screenwriter. He is one of the best-paid men in the film industry. He is also the winner of an academy award. He arranges for social charity, for example he moderated and organized the fundraising for Haiti.

Felicitas Föger, Stefanie Peer, Tanja Liscic

AMERICAN TEENS



American Youth culture isn't really that different from the Austrian, as most of us imagine.

The Austrian teens behave in many points the same way as the American ones.

However there are some important differences, which are most of the time influenced by the law or by the development of each culture.

AUSTRIA vs. AMERICA

One aspect is the driving license. In America you are allowed to drive a car at the age of sixteen and a driving license costs about twenty dollars, which are about fifteen euros. Compared to Austria, the teens can get their license at seventeen. It is much more expensive and costs about 1300 Euros.



A very bad prejudice about the behavior of Americans is being lazy and hanging around in their free time. In reality, many teens go to work instead of meeting friends or doing the stuff they like to do. Which doesn't mean, that they don't go to school anymore – they manage both, to get more pocket money. In contrast to America, most of the Austrians only work in their vacations.

When people think about America, their first thought is McDonald's. It's really a fact that the main nutrition contains hamburgers, chips, coke and other junk food.



It's not a secret that in America the offer of fast food restaurants is the greatest in the world. McDonald's for example exists 30,000 times in the USA alone.

Especially the teens suffer from the following obesity because usually young people don't care that much about nutrition like adults do.

Studies show that one in three children are overweight or obese.

In Austria the number is much lower, but also shocking - about twenty percent. Maybe the main reason why this issue isn't as problematic as in America is that in the state of Austria health is a very important topic and people grow up with another opinion about nutrition.

Alcohol is by far the most used and abused drug among America's teenagers. In

Austria it is the same. Drinking soft alcohol is allowed at the age of 18. In Austria instead, the law says that it's allowed at 16.



Sports is of great interest for most American teens. They usually aren't in a special club because schools offer many different activities and they are used to connecting sports with school. The most popular sports are Baseball, Basketball, Football, Softball and Ice Hockey. In Austria special clubs outside school are common.



Young people are very influenced by the media, especially American youth. There are many more reality shows than in Austria and the range of entertaining series is bigger. Maybe the teens have unrealistic imaginations and live in a virtual world of stars.

AMERICAN TEENS



In America there are many different cultures. All in all the life of a Chinese boy is similar to the life of a Spanish boy. There is only a contrast between the habits at home. For example Chinese people are used to eating their rice with chopsticks; however, the typical

American eats his hamburger with fingers.

In the past few years the thoughts about different cultures have changed. Today it doesn't matter what skin color you have or what religion you have.

An interview with the African American Paul Murphy:

Paul, have you had experiences with racism so far?

I'm very glad that I can say that I have always been treated well by my classmates. In my school it's no problem that I've another skin color than the majority.

But has it always been that way?

No my parents told me that our people weren't respected and racism played an important role in our society.

Thanks for talking to me.

You're welcome.



NEW YORK MINUTE FASHION & LIFESTYLE

LIVING IN THE BIG CITY

New York is one of the most populous cities of the world, which is split into five parts: Manhattan, Brooklyn, Queens, Staten Island and Bronx.

We wanted to know how it is to live in the Big Apple, so we asked some people on Time Square.

Morgan (20, student): "NYC is very modern and I like the multiplicity very much. But it can also be dangerous here."

Steve (58, retiree): "Sometimes it is a bit too loud on the streets because of the traffic but I also like this city because of the many beautiful places."

SHOP TILL YOU DROP

Are you a shopaholic? Do you like to shop? Then New York is the right place for you!

You are able to forage into the underground stores and maybe you will find many dilly clothes for low prices. Of course there are also labels from famous designers like Prada, Versace or Gucci.



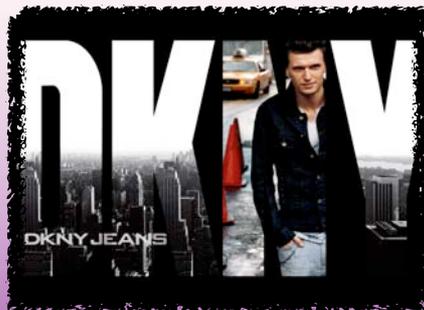
Nightlife-Party all night long!

It is true! New York is the city, which never sleeps. The nightlife "knows" no end, and so the motto of all bars is: OPEN END!

You can relax in a lounge with a martini or you can shake in the disco to hot music and to the best DJ's.

The big offer is breathtaking and extremely multiplicity: Every day in the Big Apple brings new surprises, and offers much more.

Statistically there are 300 Nightclubs with cabaret-license and dance floors, 40 Broadway-theaters as well as 50 stages for live music. You have the choice!



DKNY is one of the best known designer in New York



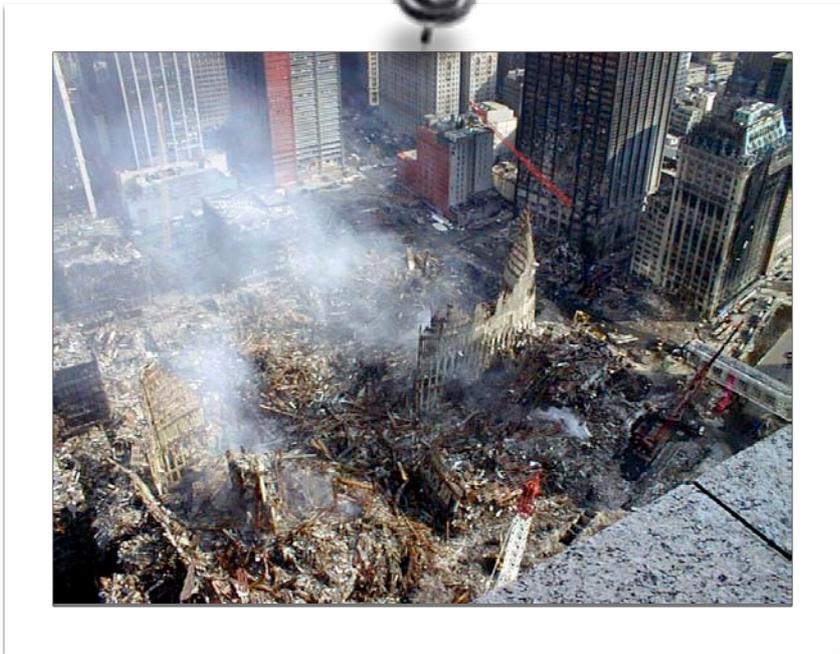
BIGCITYLIFE

THINGS TO SEE AND DO

When you are visiting New York you can see many sights. There are 500 galleries, 200 museums, more than 150 theaters. The city is known as very cultural and artistic. The places of interest are: Ground Zero, Empire State Building, Brooklyn Bridge, The Statue Of Liberty and you are able to cross The Hudson River by ship. After your sightseeing trip you can choose where you want to eat, in a nobel restaurant or in a dirty fast food eatery. We recommend Kentucky Fried Chicken!

STARS AND CELEBRITIES

There are not only eight million inhabitants but also many stars like the director Woody Allen, Beyoncè and Jay-Z, Heidi Klum and Seal, Alexa Chung, Heath Ledger, who died in 2009.



Looking for Hannah Montana!



AMERICANIZATION

America Austria

AMESTRIA

Definition: Americanization is the term used to describe the influence of the USA on other countries. America is spreading all over the world and it is getting more and more without people realizing it.

Why?

- much money
- power
- military

Languages:

Many words were integrated into the German language. For example: cool, sexy, hot, thanks, sorry, computer, internet, must have, must not, highlight, chillen, relaxen, jeans, burger, ketchup, snowboarden, freestylen, styler, player, T-shirt, swimmingpool, sweatshirt, VIP, game, downloaden, loggen, discman, MP3, model, mobbing, f*ck, b*tch, manager, teenie, bachelor, master,...

Music:

The development of the music culture spreads all over Austria. The different types like Pop, Rock and Roll, Rap, R'n'B appeared in Austria because of the Americanization. Even Austrian singers prefer to write English songs.

Austrian charts (Top 10)

Kesha : Tik Tok

Aura Dione: I will love you Monday

Lady GaGa: Bad Romance

Keri Hilson: I like

The Black Eyed Peas: Meet me halfway

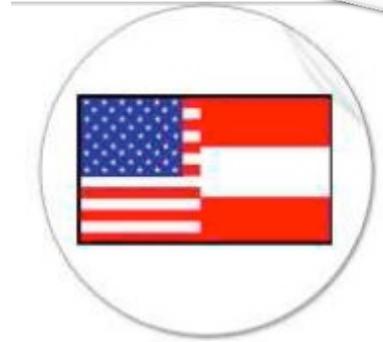
Culcha Candela: Monsta

Die Atzen: Disco Pog

Rihanna: Russian Roulette

Charly Winston: Like a Hob

Owl City: Firelies



for

an



by zvehtopf



AMERICANIZATION

Food:

For instance: McDonald's, Subway, Starbucks, Pepsi, Coca Cola, Fanta etc.
 Specifically McDonald's ("The Golden Arches")
 ...how it all began:
 1940 : The Mc Donalds brothers called Drnewick and Mac built the first McDonald's. 19 years later the 100th McDonald's opened in Chicago.
 In 1967 the first restaurant outside of the USA opened in Canada and Puerto Rico. After 28 years there were 1,000 restaurants all over the world. In Austria the first McDonald's opened in 1977.
 Today McDonald's is the world's largest chain of fast food restaurants, serving 47 million customers a day.

Media

Lots of magazines, TV shows, movies and music from America influence Austria and the whole world.



AMESTRIA



TV program:

- 5:25 Malcom mittendrin (USA)
- 5:50 Seitenblicke
- 6:00 Avatar - der Herr der Elemente (USA)
- 6:25 Mama Mirabelle's Tierkino (USA)
- 7.30 Heidi
- 8:00 Die bezaubernde Jeannie (USA)
- 8:25 Sabrina total verhext (USA)
- 8:50 Gilmore Girls (USA)
- 9:30 Two and a half men (USA)
- 9:55 Was Mädchen wollen (USA)
- 11:25 Eine wie keine
- 11:50 Anna und die Liebe
- 12.15 Baywatch (USA)
- 13.00 Heidi
- 13.30 Garfield
- 13.50 Drachenschatz
- 14.10 Avatar (USA)
- 14.35 Teen Buzz
- 15.00 Bezaubernde Jeannie (USA)
- 15.20 Sabrina (USA)
- 15.40 Gilmore Girls (USA)
- 16.25 Immer wieder Jim (USA)
- 16.50 Malcolm (USA)
- 17.10 Simpsons (USA)
- 18.00 Eine wie keine
- 18.30 Anna und die Liebe
- 19.00 Two and a half men (USA)
- 19.20 Backstage
- 19.35 Chili
- 20.00 ZiB 20

AFRICAN AMERICANS

About 400 years ago the first slaves were shipped from Africa to America to work on plantations and farms for the first settlers. Now about 4 centuries later the president of a global power, the U.S., is a colored man.

Slavery



A SHORT HISTORY

- 1619 the first slaves were shipped to America
- 1810-1860 Anti-Slavery Movement
- 1863 Proclamation of Emancipation by Abraham Lincoln (1809-1865)
- 1920s Harlem Renaissance
- 1950s Civil Rights Movement: most important exponent was Martin Luther King, Jr. (1929-1968)
- 2008 Barack Obama wins the presidential elections
- 2009 Obama accepts the Nobel Peace Prize

Being brought to America, the slaves-to-be were packed like sardines in a can. When they arrived, they were sold as possessions that did not even deserve being treated like human beings. Later when working at the farms and plantations they were beaten, were forbidden even to speak their mother tongue, were forced to learn English, were evangelized, women were raped; generally speaking they were just treated the worst way one could imagine. During work the slaves sang coded songs for freedom, which they pretended to be religious songs. One of the most popular them was "Swing Low, Sweet Chariot":

Swing low, sweet chariot,
 Coming for to carry me home,
 Swing low, sweet chariot,
 Coming for to carry me home.

I looked over Jordan and what did I see
 Coming for to carry me home,
 A band of Angels, coming after me,
 Coming for to carry me home.

If you get there before I do,
 Coming for to carry me home,
 Tell all my friends I`m coming too,
 Coming for to carry me home.

Swing low, sweet chariot,
 Coming for to carry me home,
 Swing low, sweet chariot,
 Coming for to carry me home.

Emancipation

After the Civil War Abraham Lincoln proclaimed Emancipation, in which he forbade slavery and the bringing of more slaves to the United States.



Abraham Lincoln

AFRICAN AMERICANS

Civil Rights Movement



In the 1950s colored Americans started to fight for their rights because even after they had been released their life conditions were very harsh and they were often mistreated. The most important exponents of this movement were: Malcolm X (1925-65), Rosa Parks (bus boycott; 1913-2005) and Martin Luther King, Jr. With his famous speech "I have a dream"

... I have a dream, that one day on the red hills of Georgia the sons of former slaves and the sons of former slaveowners will be able to sit down together at the table of brotherhood...

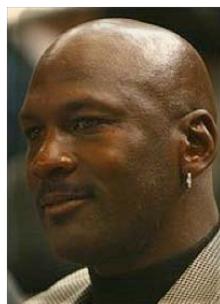
The First Black President

In 2008 Barack Hussein Obama moved into the white house with his friendly wife, his two lovely daughters and his 6-month-old Portuguese water dog called Bo, the First Dog.

Famous African Americans



Name: Will Smith
 Born: 25 Sept. 1968
 Profession: Actor
 Popular films: Men in Black 1,2; I am Legend



Name: Michael Jordan
 Born: 17 Feb. 1963
 Profession: Basketball player
 6 world records

Name: Oprah Winfrey
 Born: 29 Jan. 1954
 Profession: TV host
 Ist: the first African American billionaire



Name: Stevie Wonder
 Born: 13 May 1950
 Profession: Singer
 Won: the Gershwin Prize



PHOTOSTORY



PHOTOSTORY

