

TENTATIVE SYLLABUS -- MAY BE MODIFIED AFTER DISCUSSION AT OUR FIRST MEETING**Prof. Patrick H. Patterson****Department of History, UC San Diego**

Office: Humanities and Social Science Building, Room 4086-A Mail Code 0104 Phone: (858) 534-1999
patrickpatterson@ucsd.edu Course web site: TritonEd.ucsd.edu use your UCSD ID and password to log in
Office hours: Fridays 2:00-3:00 pm, in H&SS 4086-A, and by appointment

Course Requirements: The course is offered on a Pass/No Pass basis. This is a one-unit course, so expect one to two hours' worth of outside-of-class work per week. If you invest that much time and thought, our discussions should be very rich and rewarding. Except as noted, assignments will be on the TritonEd.ucsd.edu site.

There are only two requirements to pass the course. The first is regular attendance. The second is active, informed, engaged participation in the class discussions. By "informed" I mean that you do need to complete the assigned readings and/or viewings of video materials in advance of the class session. This should be a chance for all of *you* to talk, not hours of just listening to me! I am intentionally keeping the reading load quite light, but I want you to really dig in and try to understand the complexities of the assignments -- and be mindful of what is *not* addressed in the readings. In other words, please think hard about questions and problems that arise from, but aren't resolved by, what you're reading for the class. If I end up seeing that many people are not attending to the assignments, I reserve the right to administer pass/fail in-class exams to ensure that the course readings do get read in advance of class, so that our time will be spent in the most valuable way possible!

WEEK 1 October 6 Introduction to the course – no assignments

WEEK 2 October 13

Andrei S. Markovits, *Uncouth Nation: Why Europe Dislikes America*, Introduction and chapters 1 ("Anti-Americanism As a European Lingua Franca," pp. 1-37) and 2 ("European Anti-Americanism: A Brief Historical Overview," pp. 38-80)

Short research assignment: find a news story (within the last ten years) that concerns anti-Americanism or pro-Americanism ****that is not based on support for or opposition to American foreign policy.**** Bring the text to class (no copies needed) and be prepared to make a short (1-2 minute) presentation about the most important issues raised by the news story. We will take a broad definition of "news story" here (will be discussed in class).

WEEK 3 October 20

Isabelle Gournay, "Romance, Prejudice and Levitt's Americanization of the Middle Class House in France," in William Chew, ed., *National Stereotypes in Perspective: Americans in France - Frenchmen in America* (pp. 401-428)

Christopher Endy, *Cold War Holidays: American Tourism in France*, ch. 6 ("The Ugly American: The Travel Boom and the Debate Over Mass Culture," pp. 125-149)

Available online as e-book via UCSD Library site; hard copy may be available on reserve as well.
e-book: <http://uclib.org/PID/163720>

Video assignment:

Innocents Abroad (director Les Blank, 1991) (84 min.)

Streaming video (UCSD on-campus and via proxy server): <http://ucsd.kanopystreaming.com/node/136300>

Use a UCSD on-campus computer or the Library's proxy server.

Info on the proxy server is available on the UCSD Libraries web site.

WEEK 4 October 27

Jukka Kortti, "On the Cusp of Postwar Modernization: Americanization, International Culture, and Gender Roles in Finnish Commercials, 1955–1975," *Advertising & Society Review* 8, no. 4 (2007).

****NOTE: For the Kortti assignment, you must watch all the embedded TV commercials (.mov files); click on the images to watch. To do that, you need to go to the online resource:
<http://muse.jhu.edu/journals/asr/v008/8.4kortti.html> Use a UCSD on-campus computer or the Library's proxy server. Info on the proxy server is available on the UCSD Libraries web site.

Karen De Bres, "Burgers for Britain: A Cultural Geography of McDonald's UK," *Journal of Cultural Geography* 22, no. 2 (March 2005): 115-139.

Daniel Bloyce, "'Glorious Rounders': The American Baseball Invasion of England in Two World Wars – Unappealing American Exceptionalism," *The International Journal of the History of Sport* 25, no. 4 (March 2008): 387 – 405.

Thomas Kaiserfeld, "Born to Run or Chained to the Car? European vs American Visions and Practices of Automobile Society," www.kth.se/polopoly_fs/1.16699!paper_kaiserfeld_2007.pdf

WEEK 5 November 3

George Ritzer, *The McDonaldization Thesis: Explorations and Extensions*, ch. 6 ("McDonaldization: The New 'American Menace'," pp. 71-80).

Markovits, chapters 4 ("The Massive Waning of America's Image in the Eyes of Europe and the World," pp. 135-149) and 6 ("Anti-Americanism: A Necessary and Welcomed Spark to Jump-start a European Identity?" pp. 201-224)

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