

Západočeská univerzita v Plzni

Fakulta Pedagogická

Bakalářská práce

**AMERICKÝ OBCHOD A KAPITALISMUS – IMPORT A
EXPORT ZBOŽÍ, KULTURY A JAZYKA**

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Plzeň 2017

University of West Bohemia

Faculty of Education

Undergraduate Thesis

**AMERICAN BUSSINES AND CAPITALISM – IMPORT
AND EXPORT OF GOODS, CULTURE AND LANGUAGE**

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Plzeň 2017

Prohlašuji, že jsem práci vypracoval/a samostatně s použitím uvedené literatury a zdrojů informací.

V Plzni dne 30. června 2017

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Jakub Šeda

ACKNOWLEDGEMENT

I would like to thank the supervisor of my undergraduate thesis, William Bradley Vice, Ph.D., for his patience and guidance of my work.

ABSTRACT

Šeda, Jakub. University of West Bohemia. June, 2017. American Business and Capitalism - Import and export of goods, culture and language.

Supervisor: William Bradley Vice, Ph.D.

As history has shown, trade is not just the means to exchange goods; it is also one of the main ways of cultural exchange between nations, communities and countries. When cultures using different languages interact in such a way, their need for trade forces them to communicate, leading to another form of exchange - a linguistic one.

Looking at today's world economy, it cannot be denied that, while a formidable contestant has risen in the form of China, United States of America is still a primary player in the field of international trade. Such a position also logically includes proportional involvement in global cultural exchange. A mere short glance upon the cosmopolitan culture of United States of America is enough to confirm the existence of this phenomenon.

In my under-graduate thesis, I intend to investigate the other side of this issue- the influence of American foreign business policy on cultures and languages of other countries and nations. While I cannot tell now for sure what specific form my work will take, I wish to use both active personal research and reference literature to analyse the influence of both the activities of American government and strong American brands on economy, language and culture of other countries and how is this issue perceived by different social groups.

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INTRODUCTION

America is everywhere. No matter where on earth you go, you will find evidence of it. In almost every country, you can see American movies. T-shirts with American flag, although admittedly made in Bangladesh, can be bought in almost every market and clothes shop. Perhaps the most obvious proof of the political and cultural influence of the United States is the English language. Although originally inherited from the British Empire, English language now serves as a carrier of American culture first and foremost.

The reason why the influence of English language and American culture is so widespread lies in the economic might of the United States and its foreign business policies. But who and how exactly does it influence?

1. SOURCES OF INFLUENCE

The main sources of American cultural and linguistic influence can be divided into two categories. The first category includes various activities of the U. S. government. The second category consists of the combined influence of particularly strong American brands.

2. INFLUENCE ON LANGUAGE

3. CULTURAL INFLUENCE

4. PERCEPTION OF THE ISSUE

CONCLUSION

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SUMMARY IN CZECH

Amerika je všude. Bez ohledu na to, kde na Zemi jste, najdete o tom důkazy. Téměř v každé zemi můžete vidět americké filmy. Trička s americkou vlajkou, ačkoliv vyrobená v Bangladéši, je možné koupit téměř na každém tržišti či v obchodě s oblečením. Asi nejvýznamnějším důkazem politického a kulturního vlivu Spojených států je anglický jazyk. Ačkoliv původně zděděný po Britském Impériu, anglický jazyk dnes slouží jako nositel především americké kultury.

Důvodem rozšíření vlivu anglického jazyka a americké kultury je ekonomická moc Spojených států a jejich zahraniční politika. Koho a jak ale ovlivňuje?