

SEDUCING THE FRENCH

THE SECRET OF AMERICANIZATION

RICHARD
KUISEL



En toutes
saisons...

Seducing The French

Richard Pells



Seducing The French:

Seducing the French Richard F. Kuisel, 1993 When Coca Cola was introduced in France in the late 1940s the country's most prestigious newspaper warned that Coke threatened France's cultural landscape This is one of the examples cited in Richard Kuisel's engaging exploration of France's response to American influence after World War II In analyzing early French resistance and then the gradual adaptation to all things American that evolved by the mid 1980s he offers an intriguing study of national identity and the protection of cultural boundaries The French have historically struggled against Americanization in order to safeguard Frenchness What would happen to the French way of life if gaining American prosperity brought vulgar materialism and social conformity A clash between American consumerism and French civilisation seemed inevitable Cold War anti Communism the Marshall Plan the Coca Cola controversy and de Gaulle's efforts to curb American investment illustrate ways that anti Americanization was played out Kuisel also raises issues that extend beyond France including the economic social and cultural effects of the Americanized consumer society that have become a global phenomenon Kuisel's lively account reaches across French society to include politicians businessmen trade unionists Parisian intelligentsia and ordinary citizens The result reveals much about the French and about Americans As Euro Disney welcomes travellers to its Parisian fantasyland and with French recently declared the official language of France to defend it from the encroachments of English Kuisel's book is especially relevant

Expressing America George Ritzer, 1995-02-09 This innovative text focuses on an American icon central to United States culture that is rapidly becoming a global expression of prosperity the credit card George Ritzer explains what the credit card tells us both good and bad about the essence of the modern US and why and how the credit card is helping to transform much of the world Drawing on the insights of both classic and contemporary social thinkers including Georg Simmel C Wright Mills Karl Marx and Max Weber as well as micro macro agency structure and Americanization theories Ritzer also reveals to students the powerful insights gained from using the sociological imagination applied to a topic that students know about and are interested in

Not Like Us Richard Pells, 2008-08-04 Debunking the myth of the Americanization of Europe a noted historian presents an authoritative and engrossing cultural history of how America tried to remake Europe in its own image and how the Europeans successfully retained their identity in the face of American mass culture Pells provides a new paradigm for understanding the survival of local and national cultures in a global setting

French Intellectuals Against the Left Michael Scott Christofferson, 2004 Christofferson argues that French anti totalitarianism was the culmination of direct democratic critiques of communism revisions of the revolutionary project after 1956 He offers an alternative interpretation for the denunciation of communism Marxism by the French intellectual left in the late 1970s

The Myth of the French Bourgeoisie Sarah Maza, 2009-07-01 The French even the most affluent and conservative have always rejected and maligned bourgeois values and identity In this new approach to the old question of the bourgeoisie Sarah Maza focuses on the crucial period before during and after the

French Revolution and offers a provocative answer the French bourgeoisie has never existed *French Encounters with the American Counterculture 1960-1980* Caroline Maniaque-Benton, 2016-12-05 French American interrelationships in the areas of design and creative thinking have been under acknowledged It is normally asserted that French architects looked to North America for technical lessons in the development of modern architecture in the 1960s but that the French cultural environment was generally hostile to American ideas This book includes interviews with French architects who visited the United States in the 1960s 1970s and then assumed influential positions in the press and education in France Some of these architects found in non mainstream America and its radical groups of architectural drop outs a liberating force free of the taint of American capitalism and the high investment technology Often living in alternative student communities they saw highly innovative low cost technical and structural systems placed in the service of collective forms of living which represented a critique not only of professional architectural practice but also of bourgeois forms of living Many of them also studied in American schools of architecture and came in contact with an intellectual and interdisciplinary style of architectural education unavailable in France at that time Anticommunism in French Society and Politics, 1945-1953 Aaron Clift, 2023-06-20 Anticommunism in French Society and Politics 1945 1953 evaluates the prevalence of anticommunism among the French population in 1945 to 1953 and examines its causes character and consequences through a series of case studies on different segments of French society These include the scouting movement family organisations agricultural associations middle class groups and trade unions and other working class organisations Aaron Clift contends that anticommunism was more widespread and deeply rooted than previously believed and had a substantial impact on national politics and on these social groups and organisations Furthermore he argues that the study of anticommunism allows us a deeper understanding of the values they regarded as the most important to defend Although anticommunism was a diverse phenomenon this work identifies common discourses including portrayals of communism as a threat to the nation the colonial empire the traditional family private property religion the rural world and Western civilisation It also highlights common aims such as the rehabilitation of wartime collaborators and tactics such as the invocation of apoliticism While acknowledging the importance of the Cold War it rejects the assumption that anticommunism was an American import or foreign to French society and demonstrates links between anticommunism and anti Americanism It concludes that anticommunism drew its strength from the connection or even conflation of communism with perceived negative social changes that were seen to threaten traditional French civilisation interacting with the postwar international and domestic environment and the personal experiences of individual anticommunists *The Americanization of Europe* Alexander Stephan, 2006 Using Germany as a case study of the impact of American culture throughout a period characterized by a totalitarian system two destructive wars ethnic cleansing and economic disaster this book explores the political and cultural parameters of Americanization and anti Americanism It's So French! Vanessa R. Schwartz, 2007-12-15 The recent history

of cultural exchange between France and the United States would appear to be defined by freedom fries and boycotts against Beaujolais or on the other side of the Atlantic by enraged farmers toppling statues of Ronald McDonald But this dismal state of affairs is a long way from the mutual admiration that followed World War II epitomized in a 1958 cover of Look magazine that declared Brigitte Bardot conquers America It s So French explores the close affinity between the French and American film industries that flourished in the postwar years breaking down myths of American imperialism and French cultural protectionism while illuminating the vital role that cinema has played in the globalization of culture Hollywood was once enamored with everything French and this infatuation blossomed in a wildly popular series of films including An American in Paris Gigi and Funny Face Schwartz here examines the visual appeal of such films and then broadens her analysis to explore their production and distribution probing the profitable influences that Hollywood and Paris exerted on each other This exchange moved beyond individual films with the sensational spectacle of the Cannes Film Festival and the meteoric career of Brigitte Bardot And in turn their success led to a new kind of film that celebrated internationalism and cultural hybridity Ultimately Schwartz uncovers an intriguing paradox that the road to globalization was paved with nationalist clichés and thus films beloved for being so French were in fact the first signs of a nascent cosmopolitan culture Packed with an array of colorful film stills publicity photographs paparazzi shots ads and never before seen archival images It s So French is an incisive account of the fertile collaboration between France and the United States that expanded the geographic horizons of both filmmaking and filmgoing forever changing what the world saw and dreamed of when they went to the movies

The Light-Green Society Michael Bess, 2003-11-15 The accelerating interpenetration of nature and culture is the hallmark of the new light green social order that has emerged in postwar France argues Michael Bess in this penetrating new history On one hand a preoccupation with natural qualities and equilibrium has increasingly infused France s economic and cultural life On the other human activities have laid an ever more potent and pervasive touch on the environment whether through the intrusion of agriculture industry and urban growth or through the much subtler and more well intentioned efforts of ecological management The Light Green Society limns sharply these trends over the last fifty years The rise of environmentalism in the 1960s stemmed from a fervent desire to save wild nature nature conceived as a qualitatively distinct domain wholly separate from human designs and endeavors And yet Bess shows after forty years of environmentalist agitation much of it remarkably successful in achieving its aims the old conception of nature as a separate sphere has become largely untenable In the light green society where ecology and technological modernity continually flow together a new hybrid vision of intermingled nature culture has increasingly taken its place

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