

A rustic wooden sign with the word "WELCOME" in white, block letters. The sign is made of a single piece of weathered wood with rough, uneven edges. It is hanging from a teal-colored wooden wall by a thin, light-colored twine string that forms a triangular shape. A vibrant red rose with green leaves is tucked behind the right side of the sign. The background wall is made of vertical wooden planks painted in a bright teal color, showing signs of wear and texture.

WELCOME

American Culture 2

Lecturer: Lam Phan, M.A

Email: lamphan83@gmail.com

Phone: 0983 685 405

PANTONE 108 C

The Heritage of American Abundance



Quote

X “For millions of people throughout this world, during the past three centuries, America has symbolized plenty, wealth, and abundance of goods.”- David Potter

X Do you agree with David Potter? Why and Why not? What is the source of American abundance?



Match each word from the quotation with its meaning

1. Periods of 100 years

2. Represented by an idea or quality

3. Products

4. Enough, or more than enough

5. A large quantity of something

A. Abundance

B. Plenty

C. Symbolized

D. Century

E. Goods



*What are the advantages and disadvantages
of having abundance?*

X Advantages

X Disadvantages

Question?

1. Why is America criticized as a “throw-away culture”?
2. What do you throw away everyday?



- America is a country which has a great abundance
- Sometimes, America has been criticized as a "throw away"
- United State is only around **5 % of total world population** , yet they use **25% of the world's energy** per year, generating more than four pounds of trash and garbage per person each day.



- This abundance has helped to **shape** the **American character**.



This **abundance**
is the gift of nature.

-When European settlers first arrived in the seventeenth and eighteenth centuries, most of this land was **rich, fertile farmland**, with an abundance of **trees and animals**.

-Never again can human beings discover such a **large area of rich, unfarmed land**, with such a **small population** and such great **undeveloped natural resources**.

Natural Resources That Give the U.S. an Economic Advantage



Temperate climates
and fertile
agricultural land

A large landmass under
one nation lowers the
cost of services
and products

Many freshwater
sources

A diverse population
brings innovation
and new ideas to
business

An expansive
coastline means
no hostile
governments
border it

the balance

-But it would be a mistake to say that the abundant natural resources of North America were the only reason why the United States became a wealthy nation.

->The **beliefs, determination, and hard work** of the early settlers were equally important.

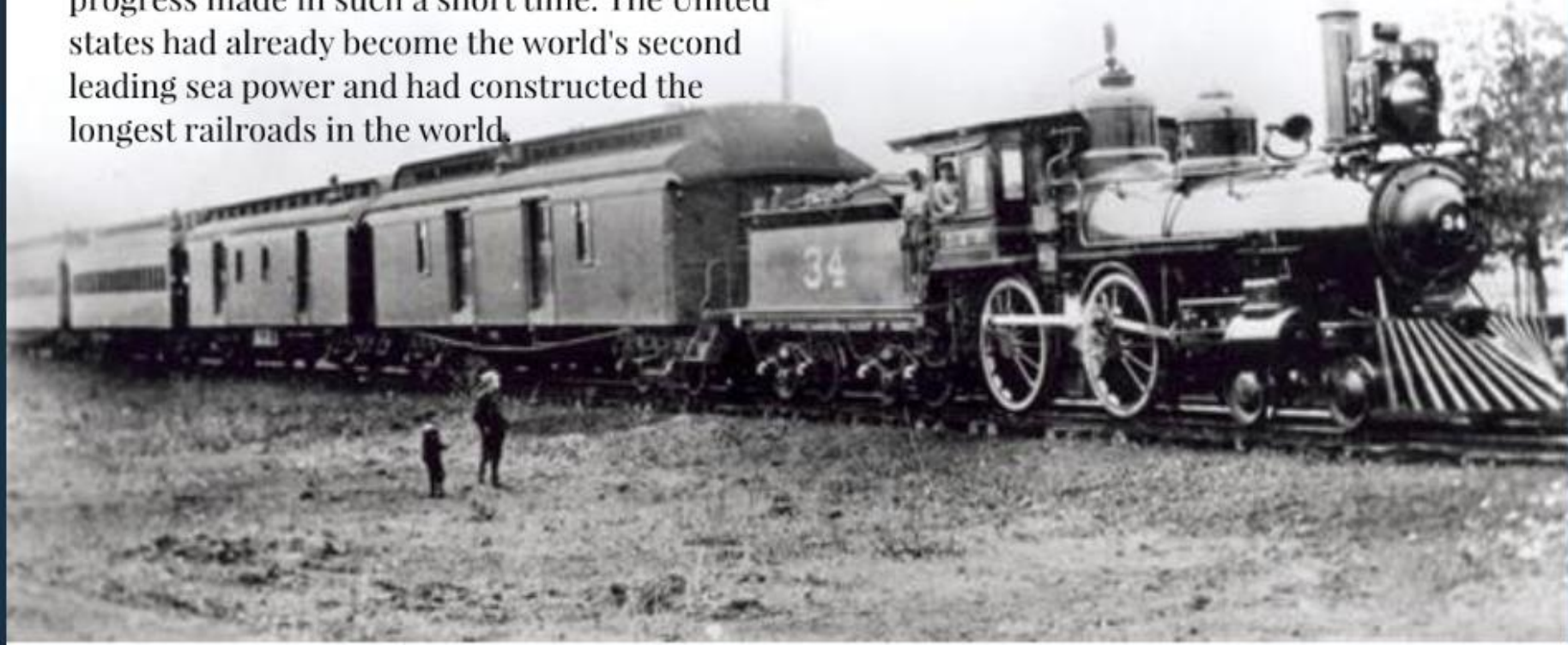
- In Europe, people were either born wealthy or born poor and usually stayed that way
- In America, status at birth was not important – people could become rich or poor
- People were more protective of their wealth, and sought to acquire more



America became one of the wealthiest countries today because of a man named **Tocqueville**. He said that the wealthy took these things for granted and placed little importance on material things. The poor people in those aristocratic nations also did not concern themselves with wealth, since they knew that they had little hope of becoming wealthy or changing their status.



Tocqueville visited the United States fifty years after the nation had won its independence from England. He was impressed with the great progress made in such a short time. The United states had already become the world's second leading sea power and had constructed the longest railroads in the world.



America developed quickly after independence

Trading and manufacture were important industries

Materialism began to develop into a moral value

This material wealth has attracted many people to settle in America



The opportunity to share
in the good life
has attracted immigrants
to the United States
for generations.



From Producers to Consumers

- In the 1700s and 1800s most Americans thought of themselves more as **producers** than **consumers**.
- In the 20th century, they became **mostly consumers**
- This change was caused by **mass advertising**
- Advertiser could **broadcast** their message to millions of people.

- TV was a **major influence** in the development of consumer society.

- Advertisers would place their adverts within entertainment programs.





*public TV
stations*



- ✓ **In the US, most home have a TV (average= 2) which are watched ~8 hours per day**
- ✓ **The Average American sees ~50,000 ads per year**

What American consumers like?

Introducing:
The Marbella
Power Lift Recliner!
Plus MORE
New Chairs
to choose from!

[View Our New Recliners](#)

USB Charging Port

AutoDrive Hand Control

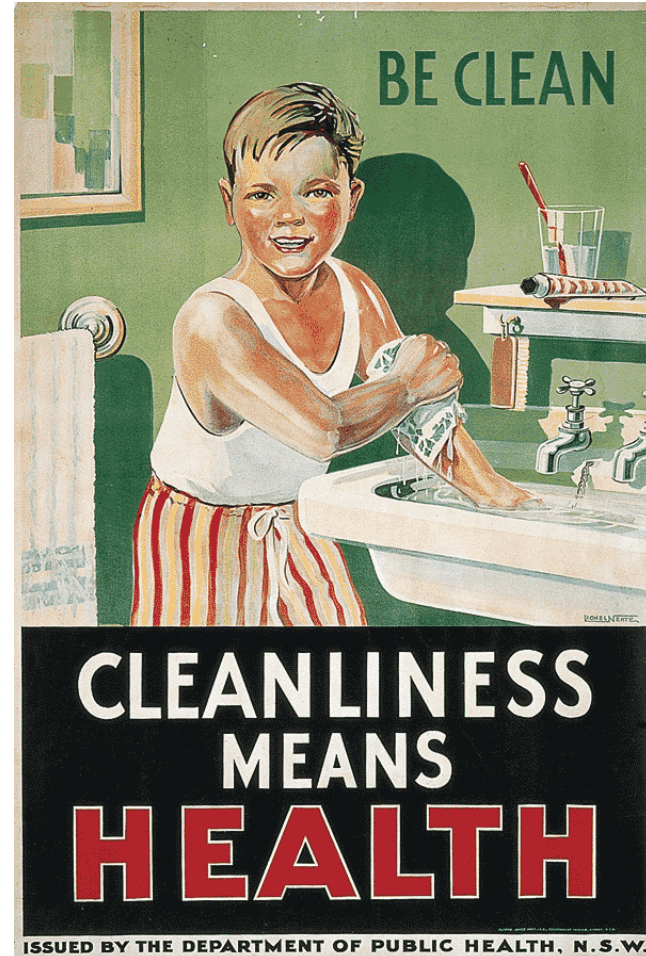
Adjustable Headrest

•Comfort

•It may have created a strong desire in the pioneers and their children for goods that would make life more comfortable

Cleanliness

It is also highly valued
by Americans



1 Comfort

: It may have created a strong desire in the pioneers and their children for goods that would make life more comfortable.



2 Cleanliness

: It is also highly valued by Americans.



“Cleanliness is next to godliness.”

3 Novelty

: This love of novelty comes from their pride in their inventiveness.

“Buy now- pay later.”



Novelty



4

Convenience

has also created "fast food" served in less than 5 minutes.



- Of all the three qualities, the fourth quality that American consumers like the most - convenience.
- In the late 1900s, there was a dramatic increase in such labor-saving devices.



Abundance of Technology

- By 2000, 50% of households has a PC.
- Most people under 50 use Internet.





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Did doomed Malaysia Airlines jet

Search for wreckage of flight

Who was 'genetical' pilot of missing jet

Pictured: Agonising moment families of

You CAN predict lottery numbers:

'Killer', 46, calmly rolled cigarette and

Think your school run is bad? Incredible moment Vietnamese man takes his kids across a flooded river in a PLASTIC BAG

- Flood prevented children at a Vietnamese primary from getting to school
- One of the parents transported the entire class across in a plastic bag
- Man swam across river and children arrived safe and dry on the other side

By DAILY MAIL REPORTER
 PUBLISHED: 11:06 GMT, 20 March 2014 | UPDATED: 12:15 GMT, 20 March 2014

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This parent is giving a whole new meaning to 'school bag' as he helps a class of primary pupils safely cross a river by taking them in a plastic bag.

When the children in Sam Lang village, Dien Bien Province, near Hanoi in northern Vietnam could not get to school due to spring floods, one father found an unorthodox solution.

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Challenges of the Technological Revolution

There are many new problems created by technology :

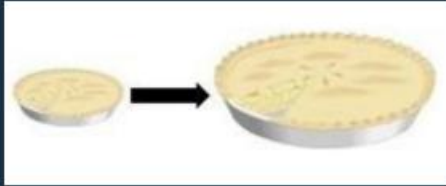
- Possible monopoly of media for political purposes as technologies merge.

- Children spend too much time and not enough time exercising.



- Quality of content and exposure of children to indecent media.
- The digital divide - those who have access to computers and those who don't.

The Ever-Expanding Pie



Americans viewed the material wealth of the United States as **an ever-expanding pie**.

Americans have believed that their economic pie would just continue to grow so that all people could get **a bigger piece of a bigger pie**. The belief in **an everlasting heritage of abundance** had many good effects.



expanding pie.

Americans have believed that their economic pie would just continue to grow so that all people could get a bigger piece of a bigger pie.

The belief in an everlasting heritage of abundance had many good effects.



freedom competition
self-reliance hard work.
equality of opportunity

It seemed to Americans that their high standard of living was a reward for practicing these values.

The Decline of American Abundance

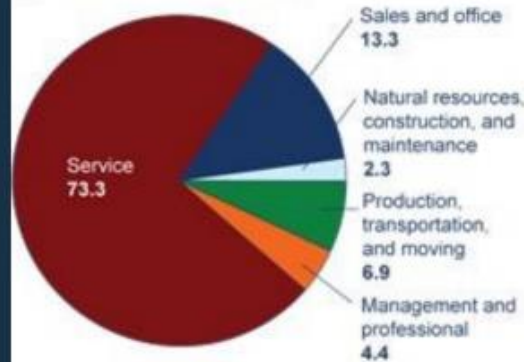
Recently, however, Americans have realized that there may be a limit to their abundant lifestyle.

- Energy crisis of 1970s
- Stock market decline

The cost of the American Dream has risen, but the rate of pay has declined.

Service workers have very low pay.

Occupational Distribution of Workers Earning Less than \$5.15 (percent in sector)



Source: U.S. Department of Labor, Bureau of Labor Statistics.

As a result, many Americans must work harder than their parents did to have the same standard of living.



What of the Future?

The American heritage of abundance has greatly affected the lifestyles and values of the people

A decline in abundance is beneficial in some ways

Less waste

Environmental protection

Recycling

However, a prolonged decline in American abundance could have a profound effect of the American identity and its associated values