

УДК: 372.881.111.1 (575.2)(04)

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AMERICAN MEDIA: THE MAIN SOURCE TO DISCOVER ABOUT THE US AND ITS CULTURE

The sophisticated technology of communication gives people an opportunity to open the door of American world and gain a lot of insight about this country, to be exactly Mass Media contains radio, television, music and movie industries, multimedia Web sites as well as newspapers and magazines. Discovering the US through Media.

Keywords: discovering, AmericanMedia, culture, challeng.

Усовершенствование технологий связи дает людям возможность открыть двери американского мира и получить много интересного об этой стране, в особенности это – СМИ,

которые включают в себя: радио, телевидение, музыку и фильмы, мультимедийные веб-сайты, а также газеты и журналы. Открытие США через СМИ.

Ключевые слова: Открытие США через американские СМИ, культура, задачи.

The United States of America is culturally and ethnically diverse country. This is why; sometimes America's culture, customs, language and history may seem quite complicated at the same time quite challenging to most people. However, with the help of today's sophisticated technology of communication or Mass Media, people can open the door of American world and gain a lot of insight about this country. Media is transmitting various messages through sophisticated technologies which include radio, television, music and movie industries, internet as well as newspapers and magazines. Nowadays, the technology has been developed to a great extent that every country has its own several means of media and every person in any part of the world has availability to it. This enables our huge world seem smaller at the same time it enables people to be globally aware of each part of the world.

The USA is one part of the earth. Therefore, the media has a significant role while discovering about this country, since American media conglomerates tend to be leading global players. The United States is by far the biggest producer of popular culture goods. Popular culture is manifested around the world through movies, music, television shows, satellite broadcasts and clothing. So, how and how much we can discover America via pop culture goods?

From school times we have a notion to think that, in order to know one country completely we should definitely visit it. Secondly, only through reading many books we can acquire sufficient knowledge about America's history and culture, cities, customs and English language. For this reason, we tried to read as many books as we could and tried to look at pictures of some important places, cities in order to know the US better. This is not wrong way of knowing about one country actually; however, I would argue that today not only by visiting and reading books, but also through movies we can learn about history, culture, way of life and language of one country faster and easier, as films depict their culture and way of life vividly. Especially, when it is concerned the US because the world movie capital Hollywood is situated there. Hollywood Cartoon character Mikey Mouse, which became the mascot of not only Walt Disney Company, but the mascot

of the US is recognized in many countries. It is an American mascot, because when people see Mikey mouse the image of the US also comes to their mind. In 1987, U.S. films held an imposing 56 percent of the European film market. Less than a decade later, that share had risen to over 90 percent. By 2009 though, US films had 67.1 percent market share. All American movies are best manifestations of their own culture, because they portray young and old, man and woman of America, about their attitudes, background and customs. Moreover, movies provide us with visual description of its places. So, after watching a film we will be able to imagine its land, know how this nation looks like, how they treat to each other and how they continue their way of life. For instance, I read the whole book on American history class, and after reading I received information that settlers came to undiscovered continent, industrialized the land and fought against Indians. However, after watching the film "Lone Ranger" I didn't only obtained knowledge, but I could also feel the mood of that period and people, better understood the state of Native Indians and how they fought against settlers. Finally, films give us better understanding both theoretically and visually, in other words we can get knowledge, consequently firm up that knowledge in motion.

Reality shows and TV serials are another popular medium for the broadcast of American culture. One of the most prominent examples is "Keeping up with the Kardashians" which follows the family life of the Kardashian family and has contributed to an idea of glamorous American lifestyle that is practiced by the family. Another example of TV serials is "Hannah Montana" which depicts American youths, their life and aspirations. At the same time "American Idol" that implies the idea of American Dream. All these shows have contributed to a rise of celebrities and obviously, to extending American culture. From TV serials, apart from learning American way of life, we can also acquire English language skills, because, its language is usually short, funny; keeps us to be more interested. In addition, we can observe language usage in dynamic and short settings, afterwards develop it in ourselves.

ВЕСТНИК МЕЖДУНАРОДНОГО УНИВЕРСИТЕТА КЫРГЫЗСТАНА

American company CNN exemplifies the global news network. Now CNN reaches over 200 million households in over 212 countries and territories. And its edition CNN Student News along with native students, it enables a lot of foreign students to expand and keep up their English language, as well as keep in touch with the issues happening around the world.

Music is a driving force in pop culture and in America. For the United States, this industry is one of the most important spheres of economic activity. In fact, the U.S. entertainment industry generates more revenue from overseas sales than any other industry. The king of pop music Michael Jackson, who is an American, is known throughout the world. Moreover, a lot of American singers as Lady Gaga, Beyoncé, Jay-Z,

Justin Bieber, One Republic and many others are widely known and listened in most countries as well as in Kyrgyzstan. Listening to songs and singing, help us to make our understanding better and chiefly, it may have a great influence on our pronunciation, just only through listening to music one can make his or her pronunciation perfect.

Overall, without Media we wouldn't know how New York or Washington D.C. or other cities of America look like until we visit them, therefore we would have limited knowledge on its culture, customs and people. After all, one should not use American Media; movies, TV series or music only as a means of entertainment, on the contrary one should be attentive to gain insight about the U.S. and be ready to discover this country.

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