

Дюшенова Майрамбу Саламатовна
ОИӨК «Кыргызстан Эл аралык Университети»,

Дюшенова Майрамбу Саламатовна
УНПК "Международный университет Кыргызстана",

Diushenova Mairam
ERPC "International University of Kyrgyzstan",
mairamdiushenova@gmail.com

АМЕРИКА ТААНУУДАГЫ БИРИНЧИ КАДАМ – АМЕРИКА МАДАНИЯТЫ

ИЗУЧЕНИЕ АМЕРИКАНСКОЙ КУЛЬТУРЫ – ПЕРВЫЙ ШАГ В АМЕРИКАНОВЕДЕНИИ

AMERICAN CULTURE AS A FIRST STEP IN AMERICAN STUDIES

Аннотациясы: Макалa, Америка таануу багыты боюнча, 4 жылдык окутуунун туура окуу программасын түзүүгө көмөк көрсөтө турган баскычтардын иретин баяндайт. Автор, Америка таанууда баштапкы баскыч өлкөнүн маданиятын үйрөтүүдөн баштоо туура болоорун баса белгилейт жана себептерин мисалдар менен тастыктайт. Бардык келтирилген мисалдар автордун Америка өлкөсүнө болгон сапарынан алынган тажрыйбалар. Ар бир баскычтын темалары коюлуп, кыскача түшүндүрмө менен толукталат. Макаланы, автор Америка таануу багытында жаны иш жолун баштаган жаш окутуучуларга тажрыйба алмашуу катарында сунуштайт.

Негизги сөздөр: Америка таануу, окуу программасы, маданият, визит, тажрыйба,

Аннотация: Статья посвящена правильному выбору тематики и порядка при разработке 4х годичной учебной программы по Американоведению. Автор подчеркивает, что при изучении Америки необходимо начинать с культуры страны и обосновывает примерами из личного опыта взятые во время визита в Америку. В статье дается примерный перечень тем по изучению культуры страны для молодых преподавателей по регионоведению.

Ключевые слова: Американоведение, учебная программа, культура, визит, опыт.

Abstract: The article describes the right choice of topics in drafting four – year curriculum in American Studies. The author points out the meaning of right drafted curriculum where it begins with the study of US culture in the first place by sharing personal experiences. Exemplary curriculum is also given for young specialists in Regional Studies as a methodological support.

Key words: American Studies, curriculum, culture, visit, experience.

If you want to understand better how American culture and society are compared with other parts of the world you should be involved in American studies. American studies or American civilization is an interdisciplinary field of science that studies American history, society, and culture. It traditionally includes the study of history, literature, and critical theory, but also welcomes research methods from various other disciplines. And this course is presented in different way in various countries' High schools. Specialists in making connections and drawing together different strands of the American experience, American Studies majors have pursued careers in public service, politics, law, education, business, and media and journalism. Most of them create the curriculum of the discipline

acquiring a broad understanding of the American history, and learn to think analytically and systematically about American structures and institutions, and the representation of various cultural groups in art, literature, and popular culture. As for our department in American Studies, also stick to it. Unfortunately, this syllabus doesn't achieve good results. So, the solution of redrafting the discipline's curriculum based on my stay in the United States during educational exchange programmer in 2010. In my report I want to focus on real facts and experiences which made me to change my mind in presenting the course of American Studies. According to the studying our four-year bachelor's degree and the students' level of English, the curriculum is drafted from the simple topics to difficult [3, p 35]. And the aim of my topic is to share my experience in drafting American Studies curriculum with the young professors who have just began to teach American studies. Below I want to give a brief overview of the United States 'culture, the overview that struck me in 2010 visiting for two months.

So, what exactly is "America"? America as we've known it is changing. American culture is becoming increasingly diverse and its population more transnational. What are the meanings and boundaries of American citizenship? Who is "American" and who determines this? As a country of immigrants, the United States is influenced by many cultures, including various customs and traditions in religion, art, food, and much more. Almost every region of the world has influenced American culture, but it was primarily the English who colonized the country in the early 1600s. Also, the cultures of native Americans, Latinos, Africans, and Asians have had a powerful impact on the country.

The United States is sometimes described as a "melting pot" into which various peoples added their own smell and flavor, forming one large American culture. As cultures around the world have influenced the United States, American culture now affects the entire world. The term Western culture in a broad sense often refers to the United States and Europe.

As the third largest country in the world, with a population of more than 315 million people, the United States has the largest cultural diversity in the world. The North, South, West and East of the country have different traditions and customs.

1. Let' me start with the literature review.

At the early stage of its formation (the 15th – 16th centuries), American fiction was greatly influenced by the European, primarily English, artistic tradition. Its first examples were mainly diaries, religious treatises, and historical essays.

The era of colonization was also marked by the rule of Puritan morals, Patriarchal and pious mores. Verses and poems of a predominantly Patriotic nature were published. Most popular authors in the horror genres of the twentieth century are Americans [1, p 4].

2. Saying a few words about media.

The United States has the world's largest infotainment market, with unparalleled diversity and technical capabilities. America's media are the most influential and powerful on the planet and determine the direction of the media economy around the world. The number of users of the world wide web in the United States has reached 147 million.

The United States is widely known throughout the world as a leading country in the production of mass media, including television and cinematography.

It was in Hollywood that the modern system of movie stars appeared — advertising posters began to indicate the leading actors. As a result, the audience became more sophisticated and wanted to see their idols in the movies. With huge sums of money at their disposal, film studios, under the pressure of competition, poached talented actors from each other, increasing their fees.

3. It's time to talk about language

The United States does not have an official language at the Federal level. The de facto national language is English, which has been legally recognized as an official language in 30 States. According to the 2012 U.S. census, more than 97 % of Americans speak English well, and for 81 % it is the only language to communicate at home. In addition to English, 300 other languages are spoken in the United States, some of which are indigenous languages. Almost all languages in the world can be heard in the United States —

Spanish, Chinese, French, and German are among the most commonly used languages (not counting English). Each region of the United States, particularly the South, has its own pronunciation using unique words and phrases.

American English has four main regional dialects in the United States: Northeastern, Southern, Northern, and a Midwestern dialect considered "standard". And this dialect is spoken by more than half of the world's population.

4. Let's talk about style

American style-fashionable and practical clothing. T-shirts and t-shirts with bright prints that represent American culture are not only popular all over the world, but also take pride of place in women's wardrobe! American women wear short dresses with lace inserts and transparent tops, which are combined with open-work blouses, but most residents of the States dress in a semi-sporty style! The most popular American clothing we have is jeans. The style of clothing in the United States depends on the region and climate, but mostly it is the style of "casual" — casual clothing, where the main function is convenience. The "denim" style (rough denim), sneakers, cowboy hats, and boots are some items of clothing that are closely related to the image of Americans [2, p 20].

5. American cuisine

Although I wanted to learn all about American food, but it was difficult to eat or taste anything because of hot summer time. Nevertheless, I have learned enough about the food that is considered basic.

In modern life, Americans rarely cook at home, so modern American food is characterized by an extremely wide spread of convenience foods, fast food restaurants and national cuisine, which also makes it difficult to characterize American cuisine. American cuisine was influenced by Europeans and native Americans in its early history. Today, there are a number of products that are usually defined as American: hamburgers, hot dogs, chips, macaroni and cheese, and meat bread.

The phrase "as American as Apple pie" has come to mean something that is truly American. Because of semi-finished products, people's metabolism becomes more complicated, they begin to get fat, and there is an attachment to these products. In the morning, it is customary to drink a glass of orange or grapefruit juice, for children — more often Apple juice. Sometimes a Cup of coffee is drunk with a small bun or bagel.

Americans prefer tea to coffee, with more than half of the adult population drinking at least one cup a day. Thanks to extensive marketing by US companies, orange juice and milk have become a popular breakfast drink.

Coca-Cola, sprite and many other drinks are also popular. these drinks are most often harmful to human health.

Coca-Cola was invented in America on May 8, 1886. The inventor of Coca-Cola was pharmacist John Steve Pemberton. And the name for the drink was invented by Pemberton's accountant.

6. Church monasteries

I was also struck by the fact that students could attend Church monasteries of different religions, which are located next to the academic buildings of the University.

Almost all known religions are practiced in the United States, since the country was founded on the idea of religious freedom. More than 75% of Americans consider themselves Christians. About half of them are Protestants, about a quarter are Catholics, and a small percentage are Mormons. After Christianity, Judaism is the second most common religion — about 1.4% of the population. About 20% of Americans have no religious affiliation.

7. Sports are in the lives of Americans

The United States is a sports-oriented country with millions of fans watching football, baseball, basketball, and hockey games among many other sports.

Baseball, which originated in colonial America, became an official sport in the mid-1800s and is still known as a favorite pastime of Americans, although its popularity has now been eclipsed by football. And

our group, which consisted of representatives from 19 countries, was lucky enough to visit and watch a baseball game in Pennsylvania.

8. Celebrations

I was more impressed by the celebration of the country's Independence Day. Participating in the celebration of July 4, we were convinced of the importance and value of this historic day for the entire population of America. Americans celebrate their independence from Great Britain on July 4. Memorial Day is celebrated on the last Monday in May and honors the memory of those who died in military service. Labor Day is celebrated on the first Monday in September, and honors the country's labor force. Thanksgiving, another distinctive American holiday, falls on the fourth Thursday in November and goes back to colonial times.

Presidents' Day marks the birthdays of George Washington and Abraham Lincoln on the third Monday in February. The contribution of veterans to the development and freedom of the country is honored on Veterans Day on November 11. The contribution of civil rights leader Martin Luther King is celebrated on the third Monday in January.

And to conclude my report, I want to point out that a well-drafted curriculum of American Studies is very important and fruitful for learners, especially for those who are challenged to be there for the first time, for the students of exchange educational programs, for travelers, cover the culture, history, and politics of the world's most influential country, and studying our four-year bachelor's degree offers a range of exciting career opportunities, helping graduates develop transferable skills that are highly valued by employers, as well as the opportunity to study American culture, history, literature, and politics stretching from colonization to the presidency of Joe Biden.

The list of used Literature:

1. Journal of Transnational American Studies "Journal of Transnational American Studies newest issue out now" (JTAS 9.1)-2013-p. 4
2. Stacy Tackacs // On Teaching: "Making Globalization Ordinary": Using the Web to Teach Globalization-Kansas University-2008. p. 20

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