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The American Identity and Self-Understanding

By Christian Bacher

GRIN Verlag. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.5in. x 5.5in. x 0.1in. Seminar paper from the year 2004 in the subject Business economics - Miscellaneous, grade: 1, 0 (A), <http://www.uni-jena.de> (Intercultural Economic Communications), course: Seminar: Goal Culture USA, language: English, abstract: The European awareness of America is based on old concepts and images. America was always seen as an offspring (PRISCHING 2003, S. 3) of Europe, so its perception is not focused on religious and political differences. The mistake within the European opinion is to underestimate the differences between Europe and America concerning the founding myths, the evolution of mentality, the economic and everyday culture and values and beliefs. But America keeps its own traditional attitude towards Europe as well. Besides mutual stereotypes and incongruent images there is a lack of awareness of semantic differences: In both cultures terms like moral good, justice or liberty look like the same but do not mean the same, although this obviously seems to be expected. To develop these expectations this paper aims to give a better understanding of the American identity by providing an overview of the background of American values - and answering the question: What is...



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