IMMIGRATION AND GLOBALIZATION AT THE TURN OF THE 21ST CENTURY

Image from US Library of Congress.

Student Group #4
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Sign reading "No Illegals -> No Burritos (You Better Think Twice America)"
Irish immigrant family, 1929
Kal Penn speaking at the University of Maryland, 2008
Graph of Asian immigration to America, 1820-2000
OPRAH WINFREY

Images removed due to copyright restrictions. Please see:
First national broadcast of the Oprah Winfrey Show, 1986.
Her Influence

Vanity Fair

- “Oprah Winfrey arguably has more influence on the culture than any university president, politician, or religious leader, except perhaps the pope.”

Biographer Kitty Kelly

- “As a woman, she has wielded an unprecedented amount of influence over the American culture and psyche. There has been no other person in the 20th century whose convictions and values have impacted the American public in such a significant way. Oprah has influenced every medium that she’s touched.”

Professor E.K. Walker of the University of Illinois

- Created the course “History 298: Oprah Winfrey, the tycoon”
INFLUENCES OF INDIAN IMMIGRATION ON CULTURE IN THE UNITED STATES

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Asian Indian Population Changes Over the Years

http://www.migrationinformation.org/usfocus
Asian Indian Population Changes Over the Years


Population:
- 1960: Very small
- 1970: Slightly increased
- 1980: Noticeably increased
- 1990: Substantially increased
- 2000: Significantly increased
- 2006: Exponentially increased

Source: www.migrationinformation.org/usfocus
Bollywood...

Movie posters removed due to copyright restrictions. Please see:
Dhoom 2: Back In Action, 2006;
Don, 2006;
Taare Zameen Par, 2007;
Life in a Metro, 2007;
Race, 2008.
“Slumdog Millionaire”

- Success of “Slumdog Millionaire” in Hollywood
- Movie was made for the American audience
- Accurately captures the poverty, the pace, and luck in life in Mumbai
- Elements of Bollywood films:
  1. Beat in the music
  2. Vibrant colors
  3. Bollywood item song ‘Jai Ho,’ (fusion of PCD and Indian composer A. R. Rahman)
Photos of Irfan Khan, Anil Kapoor, and A. R. Rahman removed due to copyright restrictions.
...& Hollywood

- **Jessica Alba** in this still from “The Love Guru” wearing a traditional Indian dress and dancing a Bollywood-type item song shows the influence of Bollywood elements.

- Aishwarya Rai in “Pink Panther 2” shows the influence of Bollywood Actors in Hollywood Movies

Photos of Jessica Alba and Aishwarya Rai removed due to copyright restrictions.
Yoga & Deepak Chopra

- The poet-prophet of alternative medicine
- Published over 50 books translated into 35 different languages
- US President Bill Clinton said, "My country has been enriched by the contributions of more than a million Indian Americans, which includes Dr. Deepak Chopra, the pioneer of alternative medicine."
Photos of Pandit Ravi Shankar and Pandit Jasraj removed due to copyright restrictions.
CULTURAL EFFECTS OF HISPANIC IMMIGRATION ON THE UNITED STATES
There are two basic reasons for Hispanic immigration to the United States: economic opportunity and escape from political persecution.

Hispanic immigration has occurred in several waves: Mexicans during WWII (Braceros Program), Cubans during the 1960’s (following Castro’s rise to power), and Central/South Americans during the 1960’s, 70’s, and 80’s (following the various wars occurring in those countries i.e. Sandinistas in Nicaragua).

Research has shown that by the 2nd generation many Hispanics begin to lose Spanish and start to acquire English (they are also as religious and as committed as native born whites). Then by the third generation Hispanics have been shown to have levels of patriotism equal to those of whites.

Images removed due to copyright restrictions. Please see the cover of Time, October 16, 1978. “Hispanic and Latino Americans.”
Cultural Effects as Seen through the Media

- With an influx of individuals of Hispanic origin American media has seen the emergence of Spanish TV, radio networks, newspapers, and other media.
- El Nuevo Herald – Started as a Spanish news column but in 1998 it branched off and became its own newspaper in Miami. Its huge success caused for Spanish newspapers to also be published in the adjacent cities of Hialeah and Ft. Lauderdale.
- MTV S launched in 1998 and was re-launched as MTV tres in 2006. The channel is targeted toward bilingual Latinos and non-Latino Americans aged 12 to 34.

Please see El Nuevo Herald; MTV tres.
Cultural Effects as Seen Through the Media

- Telemundo & Univision are the two largest Spanish television networks. Both channels were started by Hispanic American immigrants. These two networks underwent expansion in the early 1990’s but most importantly they began to broadcast the Latin Billboard awards and the Latin Grammy’s.

- Latin Billboard awards - Started in 1990 to recognize success in the music industry.

- Latin Grammys - Highest musical award for Hispanic artists

Please see Univision; Telemundo; Billboard Latin Music Awards 2004 CD; Latin Grammy trophy.
Cultural Effects as Seen Through the Media

- The 1990’s saw the rise in popularity in the reggaeton music genre.
- Reggaeton emerged from the infusion of dancehall beats in Spanish music. It was prominent in Puerto Rico and Panama.
- It was in 2004 that reggaeton gained the popularity that it has now.
- 2004 saw the release of several different albums that were all hits.
- Daddy Yankee, N.O.R.E, Vico C, Tego Calderon, Don Omar

Please see Vico C, El Encuentro; Daddy Yankee, Gasolina; and Loughran, P. J. Village Voice reggaeton cover (Tego Calderon)
Cultural Effects as Seen Through the Media

Recap:
- Hispanic American immigration has led to changes in American culture through the infusion of the Spanish language in society.
- Different forms of media have been affected by such changes. Spanish television, newspapers, and new types of Spanish music have emerged as a result of these changes.
- These changes are a result of globalization and the great extent of immigration that has taken place.
IMMIGRATION IN AMERICAN POLITICAL MEDIA
Goals of Permanent Immigration

- Reunite families
- Admit workers with specific skills
- Provide a refuge for persecuted peoples
- Diversify the population of the United States
Distribution of Different Foreign-Born Immigrant Groups

Immigration Legislation Discussions

From left to right: Prime Minister Stephen Harper of Canada, President Felipe Calderón of Mexico, and President Barack Obama
The United States-Mexico Border

Image by U.S. Federal Motor Carrier Safety Administration.
Border Patrol in the Media

Image from Wikimedia Commons, http://commons.wikimedia.org

Photo by Tomas Castellano
CONCLUSION

- United States as a melting pot of immigrant cultures
- Mass media and globalization popularize a common world culture
- Barack Obama: Change we can believe in.
Resources


Questions?