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Department of Letters and English Language

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The role of social media in spreading American culture among Algerian Youth

Case of study : First Year master students of English at Kasdi Merbah University-Ouargla

Presented and publicly defended by

Benattia Saida & Djemoui Fatna

Supervised by

Dr : SADOUNE FARIDA

Jury

Dr.Badija Amina	University of Ouargla	President
Dr. Sadoune Farida	University of Ouargla	Supervisor
Ms. Bahri Fouzia	University of Ouargla	Examiner

DEDICATION

I dedicate this work to my beloved parents for every effort they

put in place to make me who I am today .

To all my dear teachers .

To all my family members and my friends.

ACKNOWLEDGMENTS

Thanks to ALLAH for everything .

Peace be upon our prophet MEHAMMED .

I would like to thank my supervisor Dr.Sadoune Farida for her help and support may ALLAH reward her .

I am thankful to all my teachers and all my classmates in English departement , especially myfriends for their love words and pieces of advice.

CHAPTER THREE : Data Analysis &Interpretation

LIST OF ABBREVIATIONS

% : Percentage

AC : American culture

AY : Algerian Youth

FB : Facebook

FIG : Figure

H : Hour

M1 : Master 1

N : Number

NIG : Nigative

POS : positive

SM : Social media

SMT: Social Media Technology

SNS: Social Networking Sites

GCC: Gulf Cooperative Council (United Arab Emirates, Saudi Arabia, Qatar, Oman, Kuwait and Bahrain.

LIST OF TABLES

LIST OF FIGURES

Abstract

The world has become a small village due to the expansion of social media in our daily life ,this expansion affects people in many aspects of life , this study aims to investigate and shed light on English students perceptions and attitudes towards the role of social media in spreading American culture among Algerian youth .

To construct this study a case of study was conducted at Ouargla university , particularly the English departement where selected as the sample population . The sample size was 100 students of differnt ages and genders . Data were collected using "Questionnaire " . The data collected were analyzed qualitatively and quantitatively . The results indicated that the majority of Ouargla's English students are using social media tools in order to know more and get deeper into American culture .

 .   This paper also reports that the majority of students take disavantages to the spread of American culture . In addiction to that , the findings affirmed that students are totally against using social media to be influenced by American culture .

Key words : Social media , American culture , Algerian youth , English students ,Ouargla university .

الخلاصة

أصبح العالم قرية صغيرة بفضل الانتشار الواسع لاستخدام وسائل التواصل الاجتماعي في حياتنا اليومية ،مما اثر على الناس في العديد من جوانب الحياة .

تهدف هذه الدراسة إلى تسليط الضوء على تصورات طلاب اللغة الإنجليزية و تحديد مواقفهم تجاه دور وسائل التواصل الاجتماعي في نشر الثقافة الامريكية بين الشباب الجزائري ،لانشاء هذه الدراسة، تم اجراء دراسة حالة في جامعة ورقلة، قسم اللغة الإنجليزي الذي تم اختياره كعينة من مجتمع البحث .قدر حجم العينة ب 100 طالب من مختلف الاعمار و الاجناس ، حيث تم جمع البيانات باستخدام الاستبيان ثم قمنا بتحليل هذه البيانا نوعيا و كميا.

تشير النتائج المتحصل عليها بأن اغلبية طلاب جامعة ورقلة يستخدمون وسائل التواصل الاجتماعي للتطلع أكثر على الثقافة الامريكية و التعمق فيها ، إلا ان اغلبية الطلبة ينكرون انتشارها الواسع علاوة على اعتراضهم التام لاستخدام هذه الوسائل فقط للتقليد الأعمى الثقافة الامريكية .

كلمات مفتاحية : وسائل التواصل الاجتماعي ، الثقافة الأمريكية ، الشباب الجزائري ، طلبة اللغة الانجليزية ، جامعة ورقلة .

GENERAL INTRIDUCTION

It is noticeable that the development of information technology i.e. Social Media has caused significant changes in human's life, especially the category of youth and this compelling a clear effect on the political, economic and especially in the social environment, particularly in Algeria. Social websites are everywhere presently known as current online networking that witnesses a dynamic development.

Lamentably, Social Media means websites and applications that enable users to create and share content or to participate in social networking. Knowledge is strength and power. We all recognize this saying but few understand the role social media has played. It is the flow of information to add to their knowledge. In today's world, social media plays an important role in impacting our culture, our economy and our overall view of the world. Social media is a new forum that brings people to exchange ideas, connect with, relate to, and mobilize for a cause, seek advice, and offer guidance. Social media has removed communication barriers and created decentralized communication channel and open the door for all to have a voice and participate. As we are now a day it is very common to observe many of the youth who are springing up in every corners of the street of Algeria promote western culture entertainment, hip-hop music, dancehall, Clothing mode, hairstyle cut ...etc. Therefore, consciously or unconsciously the Algeria cultures are swallowed by the western culture because of the use of Social Media.

Studies show that there is a great effectiveness for social media in spreading the American culture within the Algerian youth. On this basis, the following questions would be addressed:

1. What is the role of social media in the development of american culture among the Algerian youth?
2. How can social media affect the Algerian youth identity?
3. Is American culture affecting ethics, beliefs, religious festivals and even the language of Algerian youth?

To answer the previous questions, we hypothesize that social media plays the biggest role in deleting the Algerian youth's identity and changing their lifestyle by spreading all the kinds of maleficent activities on our culture of course with the full acceptance of the society.

Introduction

We are aiming to find how social media affect the Algerian Youth in spreading the American culture among them. The results of this research will inform those involved in the use of Social media how the depths of it though determining their identity, perspectives and nature. Such studies will pave the way for other studies adding more influential variables in the study, and thus contributing to the accumulation research on social media and the impact of the Western culture toward our society.

This study design to investigate:

1. To figure out the role of social media in promoting american culture on Algerians.
2. Identify the impact of american culture on the Algerian youth.
3. Clarify the impacts of american culture on ethics, beliefs and religious festivals of Algerian youth.

The present study is composed of three chapters. In chapter one, we have presented the general introduction in addition to the literature review of the defintion od social media and its types , The pros and cons of Social media and its connection with youth in form of sosialization and communication . The Second chapter deals with the definition of american culture and its features and its spread through social media also its influences and the impact of social media in that . Chapter three is about the data analyses and interpretation, it contains students questionnaire and the observation as well as the discussion of the results.

Chapter One

Overview about

Social Media

Introduction

People coming together to communicate about a frequent subject or topic under the guidance of what is called Social Media which is an extension and explosion of traditional word of mouth networks. Social media have become famous in the last ten years, it can be determined to rise the access of Internet enabled devices such as computers and other devices. This is evidenced by the burgeoning popularity of many online social media that include such social networking platforms as Facebook, WhatsApp, LindedIn, Telegram, Instagram….These sites have become a day to day routine for the people especially for the category of youth. Our worry in this chapter is to analyze the different usage of Social media particularly from youth and determine the various aspects of it. This part features the theoretical definitions, concepts and types. Attempts at declaring the requirement for being at the edge of the positive side of using Social media regardless its harm.

1.1 Definition and concept of Social Media

Social media is defined as a various applications and websites that enable users to create and share ideas, thoughts and information through the building of virtual life. In addition, it is the focus on communication and community-based input that facilitate the action of Communication between interlocutors from all over the world using the net.

For Sajithra and Patil (2013), the definition of Social media is the extension and explosion of traditional word of mouth networks. Word of mouth has always been the most effective and trust worthy means of disseminating information. In the same meaning, Davis et al (2012), refer to social media technology (SMT) as "web-based and mobile applications that allow individuals and organizations to create, engage, and share new user-generated or existing content, in digital environments through multi-way communication".

Hitwise and Experian (2010) presents a similar definition: "Social media is the notion of online communities of people sharing interests and activities, or who are interested in exploring the advantages and activities of others."

From a general point of view depending on these definitions, Social Media is about the click done by the user facilitate what is called communication relying on new methods.

In addition to that, Kaplan & Haenlein (2009), argue that Social Media as a group of interest-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.

Whereas according to Daluba & Maxwell (2013) posit that "millions of people are using social media tools as part of their everyday lives for work, studies and play because of its ubiquity". The purpose people use media and the implication the activity has on daily life performance has recently become the fore of discus.

Doyle, 1986 (as cited in Oukanda, 2016):

> "Social Media supports resource sharing by establishing the social foundation between students and their peers. In essence the advent of social networking technology is also the advent of new learning systems and a rapid growth in educational technology.." (Oukanda, 2016)

Based on this saying, Social media is about maintaining a suitable communication platforms for chatting based several requirements from the users also it is an ingoing interaction between the all people race with concentration on the knowledge of the new technology.

New technologies have been transforming communication into the context of the knowledge society. The use of social networks has been increasing over the years. In this way, within this context, there is an increase in the use of applications as a source of information and influence with certain publics, and also a growing concern with the planning of the practices developed in these tools (Cromity, 2012)According to Machado (2020), The discussion about the term social media, begins with the term media, "support, the vehicle or communication channel, through which information can be conducted, distributed or disseminated, as a" means "of communication" in this sense even the human body can be considered a media that has the potential to inform and communicate something . What differs from social media of other communication and information . Technologies is the possibility for the user to expose content in a public way and through this to be able to create ties with other users that have common interest. Thus facilitating the dissemination and sharing of knowledge.

1.2 Types of Social Media

Social Media has a very crucial and various types in which they are performed in a variety of settings. Hence, there are some researchers that show the social media types including Kaplan & Haenlein (2010) who have tried to classify them into six distinct categories:

1.2.1 Collaborative Projects

This type has a special form of social media applications that enable the joint and simultaneous creation of knowledge related content by many end-users. While blog content is authored by a single person or a few editors and may later be commented on by others, they are different in that they allow all users to add or change content. Thus, they are definitely the most democratic form of social media. There are different types of collaborative projects and they include:

– **Wikis:**

It means "quick" in the Hawaiian language and its originator, it can be defined also as a type of server software that enables users to create or remove content on a Web page. There can be benefits to student engagement when a wiki is employed as part of a blended learning approach which is available on 230 languages. (Neumann & Hood, 2009). One famous example of wiki is Wikipedia, a free online encyclopaedia that makes use of wiki technology.

– **Social bookmarking sites or collaborative tagging services:**

They allow users to organize and share links to websites; interact by tagging website and searching through website bookmarked by others that can subsequently be organized in the form of tag clouds: visual representations of tags, the importance of each indicated by its font size or colour.

– **Online Webinars or message boards :**

In this phase, people can hold conversations in the form of posted messages. As opposed to wikis, webinars usually do not allow users to edit content posted by others, but rather only respond to or discuss this content within their own postings. The right of editing is limited to forum administrators or moderators. Also, forums only count as collaborative projects when their focus is on the joint creation of knowledge (Kaplan & Haenlein, 2014).

Review sites:

They are websites that focus on exchanging feedback regarding anything of relevance in human life. Here interaction is by voting for articles and commenting on them. Prime examples in

this category include Propello, Trip Advisor and Epinions.com. These systems are designed to avoid strategic manipulation of the content posted (Kaplan & Haenlein, 2014).

1.2.2 Blogs

According to Kaplan and Haenlein (2010), blogs are the social media equivalent of personal web pages or groups that can be in various personal diaries describing the author's life to summaries of all information in one specific content area.Functioning as an online journal, blogs have unique date entries about an issue with the most recent comments shown first in reverse chronological order (Mayfield, 2008). Composed of text, image, videos, commentary, and links to other Web sites, the contents are contributed by individuals or a group of both professionals and amateurs. There are a lot of famous blogs, including Wordpress, Blogger, Movable, LiveJournal, and Xanga.

1.2.3 Content Communities

This type is settled to allow users to share videos or photoes and commenting on other users' submission. As well as, to organize, share and comment on different types of contents such as images, videos. The principle objective of content communities according to Kaplan and Haenlein (2010) is the sharing of media contents between users. It exists for a wide range of different media types, including text (e.g., BookCrossing), photos (e.g., Flickr), videos (e.g., YouTube), and PowerPoint presentations (e.g., Slideshare). Chine (2017) provides a figure that show the Internet usage among Algerians:
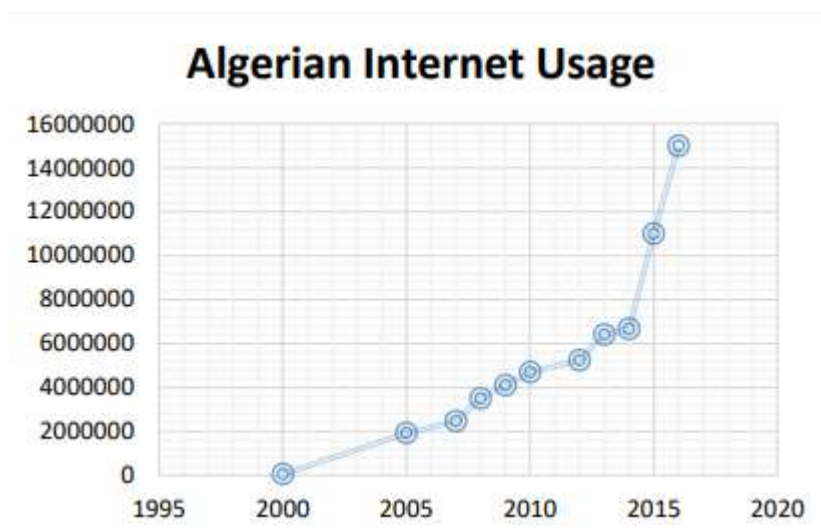
Figure 01: Internet use in Algeria

Source:(*http://www.internetworldstats.com/af/dz.ht*)

The figure above shows the use of internet in which it has became widespread in Algeria especially in the last two years. Which means that ¼ of the population are internet users.

1.2.4 Social Networking Sites

This type allow users to connect by developing personal information profiles and inviting friends to have access to those profiles, and sending messages between each other. SNSs have achieved phenomenal success since the launch of sixdegrees.com

in 1997 (Kent, 2008). It is declared that 1.4 billion people used social networking sites all around the world in and it is surely that this number has been increased.

- Facebook:

Beginning in September 2005, Facebook expanded to include high school students, professionals inside corporate networks, and, eventually, everyone.

For this feature, Chasombat (2017) also states that:

> "Facebook provides platform for where the participant can express feelings and thoughts to his friends and to the world which also allows him to see the others' as well. It is where he can social without actually socializing. The relationships that already have been established offline would be stabilized on Facebook". (39)

- Twitter:

It is an online social media site, which limits the messages you send to only 140 characters long. These messages or tweets give users the power to share and create ideas quickly and efficiently across the world.

- YouTube:

It is a video streaming service, which allows users to create and upload videos to the website, which then can be shared videos to other users. (Chine, 2017, p.328)

- LinkedIn

It was founded in 2003 and was one of the first mainstream social networks devoted to business. Originally, LinkedIn allowed users to post a profile and to interact through private messaging. (Ateeq, 2011, p.125)

- Instagram:

Which first appeared in 2010, was launched as a photo sharing platform and over the time other new features such as video, texting, and story sharing have been added which contributed to its growth greatly (Ellison, 2017).

Thereafter, there are other social media sites which are mentioned in the following figure:

Figure 02: Social Networking Sites in the World

Source:(*http://www.smatinsight.com/social-media-marketing/social-media-strategy/new-global-social-media-research*

The mentioned figure provides us with information on the most popular networks worldwide as of April 2016, rankly by number of active accounts. Facebook was the first social network to be dominated in all over the world.

1.2.5 Virtual Game Worlds

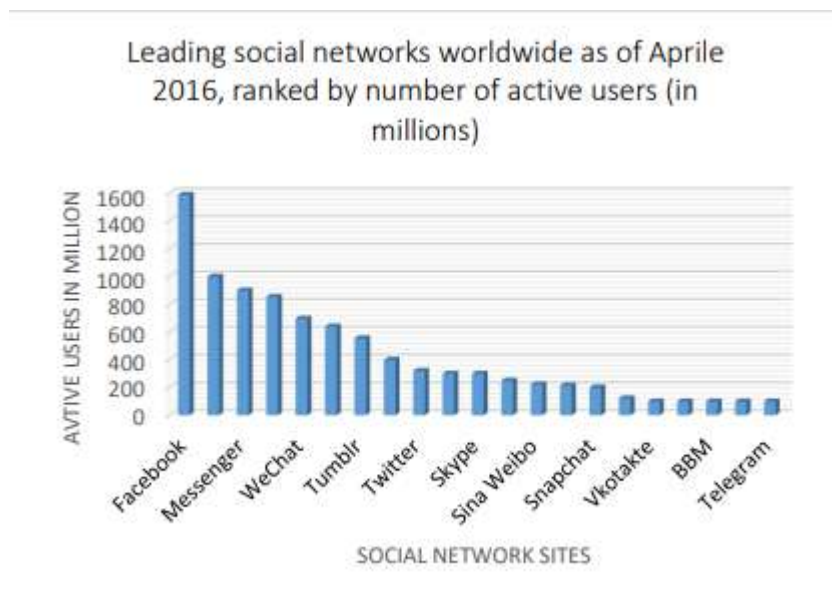The virtual game worlds have the features of choices, the framing of the game world through a set of rules for how to interact with it, and the possibility of interacting with the game environment. In virtual game worlds users are usually required to follow strict rules that govern their behaviour (Kaplan & Haenlein, 2009). Many multi-player worlds are intrinsically associated with the role-playing game genre, inspired in its computerised format by the tabletop role-playing games; "you" as player inhabit the body of a character, your avatar, through whose eyes you see the world (Klastrup, 2003). Virtual game world has no definite outcome, the game never stops (in principle; in practice virtual world publishers may go bankrupt!), and hence you can never win the game (Ibid.).

1.2.6 Virtual Social Worlds

EDUCAUSE (2006) described virtual social worlds as online environment whose "residents" are avatars representing individuals participating online. Users of virtual worlds design their environments and often their avatars as well, from gender to clothing and hairstyle, and control how those avatars communicate, move, create things, and interact. The functioning of a virtual world can mirror that of the real world, or it can allow residents to do such things as fly, wander around underwater, or teleport themselves to other locations (Klastrup, 2003; papp, n.d.; EDUCAUSE, 2006). Having lived in the world for so long that you have had significant experiences or experienced significant changes you have shared – or want to share – with other players also familiar with the world, your story of "the world as lived" can, retrospectively, become a compelling story to be told (Klastrup, 2003).

Moreovere, it also seems closely related to the experience of the emergence of a social space (for instance in massive multi-player games a guild, or an in- or out-of-worldcommunity founded on a common interest) – so it could easily also be a story of inclusion into or exclusion from smaller or larger social networks (Ibid.). What we find in virtual worlds is exactly performances (people acting) and thus, transposing but of real events, realised and performed by players (and subsequent readers) in interaction with each other and the world, which would retrospectively make good stories (Klastrup, 2003).

1.3. Pros and Cons of Social Media

In this section, we will cover various supporting ideas showing the advantages and drawbacks of social media, specifically the applications that can lead to psychological problems. It's clear that social media has negative personal influences; enabling young people to over analyze and criticize themselves as well as their problems. But from the other hand, it has a lot of advantages that benefit the individual in his good manner of usage.

Phoon (2017) has arranged the impacts of Social media in the following set whether are positive or negative

1.3.1Influence of social media on Youth and Family:

It is important to address the positives and negatives that social media has on youths and families. While many things have both a positive and negative effect, many still do not figure out the true impact behind social media, and how it influences a young person's behaviour deeply. In fact, an article titled "Social Media and Young People's Mental Health," written by Brayan Herrera and published by the Mental Health Foundation, addressed these impacts. He states that "social media is a powerful tool for young people; it provides a platform for our voices to be heard and enables us to become active citizens and to voice our opinions on the matters that affect or interest us," and that social media also "has helped young people to explore new ideas as well as to build resilience as they learn to recognise and manage risks." While these are great benefits, Herrera also poses the question, how does this impact us negatively?

1.3.2Influenceof social media on Interpersonal Communication and Relationships:

While it is important to address and understand the impact of social media on young people, it is also important to consider the aspects of how it affects interpersonal communication and relationships. Of how it truly plays a part in forming relationships and maintaining relationships.

In order to understand these intricate impacts, we need to consider the entire positive

And negatives, so that we may truly understand everything behind the effect social media brings.

An article written by Susan Tardanico and published by Forbes, titled "Is Social Media Sabotaging Real Communication?", explains the effects. According to Tardanico, about "7% of communication is based on the written or verbal word. A whopping 93% is based on nonverbal body language," and because of social media, it gets a little more "dicey." Tardanico continues explaining that while "social technologies have broken the barriers of space and time, enabling us to interact 24/7 with more people than ever before," they bring

a "set of new barriers and threats." The author backs this up by stating that in the workplace In the workplace, the use of "electronic communication has overtaken face-to-face and voice-to-voice communication by a wide margin," and because most business related communication is done via "e-mails, texts, instant messaging, intranets, blogs, websites and other technology-enabled media—sans body language—the potential for misinterpretation is growing" (Tardanico).

1.3.3 Influence of social media and Employment :

Now that the impacts of social media in youths and in interpersonal communication and relationships has been examined, it brings forth the question…

how does social media affect an individual's ability to land a job? According to an article titled, "The 7 Social Media Mistakes Most Likely to Cost You a Job," written by Jacob Davidson, and published by Time Magazine, about "93% of hiring managers will review a candidate's social profile before making a hiring decision," and about "55% have reconsidered a candidate based on what they find, with most (61%) of those double-takes being negative." The article explains that this is due to the fact that most employers, when considering a candidate, base an individual's chance of employment on their social media (Davidson).

This is to ensure that they are the best candidate for the job (Davidson). Davidson also informs that a candidate should keep their social medias almost squeaky clean, as posts about drugs, alcohol, violence, profanity, and sex, are viewed as concerning to an employer, and it may affect their chance at being hired. However, Davidson further states that if an individual knows how to utilize social media, it can become a very powerful tool in procuring a job. He claims that using social media sites like, LinkedIn, for example, will almost guarantee you a job, as "79% of respondents say they have hired through the network, vs. 26% through Facebook and 14% through Twitter" (Davidson). That's why a lot of researchers said that once people have a better understanding and grasp on the pros and cons of social media, it will be certain that people will be a little less addicted to it.

1.4 Socialization and Communication

Social media sites allow youth to accomplish online many of the tasks that are important to them offline and staying connected with friends and family, making new friends, sharing pictures and exchanging ideas (Ito, 2008).
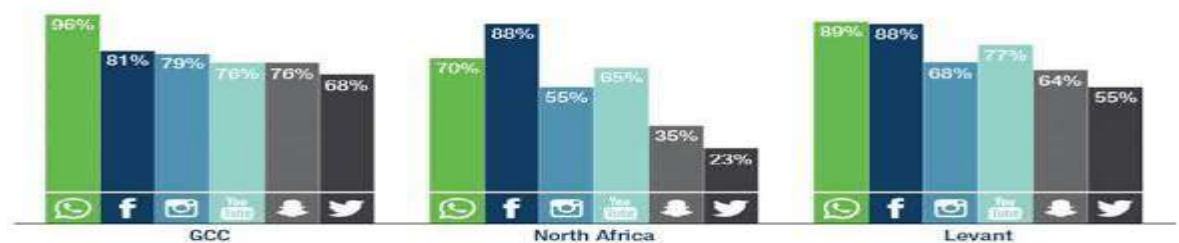
Figure 03: Social media use by youth across the middle East.

Source *(http://the Arab weekly.com)*

We observed from the figure that social media is highly used by Arab youth in different parts with the use of different platforms. It has been determined that the daily use is growing especially with the use of Facebook.

Different researches indicated Social media participation can offer youth deeper benefit that extend into their view of self, community, and the world, including: Opportunities for community engagement through raising money for charity and volunteering for local events, including political and philanthropic events; enhancement of individual and collective creativity through development and sharing of artistic and musical endeavours; growth of ideas from the creation of blogs, podcasts, videos, and gaming sites; expansion of one's online connections through shared interests to include others from more diverse backgrounds(such communication is an important step for all adolescents and affords the opportunity for respect, tolerance, and increased discourse about personal and global issues); and fostering of one's individual identity and unique social skills (Boyd, 2007; Boyd, 2008).

1.5 Youth and Social Media

A number of studies conducted by researchers in the area of social networks discovered many uses of social networks by students and young people. Lenhart and Madden (2007) found

out that majority of youngsters used social networks for the creation and maintenance of friendships.

Madge et al (2009) concluded that most students used social networks such as Facebook primarily for social purposes although their interaction with their peers was on academic matters. However, they were not keen on using social networks for formal teaching-and-learning related discussions or for interacting with their instructors.

Siddiqi &Singh (2016) have gathered the usage of social media by youth in the following table:

TYPE	EXAMPLE	%TEENS WHO USE SOCIAL MEDIA NATIONALLY
Text Messenging	Cellphone feature	75% of all teens own a cell phone, 88% of cell phoneowning teens text, 72% of all teens use text messaging
Social networking sites	Facebook, MySpace	73% of online teens have used a social networking site
Online video sites	Youtube.com	63% of online teens watch online videos
Online gaming	SecondLife.com	61% of online youth play games online, including multiplayer online games
Blogging with in social networking sites	Facebook or MySpace feature	52% of online teens have commented on a blog

Table 01:Usage of social media by Youth, (Siddiqi &Singh 2016).

The gathered information of the following table has shown that a big amount of users are using social media daily, i.e. great impacts have been made.

A number of researchers have outlined a number of student benefits in relation to education as a result of social network participation.
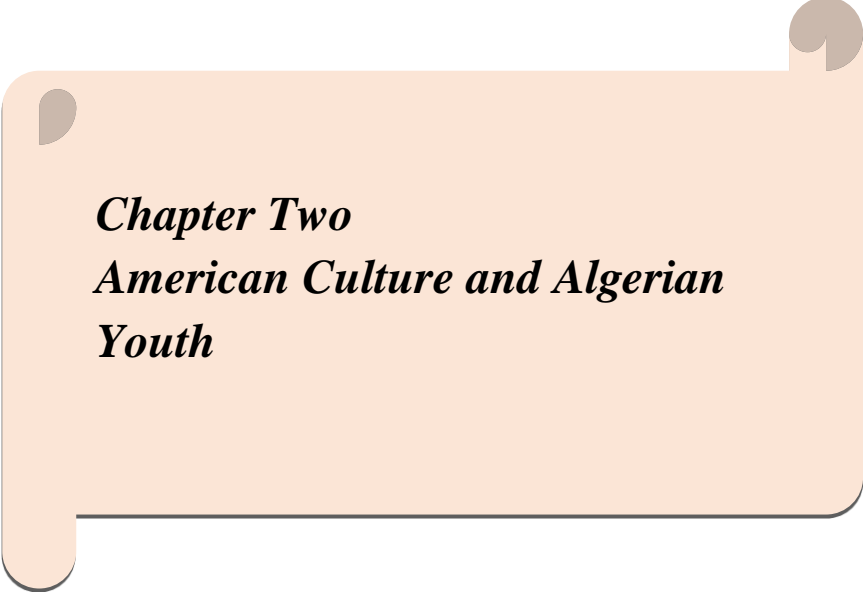
Yunus et al. (2012), indicates that students gained more vocabulary and improved their writing skills as a result of their participation on social networks such as Facebook and Twitter. Asad, Mamun and Clement (2012) stated the exchange of assignments, resources and discussions on academic work and other issues on social networks among students. Through the use of social networking sites students are able to express themselves, communicate and collect profiles that highlight their talent and experience. According to Konetes and McKeague (2011), came up with certain revelations about the uses of the social networking sites, especially Facebook. The researchers reported that, ''students are using Facebook and other channels to develop their identities, beliefs and stances on various issues such as politics, religion, economy and work, as well as to pioneer and develop intimate relationships.'' .

Also, Gross (2004) noted that ''students use social networking sites not only for leisure and personal socialization but also as a platform for more meaningful and serious deliberations, and students are using social networking for making friends, sharing links, online learning, finding jobs to accomplish their economic, educational, political and social being.'' Researchers have fast realize the need to incorporate this into the educational faculties, as a resource to support the educational communications between student and faculties, even though institutions of higher learning have tried preventing students from accessing technologies which is of less important to their academic benefit.

Conclusion

This chapter casted lights on the concepts and principles of social media and how it effects the target generation by creating false identities and superficial connections that may cause many psychological problems. Moreover, we explored the harms posed by this uncensored and unmonitored new medium of communication which exposes us all to a gradual breakdown of social cohesion and the damage of our traditional beliefs systems, unless we take responsibility to ensure that our understanding of social media and its influences are constantly evaluated with the events happening in the world.

The next chapter is going in details with the main elements of American culture and Algerian youth with the implementation of the role of social media with them .

Chapter Two
American Culture and Algerian
Youth

Introduction

Culture is a crucial topic to discuss in a society because it is an umbrella term which encompasses the social behavior and all the human societies' norms. Culture is considered as a way of life, it is about the clothes we wear, the language we speak and the food we eat, it is the pillar of the human building. As the American philosopher James Rachels says, "Different cultures have different moral codes" (1986, p.401). In very simple way, we can say that culture is the personification of the way in which we think and act things. It is also the things that we have inherited as members of society. All around the world, it remains billions of cultures and one of them is the American culture.

2.1 Definition of American culture

It is widely accepted that culture is an accumulation values, experiences, tradition and customs which a society member have to acquire. Throughout these cultural components, society members can be distinguished from one to another. Because of that, American culture defined as the popular culture of USA and as one of the most influential and recognizable culture in the world.

For Rana & Chishti (2017), the word "culture" is called a group of people, with their common ethics, customs, Values, faith, behaviours, and lifestyles. The conception of culture is amongst the furthermost generally used concepts of sociology. Generally, anyone is capable of assuming culture to be equal to advanced belongings of the thoughts such as skill, collected works, harmony, and image (Lebrón, 2013). Culture as a lifestyle also incorporates different dispositions, convictions, and methods of associations etc.

Schissler (2008) pointed out that American culture as being quite specific. He says: "But we do share core values. These values are generally assumed to be 'the American way' and are taught to school children as morality and signs of good character. We are all socialized to believe in them through media presentations, political speeches, and in the workplace"

Whereas according to Agrew, 2002 (as cited in Kosovel,2017) presents another definition: American culture is not something connected to a glorious past but something that is always based in present with promise and hope for a glorious future. Already Jefferson said that he liked: the dreams of the future better than the history of the past. (p.86).

From a general point of view depending on these definitions, the American culture is the same as Western culture and Americans come from different religious and cultural backgrounds and that ethnicity nationality and race play an important role in making The United States culturally diverse.

2.2 The Features of American culture

When people think of culture, they often tend to do so in very simple and more monolithic way. Culture is not only about dancing; it is not limited only to music; it is not about costume alone. It is beyond pattern of social celebration, rituals pertaining to birth and marriage, cuisine or sport. Beyond that and this is important, culture is about people's total way of life; the way people live, eat, worship, produce, create and recreate. It is the totality of a set of bequeathed ideas, belief system, values and norms, which constitute the common bases of generally agreed social action.

2.2.1 Tradition:

every part in the world has its own customs and traditions, for Americans they are known by certain traditions, for instance: Sunday family dinners, opening gifts in front of the giver, hugging or shaking hands while they meet strangers and a lot of other traditions that can be mislead in our culture.

2.2.2 Values:

The United States became the synonym of "individual freedom". Some scholars consider it as the most salient American value. Some other scholars, however, rather prefer to name this value "individualism". (Datesman, Crandall and Kearny, 2005, p. 29).

In addition, Materialism, one of the American values, refers to material ownership. (Datesman, Crandall and Kearny, 2005, p. 32). In fact, many American proverbs value time, focusing on the idea that if it is used wisely to reach particular objectives, many other results of hard work may arise but in later times (Kohls, n.d).

2.2.3 Religion:

Religion does not play the same role in the United States as in many countries. There is no government-supported religion or established church of state. In general, people are quite private about their religious views. Many people in America believe in God, and the majority of people are Christians. Christianity is divided into Catholicism and Protestantism.

2.2.4 Fashion:

America is known that it is one of the leading countries in fashion design industry, along with France, Italy and United Kingdom. New York City and Los Angles are the centres of fashion industry. They are known with : wearing jeans, sneakers, baseball caps, cowboy hats with a lot of colours based on various American brands like; Mickael Kors, Victoria Secret, Ralph Lauren…(Heidi, 2012)

2.2.5 Food:

American culture is known with its delicious food and famous chefs . Americans usually eat hamburgers, hot dogs, chips, macaroni and cheese and meat. However, there are other sides in America where they are well-known with eating chicken and black eyes peas.

2.2.6 Holidays:

Americans celebrate July 4th as the declaration of independence granted freedom from the British empire. Also, they celebrate the Thanksgiving celebration on the fourth Thursday of November each year. Besides, the Black Friday where it comes a day after the Thanksgiving. But, The most well-known holiday is Halloween.

2.2.7 Lifestyle:

America is the country of dreams, so a lot of youth from different cultures want to live their but their lifestyle is totally different, for example: Americans may moving out to live alone at the age of 18, they can drink alcohol with no stop from their parents .

2.2.8 Literature:

While epic literary works in verse such as the *Mahabarata* and Homer's Iliad are ancient and occurred worldwide, the novel as a distinct form of storytelling only arose in the West in the period 1200 to 1750.

2.2.9 Art:

The ballet is a distinctively Western form of performance dance. The ballroom dance is an important Western variety of dance for the elite. The polka, the square dance, and the Irish step dance are very well known Western forms of folk dance. The soap opera, a popular culture dramatic form originated in the United States first on radio in the 1930s, then a couple of decades later on television. The music video was also developed in the West in the middle of the twentieth century.

2.2.10 Music:

Historically, the main forms of western music are European folk, choral, classical, country, rock and roll, hip-hop, and electronic. Many forms of popular music have been derived from African-Americans, and their innovations of jazz and blues serve as the basis from which much of modern popular music was derived. Folklore and music during 20th and 19th centuries, initially by themselves, but later played and further developed together with White & Black Americans, British people, and Westerners in general. These include jazz, blues and rock music (that in a wider sense include the rock and roll and heavy metal genres), rhythm and blues, funk, Hip-Hop, techno as well as the *ska* and *reggae* genres from Jamaica. Several other related or derived styles were developed and introduced by western pop culture such as pop, metal and dance music. Other well-known Western musical genres include the music played by Mexican mariachis, the Argentine and Uruguayan tango, North American jazz and Brazilian *bossa nova*. (Tomlinson, 2003) .

2.3 The features of Algerian Culture

Each region of the globe has its own distinct characteristics. Clearly, the Maghreb as a historical region, and Algeria in particular, is noted for its cultural richness. Algeria haswonderful multicultural society as a result of the different invaders that populated the territory.For that purpose, Larbi (2021, pp.258-271) has stated some features as follows:

2.3.1 Algerian Language and Dialects:

Algeria's official languages, according to the 2016 constitution, are Arabic and Tamazight. Nonetheless, there are numerous regional dialects. However, French, the ex-colonial language, is the dominant language in business, commerce, government, and international relations. Evidently, educational systems place a high value on the teaching and learning of French in order to facilitate communication and contact with non-Arabs. English has recently gained traction as a second foreign language in Algerian academics.

2.3.2 Algerian Religion:

With 99 percent of the people adhering to Islam, Algeria is the most religiously diverse country in the world. Some minorities, however, converted to other religions such as Christianity and Judaism. The conquest of Arab Muslims in the region has resulted in Islam's domination.

2.3.3 Algerian Art:

Algeria is a culturally rich country. It is noted for its most valuable and vibrant artworks, which are primarily located in renowned art galleries.

They include symbols and references found in pottery and textiles, graphics and wood, leather works, jewelry, amulets, and tattoos, as well as handicrafts, paintings, antiques, and vivid sculptures that demonstrate Algerian artists' extraordinary creativity and talents.

2.3.4 Algerian Crafts:

Algeria's handcraft industry is thriving. The country boasts an extraordinary array of abilities that make things that are sold in many other countries, from carpets to ceramics and pottery, from leather to glasswork and silverwork.

2.3.5 Algerian Folklore:

Folklore is regarded as a vital component of cultural heritage. As the title of his book Folklore Keeps the Past Alive (1962) indicates, Arthur Palmer Hudson agrees with this viewpoint. This sort of inventive oral writing is abundant in the Berber and Arab cultural traditions of North Africa. Despite the fact that oral literature is not as ubiquitous as written literature, storytelling continues to be one of the most popular mediums of teaching and pleasure in

various Algerian regions. Mothers, according to some historians, made a significant contribution to storytelling and, as a result, culture transmission to future generations.

2.3.6 Algerian Music and Music Festivals:

Algeria is noted for its numerous and distinct musical styles on the one hand, and its scenery, historical sites, and political standing on the other, making it a rich ground for music festivals. Algeria has a diverse range of musical styles. To begin, an Arabo Andalusian urban traditional music originating in Baghdad and moved to Southern Spain in the 9th century C.E. was then brought to the Maghreb via Muslim and Jewish exiles in the 10th to 15th centuries. In recent decades, a popular vocal music known as Rai has arisen, which incorporates a variety of instruments.

2.3.7 Algerian Cuisine:

. Algeria is recognized for its traditional diversity of meals and cuisines that vary in flavor based on the place and season. Algerians' daily meals are represented by a range of delectable recipes found throughout the country. Couscous, which is considered as a national dish in Algeria, is the most well-known of the country's traditional foods. Aside from couscous, there are many additional dishes to try, including Chakhchoukha, Shakchouka, Harira, Doubara, Dolma, and many more.

2.3.8 Algerian Clothing:

Clothes are believed to be a component of any people's cultural legacy all over the world. It is inextricably linked to a particular culture's history, civilisation, and tradition. Traditionally, Algerian apparel consisted of a variety of traditional garments such as the Hayek, Burnous, Djellaba Karaku, Amama Chedda, and so on. A portion of Algerian cultural pictures has been projected thus far. However, due to cultural globalization, this cultural map has been dramatically changed in recent years.

2.4 The influences of American culture :

The impact of American culture is mostly seen in our traditions, customs, social and even moral behaviour, our love and respect for others. These days a person loves to live in freedom, he does not want to bind themselves in his original customs and traditions. Day by day we see breaking of certain values that are strange for our identity especially with the new

generation and youth category. American culture has brought with it the seeds of changing in the minds of Algerian youth. It is not totally bad, but it has made our life faster due to the technology which also made our life easier and comfortable.

Samuel (1907) pointed that Americanization is the influence of American culture and business on other countries outside America, including their media, cuisine, business practices, popular culture, technology or political techniques. The term has been used since at least 1907. It is not a pejorative term but is often used by critics in the target country who are against the influences.

Western	Non Western
1. Christianity concerned with absolute moral values, differences between good and evil, and redemption of the soul.	1. Non-Western religions focus on virtue. Buddhism and Confucianism providing an ethical code of behavior.
2. Society is built on legalistic contractual relationships.	2. Society is built on direct personal relationships.
3. Individualistic orientation.	3. Group orientation. Clan, Caste, Tribe.
4.Behavior controlled by rules, punishments and rewards	4. Behavior controlled by group adaptation. Departures from the group norm are accompanied by feelings of shame.
5. Attribution groups are important (family, class, occupation).	5.Frame groups are important (village, neighborhood, company, region, and nation)
6.Weak hierarchical structure	6. Strong hierarchical structure.
7. Important values are freedom and personal conscience.	7. Important values are security and obedience.
8.Need for self-assertion	8. Need for coordination
9.Contractual relationships based on rights and duties	9.Personal relationship based on mutual obligations and mutual dependence.

Table 02 : Cross-cultural implications – Western vs. Non- Western (Jariya, 2012)

The table above shows the different values and implications between Western and Non-Western cultures.

The influence of American culture has been used worldwide by a lot of other Western and Arabic countries in all fields.

2.5 Americanization

The reflection of reality is one of the functions of language dictionaries. Of course, we uncover linguistic linkages to America when we trace the definition of the term "Americanization" in a number of them. For example, "Americanization" is "to emulate America, to follow Americans, and to absorb American culture," according to the Small Polish Language Dictionary (Skorupka et al. 1989, p 10).

The phrase "Americanization" refers to the process of copying, following, and absorbing American culture. Americanism - a related term – is defined as a set of features unique to North American society. Similarly, the contemporary general concept of Americanization, according to a later edition of another dictionary, refers to the introduction of American patterns, traditions, and lifestyles, as well as the exertion of influence on individuals to adopt specifically American behaviors and standards (Sobol, 1995, p 41).

The term "American" does not necessarily refer to someone who was born in or lives on the continent of America. It is also regarded as a citizen of the United States of America1. (Skorupka et al, 1989, p. 10)

In practice, most non-Americans regard "America" and "the United States of America" as interchangeable terms. The term "Americanize" is defined as "become or make anything representative of the United States or United States culture" in the current online Cambridge Dictionary, as a result of this reduction. As the United States' prominence has risen progressively, especially after World War II, the meaning of the dominating country and the continent on which it is located has converged, causing misunderstanding. (Slater et al, 1999, p.318) (as cited in Debska, 2010) .

2.6 The relationship between American culture and Algerian youth

American culture has brought with it the seeds of changing in the minds of Algerian youth. It is not totally bad, but it has made our life faster due to the technology which also made our life easier and comfortable.

According to Campbell and Kean (2006, p.291) (as cited in the source American Cultural Studies), it is through the analysis of "Americanization" that many other aspects of the American character are unveiled and, thus, studied. Particularly, the American identity in the

world is shaped not only by Americans themselves but also by interactions that other individuals have experienced with America (Campbell & Kean, 2006, p. 289). Indeed, the United States has exercised its power over people outside its borders through military and economic control, including cultural grip (Kean & Campbell, 2006, p. 291).

2.7 The impact of social media in the spread of American culture

With regard to American cultural impact on the world's diverse cultures, it is argued by many scholars as Dwight Macdonald that American culture is taking the lead worldwide and all its values have been transmitted to other peoples of different cultures, resulting in the creation of what he calls mass culture. American cultural values have always impacted the cultures of other nations. The advent of the internet has helped transmit American culture worldwide, and social media networking sites like Facebook are helping American culture's proliferation globally.

For that reason Ghamraoui (2016) stated that social networking site is inspiring researchers to introduce new avenues in social media studies. Facebook is not only a simple site or a wealthy company that is making money, but it is also a computerized human-based virtual universe that is deeply anchored into our lives. (p.72)

Additionally, the development of the internet has certainly accentuated the process of Americanization. As it is known, the internet has been controlled by the U.S.A from the first day it was launched and the domination of course includes servers, infrastructures, content and users (Kean and Campbell, 2006, p. 304). Moreover, Western cultural patterns, thus, may take the lead in every corner of the globe. He argues that both technology and the internet inparticular play a major role in the spread of the American western-based culture by stating: "as the new technology culture diffuses, local cultural norms become outdated and are replaced with more 'promising' projections of social behaviour and customs (e.g, individualism, consumerism, competitiveness)" (Albirini, 2008, p. 55)

From our perspective, it is noted that American cultural values and beliefs have always impacted the cultures of other countries. The advent of the internet has helped to transmit American culture worldwide, and social media networking sites are helping American culture's proliferation globally.

Conclusion

That said in this chapter, when one can realize the historical background of the American culture and its effects on Algerian youth, we can say that it has a crucial seed to develop in terms of values and other patterns. One can glimpse the significant contribution of American culture in all the Algerian youth values. All this was properly discussed through this chapter; for the sake of crystallize an idea about the source of the cultural change of our country.

Chapter Three

Data Analysis and Interpretation

Introduction

This chapter is concerned with the research methodology and data analysis of this research paper. First, it states the sample population chosen to undertake the research and it identifies the research instruments used to gather data. Furthermore, it presents the method used. As well as, it seeks to give detailed procedure, data analysis and discussion of the results which followed while tackling this study.To reach the end, the data collected were analyzed both qualitatively and quantitatively.

3.1 Research Setting

The information were collected in the faculty of letters and foreign languages, the English department of Kasdi Merbah University, Ouargla on April 2022

3.2 Participants

The case study seems to be the examination of the target situation where conducting a research. Robert K (1994) identified it as "an empirical inquiry that investigates a contemporary phenomenon within its real life context, particularly when the boundaries between phenomenon and context are not clearly evident".

The sample population who were addressed to answer the research tools administrated to them, were Matser 1 Students at the university of Kasdi Merbah`` in the region of Ouargla". Though, from this population, we have elected one hundredstudents. The objective of our choice of this level is that their manipulation with social media and as they are youth.This study aims to choose a random sampling in order to achieve more authentic and accurate data.

3.3 Research instruments

According to Pahoo (1997) when he stated that "a research instrument is a tool used to collect data. An instrument is a tool designed to measure knowledge, attitude and skills."

To investigate what is the impact of social media in spreading the American culture on Algerian youth, we carried out a questionnaire for students in the selected university which was administered to the students whose views were obtained, opinions and attitudes on how social media influence their values and beliefs by the American culture (Appendix A).

3.4 Methodology

The data we need are that which serves our type of research methodology and the nature of our topic. The chosen method for the present study is basically descriptive, since we are aiming at resourcing some information from our participants who are the objectives of such study.

3.5 Procedure

It is time to talk about the procedure and the step-by-step process that this research paper passed through. First of all, before it all started, previous findings of the same theme was gathered; but before collecting these findings, the goal and aim of the research was targeted and on that basis research questions appeared and research hypotheses was suggested. Then, this research demands a qualitative descriptive method to collect and gather data via using a questionnaire to do that. On the one hand, the questionnaire has been given to a randomly chosen Master 1studentsat the university of Kasdi Merbah, Ouargla. After attending a session with this young sample of students waiting for the class to end, to give them the questionnaire and explain the unclear things.

In addition to this explanation, each question has been well clarifiedto facilitate the process. After collecting back those questionnaire, an analysis was made on each question separately based on that descriptive method, tables and figures was drawn to represent the amount of those answers since a graphic form describe them better.

3.6 Aim of the questionnaire:

The questionnaire is carried out to 100 students of Master 1 students at the University of Kasdi Merbah, Ouargla. The principal purpose of this questionnaire is to figure out the influenceof social media on spreading American culture on Algerian Youth.

3.7 Description of the questionnaire:

The questionnaire is carried out over the last semester of the academic year 2021/2022 for a single day . It consists of 20 questions, mixture of "closed" and "open-ended" questions. Closed questions by using multiple choices questions where respondents are restricted to choose among any of the given multiple choice answers, where as open-ended questions give them the opportunity to express their opinions in free-flowing manner. The questionnaire is divided into three sections about these subjects:

- Section one: this section includes 3 questions for getting data about personal information: Gender, age, and career.

- Section two: this section consists of 7 multiple questions about students' attitude towards using social media like: kind of social media application do they use the most, how much they use them per a day, the reason behind using social media, if the use pf social media is positive or negative and if social media affects the youth's behaviours.

-Section three: includes 10 questions. It is based on getting data about their attitude towards the impact of American culture on Algerian youth as: if they have American friends, asking them about the famous food, clothes, music in America. As well as, to give the impact of American culture on Algerian youth based on his own perspective .

3.7.1 ANALYSIS &INTERPRETATIONS OF THE RUSELTS

SECTION ONE : General information

Question 1: Are you male or female ?

Grender	number	%
males	38	38%
females	62	62%
total	100	100%

Table 03 : Students' gender
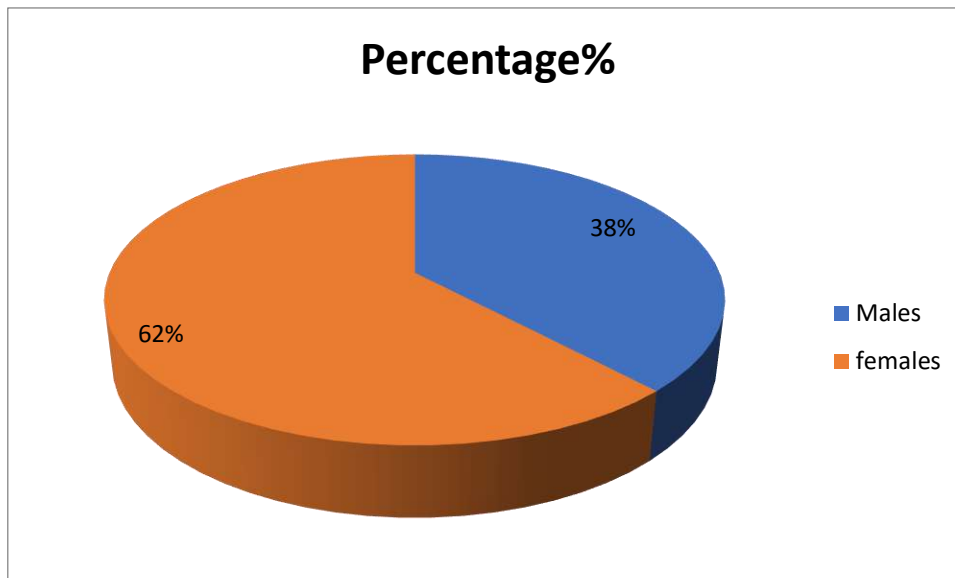
FIG 4 : Students' gender

As we see in the table the respondants of this research are most they females (68 %) whereas the males (38 %) the participants gender is unequal due to the last questionnaire , this proves that females are more collaborated then males in this reaserch .

Question 2 : How old are you ?

Age	N	%
20 to 30	54	54%
30 to 40	30	30%
More than 40	16	16%
total	100	100%

Table 04 : Students' age
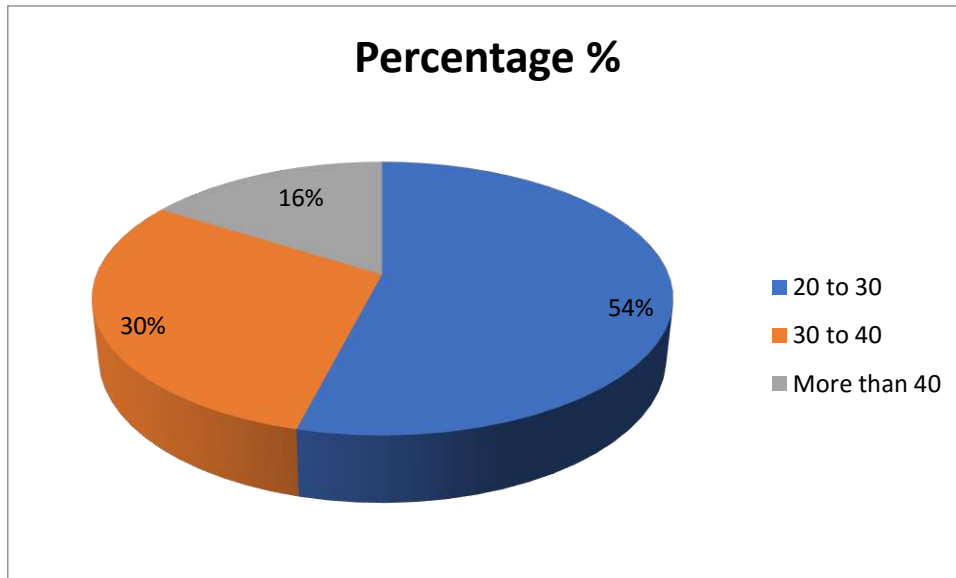
FIG 5 : Students' age

From the table above , we can see that the age of the participants diffrent from 20 to more than 40 the largest category is the ages between 20 to 30 and it represents 54 % from the whole sample then the middle category is the between ages 30 to 40 and it is 30% , whereas the smallest category contained 16 students more than 40 and it repressents 16 % from the sample .

Question 03 : What is your current job ?

	N	%
Just student	79	79%
Student & Employee	21	21%
Total	100	100%

Table 05: Students' occupation.
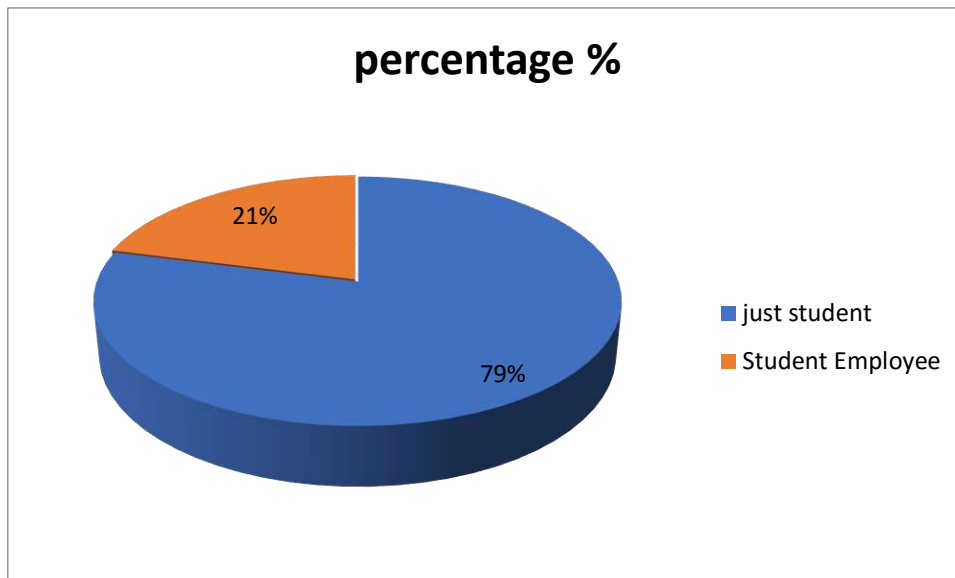
FIG 6 : Students' Occupation

the table above represent our participants occupations . majority of them 79 out of 100 members are students making (79 %) , whereas only 21 members (21 %) that represents both (students and employee) .

SECTION TWO : Students ' Attitude towards using social media.

Question 1 : Do you use any type of social Media ?

Option	N	%
Yes	72	72%
No	08	08%
sometimes	20	20%
Total	100	100%

Table 06 :Number of students who use SM
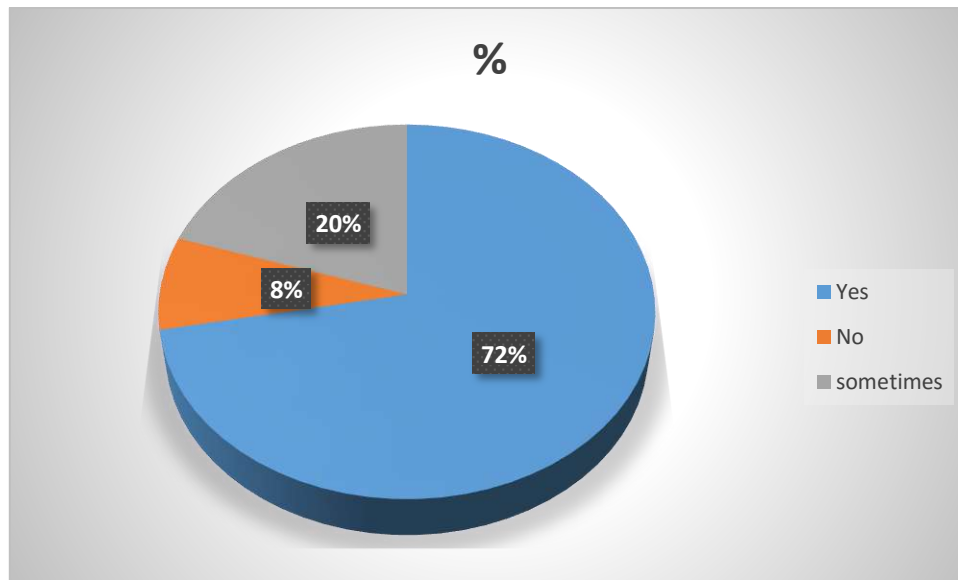
FIG 7 : Number of students who use SM

the table indicates that almost all the participants 72 % use social Media in their daily life . On the other hand , just few of the participants 8 % . who did not use Social Media in their life , 20 % Said that they use it sometimes . this means that social Media represents important part of every student life .

Question 2 : which Social Media Applications do you use the most ?

Social M	N	%
facebook	32	32%
Instagram	15	15%
Whatsapp	21	21%
youtube	22	22%
others	10	10%
total	100	100%

Table 07 : Types of SM sites used the most by students
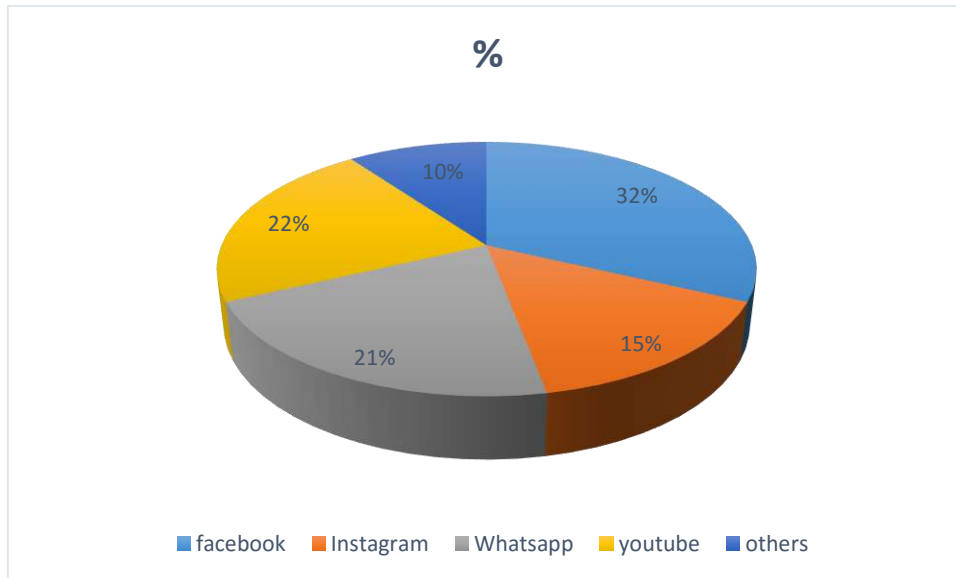
FIG 8 : Table of SM sites used the most by students

the results showed that most of the participants used the FB Site With 32 % . While 22 % .of students use youtube , and 21 of them are using whatsapp , 15% use IG and 10% from students who are using other site like (Viber , shapshat . skybe) , So FB ranks the first per among the students which proves that FB is a popular site between students , they are using it to communicate over the world .

Question 3 : How many hours do you spend on social Media per a day ?

	N	%
2hours	22	22%
5hours	27	27%
Mor than 8hours	51	51%
total	100	100%

Table 8 : Students'time using on SM
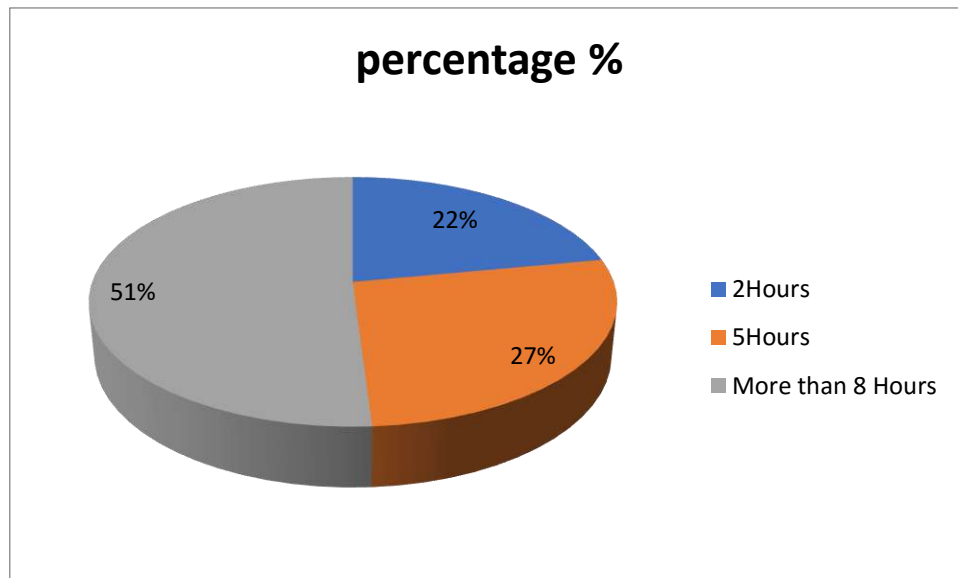
FIG 9 : Students' time spend in SM

The results revealed that 22 % of student use the SM about 2 H per day , While 27 % of them use it 5 H per day . The majority of the stydents use SM more than 8 H per day (51 %) means they are addictive in using it .

Question 4 : Why do you use social media ?

	N	Percentage %
Socialize and make new friends	32	32%
As a soure of recreation and relaxation	18	18%
Remain updated about what is trending	18	18%
Exchange idea and lessons with classmates	12	12%
Playing video games	16	16%
Others	04	04%
Total	100	100%

Table 9 : The reasons of SM use by students
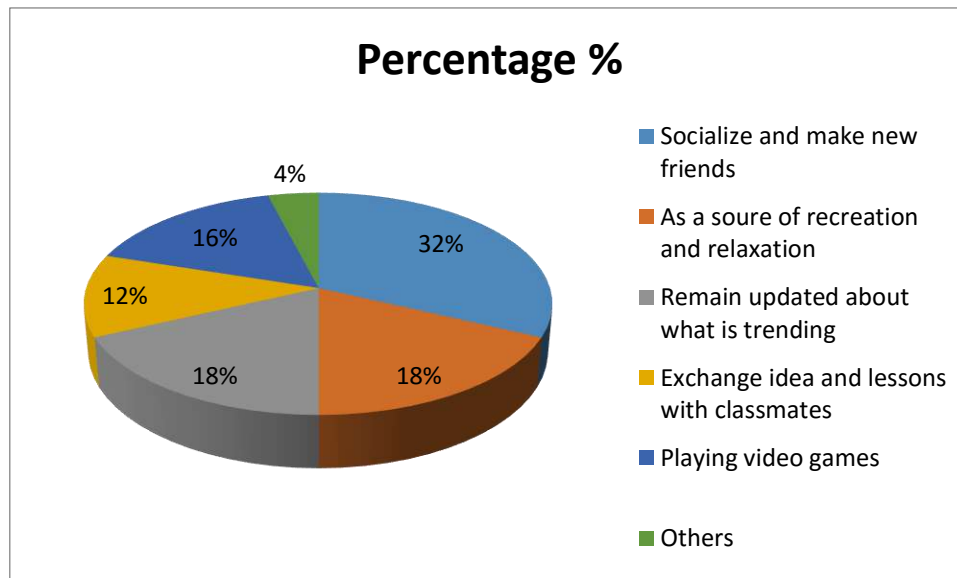
FIG 10 : The reasons of SM use

This question investigates the reasons behind using social media sites , The table above indicates that the majority of the participants 32 % tend to use them in order to socialization and making new friends , 18 % use it as source of recreation and relaxaction , also 18 % said that it mean to remaind updated about what is trending and 16 % who use it to play vedio games , In addition to that 12 %use it in order to exchange ideas and lessons with classmates , morever , 4 % of the participants attend to use it for other purposes like to practice the language by talking and interacting with people to learn new things , therfore , we notice that students use of SM sites depends on their own purposes

Question 5 : Do you think the usage of social media is ?

	N	Percentage %
Positive	37	37%
Negative	21	21%
Bouth	42	42%
Total	100	100%

Table 10 : Students' opinion about the pos & neg of SM
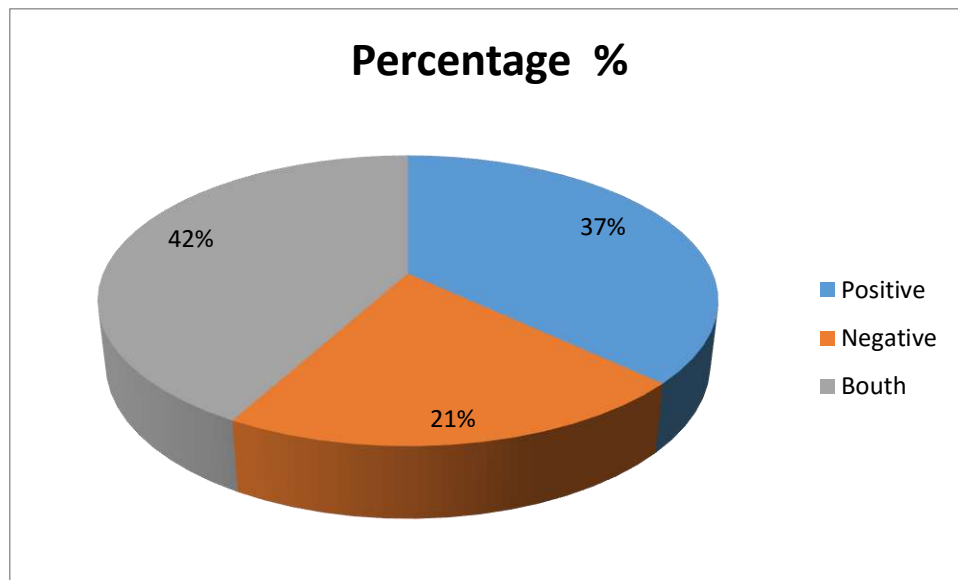
FIG 11 : Students' opinion about the pos & nig of SM

This question investigated students attitudes toward the usage of SM , the table above indecated that 42% affirm that SM has both sides positive and negative effects it depends on it's usage , 37 % of the participants think that SM is positive tool to building relationships and staying connected , it can make it easy to find groups of like-minded people or make new friends and spreading news , only 21 students who believe it's negative tool because it makes it easy to became addicted , reaserch shows that students who spend too much time on SM can suffer from poor sleep , eye fatigue , depression and more .

Question 6: What do you benefit / lose from using social media &How it affects your real life ?

	N	%
benefit	62	62%
Lose	38	38%
total	100	100%

Table 11 : Students' opinion about advantages & disavantages of SM use
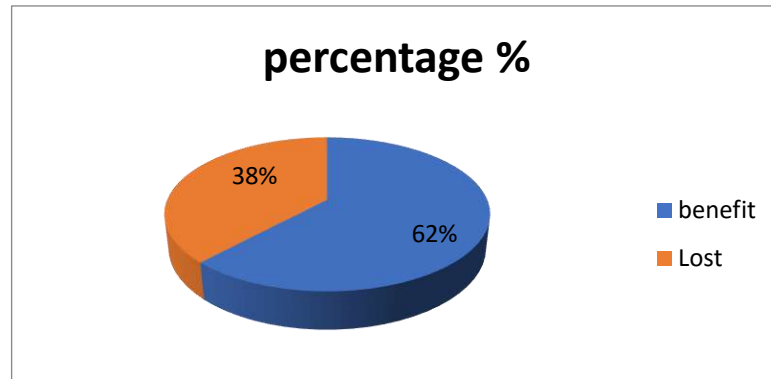
FIG 12 : Students' opinion about advantages &disavantages of SM use

The result shows that 62 % of students say that they benefit from using SM , it can help them developping their interests and find other people who share the same interests , they can help interduce young people new things and ideas . Whereas there are 38 % said that they just wasting their time , it also can lead to higher risk of deppression and it reduces face-to-face interaction also it distracts from life goals .

Question 7 : Do you see that social media affects the youth's behaviours and beliefs ?

	little	Average	A lot	Never	Total
Religion and beliefs	22%	40%	8%	30%	100%
Music and art	10%	30%	55%	05%	100%
Education	12%	22%	48%	08%	100%
Family and relationships	32%	38%	17%	13%	100%
Life style and daily habits	20%	15%	56%	09%	100%

Table 12 : Students'attitudes towards the effects of SM on youth
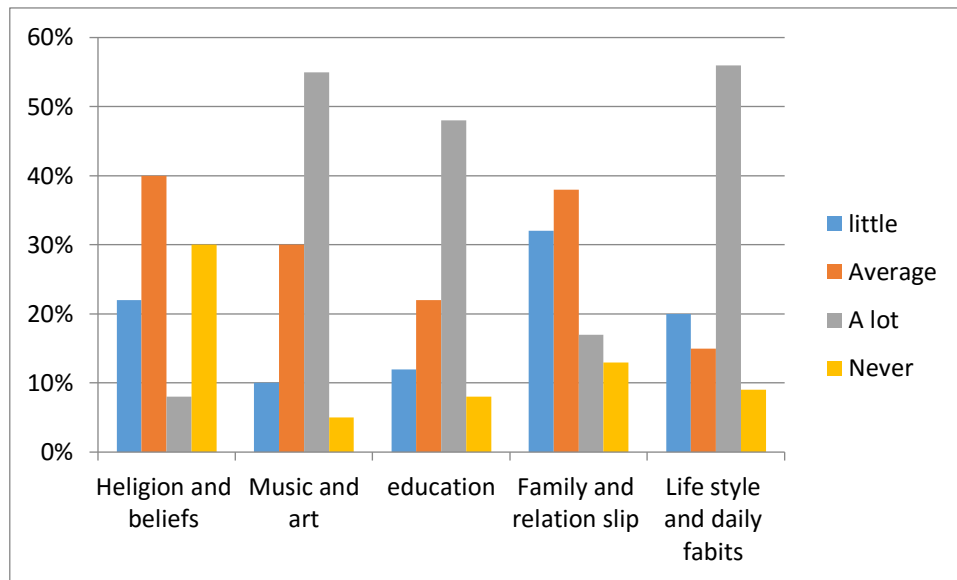
FIG 13 : Students' attutides towards the effects of SM on youth

From the table above we can see that SM affect the students behaviour in many sides of life montion the following :

- Religion and beliefs :

Find out only 8 students said that they were influenced by religion and beliefs through SM , from thatwe conclude that it is not concerned as a learning tool to a large extent .

- **Music and art** :

The majority of students 55 % greatly affected by it and only 5 % of students said that they never affect by , because it has made more accessible to the public and made it more difficult for artists to make money , it also happend to be incredible to tool that enables endependant musicians to find a global audience .

-Education :

It is clear that 48 students tend to spend more time on SM more than educational purposes , this tends to cause distriction from the learning environment , affecting their academic progress , It keep them in touch with friends and building professional contacts , while just 8 % of students that never affected by .

-Family and relationships :

Through the table above find that the per of students affected by SM in terms of family and realtionships rangs between   a few and average .While 17 students are highly affected negatively , especially between family members because it can create distance and disconnection as well as fellings of jealousy or inadequacy .

-life style and daily habits :

The result show that there are 56 % of the students who were greatly affected by lifestyle and daily habits as result of using SM , this is due to several aspects including the way of fashion , hair styles and the way of communication , so they became imitating everything they see on SM. Whereas there are only 9 students who said that they were never affected , which means that SM contributed a lot to the spread of strange habits to society .

SECTION THREE : Students Attitude towards the impact of American culture onAlgerian youth .

Question 1 : Do you contact American friends on social media ?

	N	%
Yes	67	67%
no	33	33%
total	100	100%

Table 13 : Students' Contact with American friends
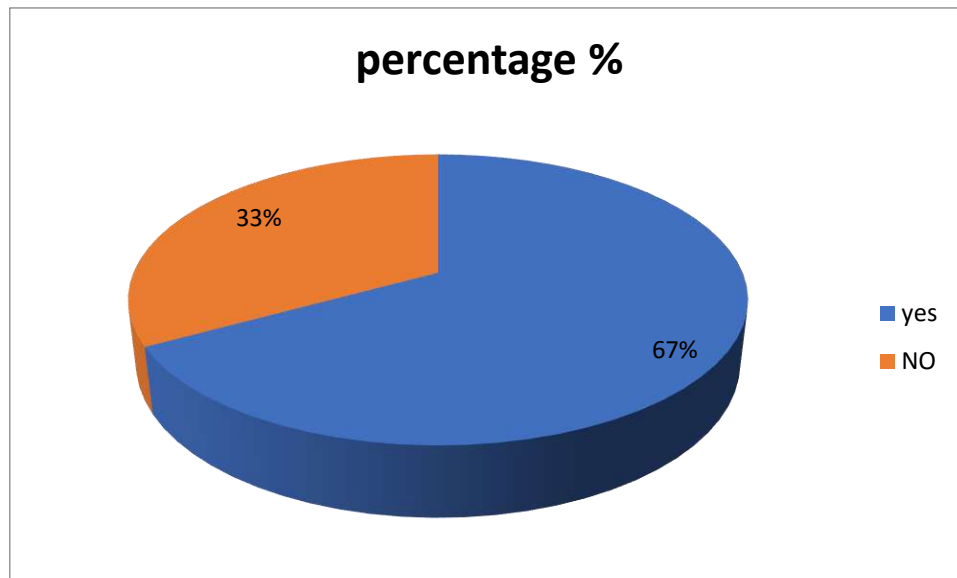
FIG 14 : Students' contact with american friends

The result indicated that 67 students admitted that they that chat with American people via SM, that means they are more interested to be in touch with the native source of AC . While there are 33 % of the Whole Sample Answer that they don't contact American friends this showed lack of interest and motivation .

Question 2 : What do you know about American culture ?

The majority of students say that the AC is often called a multing pot because it's people come from many backgrounds and cultures .

 -American culture much a wide variety of beliefs , values and traditions.

 - it is interesting culture .

- Americans open minded and they have different religions and races .

Question 3 : What are the famous music and movies in America ?

This question item is meant to know what the students know about the famous music and movies in America , the result show that the most of the students mention the following : Blues , JAZZ , Roll , Hip-hop , Salsa , Dinsco .

Whereas , there are many types of American movies :

- Action (time to die , spiderman)

- Comedy (His girl Friday , The lost daughter)

-Fantasy (Matilda , The witchies)

  - Horror (I am legend , Jaus)

- Mystery (All the old knives , Deep water)

-Romance (Tatanic , The Best man , The notebook) .

Question 4 : What are the famous food and clothes in America ?

- According to the students answers find out that America is known for its fast food and delivery services , most famous food : Pizza , Ice coffee , Hamburger ...

Whereas , the students express their opinion about clothes which is (western wears ,   denim jeans , cowboy hats ..)

Question 5 : What are the religions practiced in America ?

	N	%
Christianity	59	59%
Islam	6	6%
Jewish	12	12%
Atheism	20	20%
No answer	3	3%
Total	100	100%

Table14 : the students's opinion about the the religions practiced in America
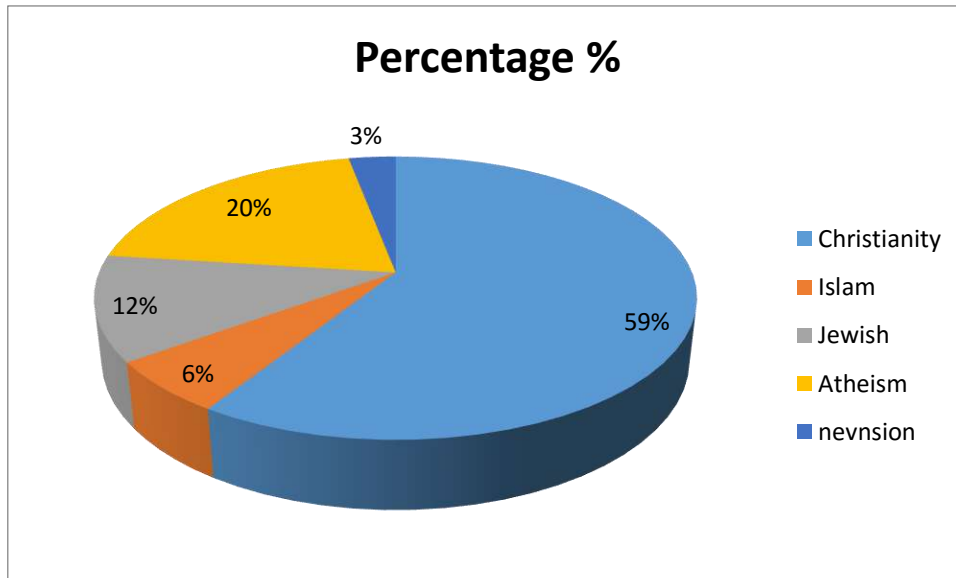
FIG 15 : Students' opinion about the religions practiced in america

the table above indecated that 59 % of the Americans are cheristians , 20 % of the participants think that americans are Atheism while there are only 12% think that they are jewish and 6 % are Muslims and 3 students said that they have no idea . According to that we notice that the majority think that american are christians because of the European colonialism , also the immigration increased christian mumbers .

Question 6 : What kind of hatred , rasicm and Violence apply by the Amencans ?

Cencerning the opinion of the students about the kind of hatred , rasicm and violence apply by the Americans , the majority of the respondents affirmed that rasicm against black people also there are hate crimes motivited by bias against race ,religions , national origin , gender identity . there are also violence against Women like rape , sex trade , Alcohol and drugs addiction , whereas Violence against children such pedophiles .

Question 7: Do you know some gender issues that are implemented in Americans ?

	N	Percentage
Yes	87	87%
No	13	13%
total	100	100%

Table15 : the students's opinion about the gender issues that are implemented in American
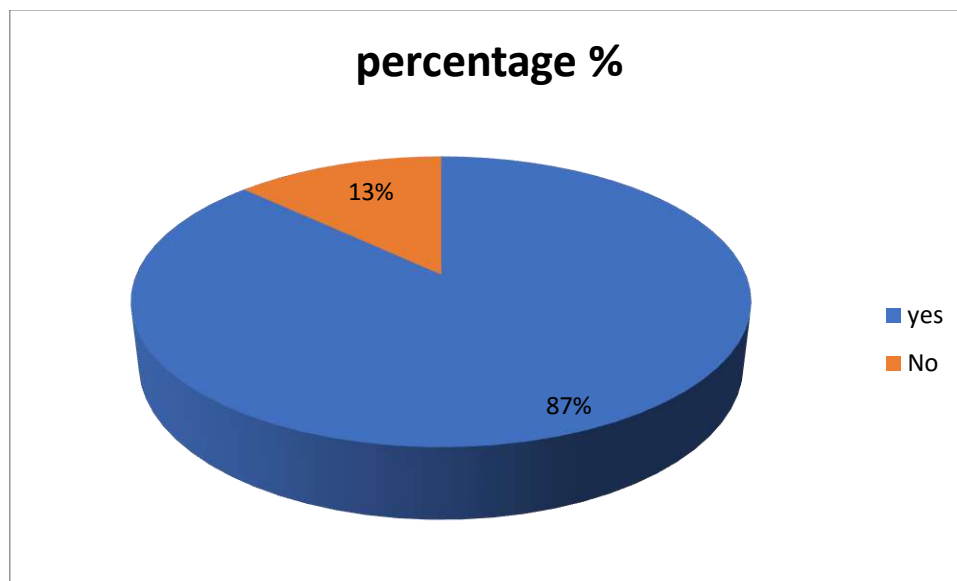
FIG 16 : Students' opinion about the gender issues that are implemented in America

Almost the majority of students 87 % answer that they know some gender issues that are emplemented in America mention some of them : Lesbians , Gays , Biesexual , Transexual (LGBT community) , While there are 13 % of the students who have no idea about that , from this result we conclude that this issues are an integral part of AC , through this strange ideas AY can affected negatively .

Question 8 : In your point of view , What are the positive or negative impacts of american culture on algerian youth ?

	N	%	
Positive impact	42	42%	-Become more intrested about education and fachion- Learning English -Keep pace with devlopement Using technology
Negative impact	58	58%	-The blind imitation -Strange habits against our religion -It is pop culture may seemharmless, it exposes people of all ages to sex and druges, violence .
total	100	100%	100%

Table 16 : Students's opinion about the impacts of American culture on Algerian youth
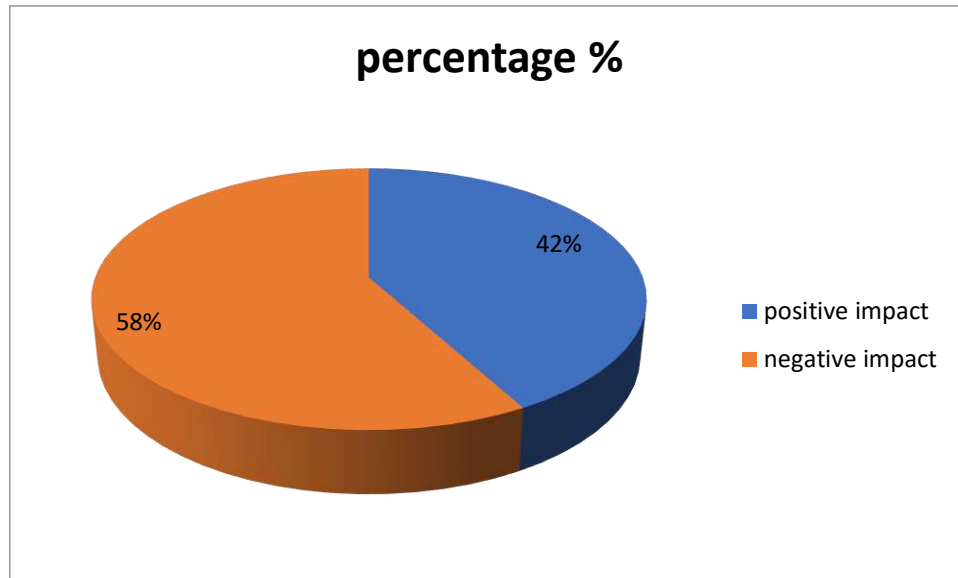
FIG17 : Students' opinion about the impacts of american culture Algerian youth

Question 9 : Do you think that social media contributed to the spread of American culture among Algerian youth ? How ?

As it was expected all the students 100 % think that SM contributed AY by many ways   like posting and sharing the American lifestyle on SM , People find their voices and revel in the apportunity to share their unique stories , brands . So from that we conclude that the majorityof AY has become aware of what AC is and what its features are , through their use of SM . So they must benefit from its positives and leave its negatives .

Question 10 : Are you for or against the spread of America culture among the Algerian youth ?

	N	%
For	23	23%
Against	77	77%
Total	100	100%

Table 17 : Students' opinion about the Spread of American culture among Algerian Youth .
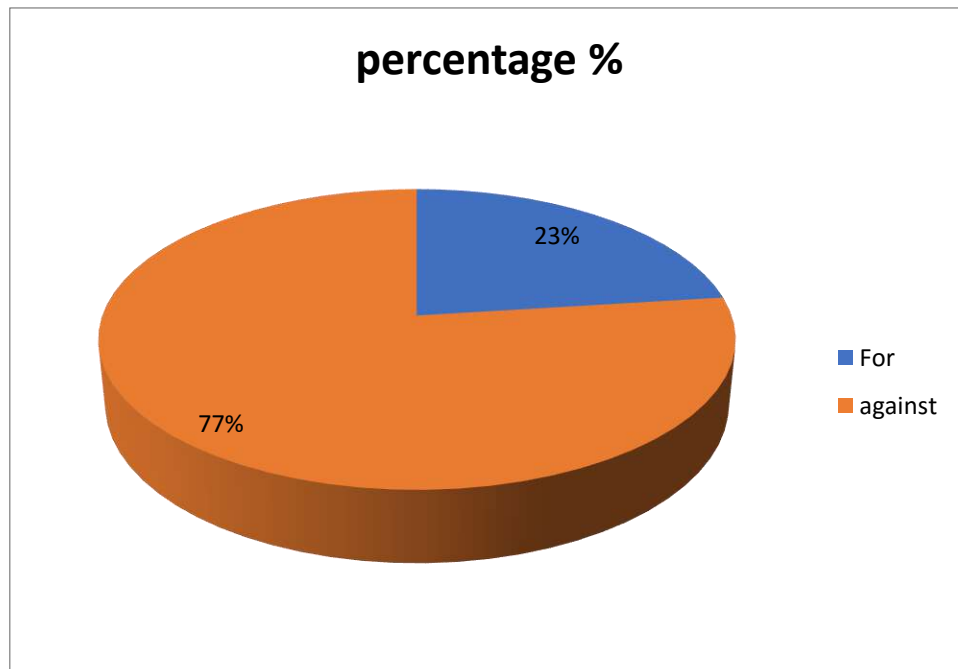
FIG 18 : Students' opinion about the spread of american among Algerian youth

At the end we asked the students to express their opinion about the spread of AC among AY , and if they are for or against that , from that we find out that 77 % of the participants admit that they are against it's spread because it still considred as a strange people of all ages stronge culture for us also it makes a current world issue or trend simpler to understand , they can also distort reality and cause misinterpretation . Whereas there are 23 students said that they are for its spread among AY because it is a new culture and it provides with the values and diversity of the world around us , also it helps us perceive how people think , behave , what languages they speak and what festivals they celebrates .. ect .

3.8 DISCUSSIONS

The anlysis of the students questionnaire showed that the majority of students use some forms of SM sites , and they enjoy in using them especially FB site which ranks 32% from others ,in diffrent times ,which means that SM have big value in the participants life . the current study indicated that the students are using SM for several reasons , the most significant one is that they aimlearning new things .

Besides , meeting new people, entertaining and communicating with friends were prominent reasons for SM use. Furthermore , some informants are perceived to addicted to them , others use them occasionally , So the majority of the students affirm that SM has both sides positive and negative affects . It depends on its usage.

Moreover , it is also seem that SM sites made it much easier for students to interact and know more about cultures , through the students answers about the impact of AC on AY we find out that the majority of them don't contact American friends on SM , Also all they know about the AC that it is a multing pot and it is a mixture of cultures and religions and races considering america as a new world . Therefore , America is known by its racist and violent people , also its famous by its LGBT community as a result of their open minded and their distance from religion .

Ultimately , the particular interasting findings were that the majority of students believe that there are negatives impacts more than the positives of AC on AY such blind imitation and distrange habits against our religion , all that happened through the use of SM by AY . so it make them aware of the AC and its features , Whereas the majority of participants were against its spread among AY .

The purpose of the research is to figure out the main point of using social media and how it can be harmful for the Algerian youth nature by preceding and effected by American culture ..the participants were selected based on certain criteria which are the dealt with social media , It can be said that the results show that once people have a better understanding and graps on the pros and cons of social media and how to utilize it to their advantage , we are certain that people will be able to be a little less addictived to it . However , that may not always will be the case but we cerainly hope that as a society , we will control social media rather than let it control us .

CONCLUSION

This chapter deals with the analysis of the data obtained from students questionnaire about the role of SM in spreading AC among AY .

In this research, the results claimed that the majority of students share the same attitude towards the use of SM sites , The obtained results showed that SM make easier the communication, discover new cultures . So it has pros and cons of students life , they just need to control and manage their time activities.

On the other hand, SM sites attract students not only to construct relationships but also to discover new cultures, especially the AC as it is the most dominant and prevelant culture in our era. This appears in the smallest details of their life, this is what explain AY's distance from their mother culture and their wrong use of SM .

GENERAL CONCLUSSION

American culture has always been the concern of the modern research . The present study deal with the connection between american culture and its affects on Algerian youth through social media . Whereas , it facilitates the process of Communication over the world by its diffrent sites such as FB . As a result , the majority of the students revealed that they spend noticeable periods of time using SM to contact with people from all around the world .

The finding of the students questionnare indicated that almost all the students are affectd in negative way because of the most SM users are university students . The overall findings of this research show that M1 students of Ouargla university are really using SM sites to be more familiar with AC , especially with the availability of many sites and pages which promote to it

.The main result of this study indicated that students preceive the use of SM to be influenced by the AC in negative manner . Studens agree on the Advantages and the disadvantages of SM ,this reinforces the idea that students hold a negative attitudes towards the role of SM inspreading AC among Ay . This investigation was just to know if realy English students in Ouargla's university are aware of the importants of SM sites and if they are using it to get its benefits or it's just a waste of time .

The obstacle that the reaserchers work is the lack of books that served this study , whereas the articeles are more available than books .Social media fendamental part in the students' lives this leads to make some suggestions for using SM to stop imitating every single details in AC and they should be proud of their mother culture .

-Learners should differentiate between the positive use of SM and they should avoid its addiction .

-Students should make gtoups on FB to spread the awareness among about the blind imitation of AC and they have yo provide advices to each other .

-Algerian youth should forbid excessive use of SM and being effected by everything , especially in the cultural side such as the way of dressing and thinking ..

As a final point , the hypotheses are confirmed ; SM have an impacts on AY and it is promoting Ac on them it is clear that the impacts of AC on ethics , beliefs and religious festivals of AY .

Finally , the researchers hope that the present work may help students to be able to identify the diffrence between their culture and the others and take the positive points , being far from its negatives .

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APPENDIX

Dear Students

This questionnaire is on attempt for gathering information needed for the accomplishment of a master dissertation. It aims at the impact of Social Media in spreading American Culture among Algerian Youth.

Your answers are highly important for the validity of this research being undertaken. You are kindly requested to answer the following questionnaire carefully.

Please ☑tick the appropriate box and add suitable comments in full sentences whenever necessary.

Section One: General Information

Gender: 1- Male ☐
2- Female ☐

Age:
a - 20 to 30 ☐
b- 30 to 40 ☐
c- more than 40 ☐

Section Two: Students' Attitude Toward Using Social Media 1-
Do you use any type of Social Media?

Yes ☐   Sometimes ☐   No ☐

2- Which Social Media application you use the most?

a. Facebook ☐
b. Instagram ☐
c. WhatsApp ☐
d. youtube ☐
e. others ☐
…………………………………………
……………………………………......
....

3- How many hours do you spend on Social Media a day?

2 hours ☐   5 hours ☐   More than 8 ☐

4- Why do you use Social Media?

- ☐ Socialize and make new friends
- ☐ As a source of recreation and relaxation
- ☐ Remain updated about what is trending
- ☐ Others

………
………

5- Do you think the usage of Social Media is:

Positive ☐   Negative ☐

6- What do you benefit/lose from using Social Media and how it affects your real life?

………
………
………

7- Do you see that Social Media affects the Youth's behaviours and beliefs?

Little ☐   Average ☐   A lot ☐   Never ☐

Section Three: Students' Attitude Toward The impact of American Culture on Algerian Youth

1- Do you meet American friends from Social Media?

Yes ☐   No ☐

2- What do you know about American Culture?

………
………

3- What is the famous music and food in America?

………
………

4- What are the celebrated holidays in America?

………
………

5- In your point of view, what are the <u>positive</u> or <u>negative</u> impacts of American culture on Algerian youth?

………
………

6- Do you think that Social Media contributed to the spread of American Culture among Algerian youth? How?

………
………
……......

7-   Are you for or against the spread of American Culture among Algerian Youth?

For ☐ Against ☐

Justify your answer:……………………………………………...

....

Thank you for your help and support