



Institut für Qualitätsentwicklung Mecklenburg-Vorpommern • Universität Greifswald • Universität Rostock
• Botschaft der Vereinigten Staaten von Amerika • US-Generalkonsulat Hamburg

! Teach about the USA !

Fortbildung für den englischen Sprachunterricht in Mecklenburg-Vorpommern

Termin: Freitag, 5. März 2010

Ort: Internationales Begegnungszentrum Rostock e.V.
Bergstraße 7a, 18057 Rostock

"Youth Cultures"



9:30 Welcome

Prof. Dr. Gabriele Linke, Universität Rostock, Dr. Margitta Kutzy, Universität Greifswald und Gabriele Uminski, Institut Qualitätsentwicklung MV

10:00-11:30 "20th-21st Century US Youth Culture: Forever Young?"

Dr. John Dean, Professor of American Studies & Cultural History at the University of Versailles in France. Dr. Dean has frequently directed courses on U.S. Cultural Studies and given guest lectures at teacher training workshops in Germany.

"The youth of America is their oldest tradition," said Oscar Wilde back in 1893. "It has been going on now for three hundred years." What is special about young people and America? Why did the USA's unofficial modern bard Bob Dylan write and sing "May you stay forever young"? Something intriguing is happening here. Youth is international but each nation creates its very own youth culture. Compared to many nations around the world America is a youngster. Then by the mid-20th century "teenager" became its distinct coinage. Rich with visual and aural illustrations this talk will try to define the nature of the beast, seek out when and why US youth culture came into existence, the importance of generations and cohort groups, try to get to the nature of America's four main current living generations –

the Matures, the Baby Boomers, Generation X and the Millennia. Plus deal with a host of other essential issues. Like: What happened to US childhood? What effect has technology and media had on speeding up the appearance and life span of youth culture? How and why has US youth culture effected change? What has been the importance of US student movements? And how has the nation's youth culture reinvented capitalism?

Coffee Break

12:00 – 13:00 "Don't Take It Lately: Native American Hip Hop/Rap by Litefoot".

Dr. Anette Brauer, University of Greifswald

Since the 1960s, Native American musicians have used contemporary styles of music to voice their opinions and to raise awareness about the ongoing injustices in American society. When in the hip hop/rap albums for the first time outsold Americans' most popular music, Country in the 1990s, Native Americans were quick to adopt (and adapt) this originally Black music. Today, Cherokee actor, activist, and businessman Litefoot, probably the most famous Native American Rapper, combines typical elements of rap music (style and language) with Native American views. While rap music often poses a challenge to learners of English, this interactive presentation hopes to encourage teachers to use Litefoot's "My Land" for their classes as a fascinating way to approach (Native American) youth culture.

Lunch Break

14:00 – 14:45 "Youth Cultures" Materialien zur Unterrichtsvorbereitung

Christiane Schaffer, Information Resource Director im U.S. Generalkonsulat Hamburg stellt unterrichtsrelevante Informationsmaterialien, unter anderem der U.S. Botschaft, vor und gibt nützliche Tips für deren Einsatz im Unterricht.

15:00 – 16:30 "USA & Manufacturing 'Cool' "?

Dr. John Dean, Professor of American Studies & Cultural History at the University of Versailles in France

What is more American than 'cool'? But what is it? In languages from Abkhaz to Zulu it's translated as 'cool'. But what is it? Miles Davis once defined 'cool as': "Don't play the notes. Play what's in between the notes." It's an embarrassment of tantalizing riches. Thus this talk's subject: to target a linked set of intriguing questions figuring out the nature of 'cool'. Where did it come from? What does it do? Historically 'cool' began in post World War Two America as an attitude toward life, supposedly free of material concerns. But by the 1970s in the USA the merchandizing and manufacturing of 'cool' began to an extent never before seen. Primary target: young people, the socially mobile, seekers after 'cool' status. Why and how did this value become co modified and confined? Or did it go somewhere material cages couldn't capture? In short, 'cool' is a treasure chest of riches. Unlocked and displayed it helps to disclose both the character of American civilization and the domestic humor and international effect of modern US youth culture.

Coffee break

17:00 Discussion and Wrap-Up

18:00: End of program

**Anmeldung: Frau Martens s.martens@iq.bm.mv-regierung.de oder 0381- 4985957
Anmeldeschluss: 29. Januar 2010!**