CONTENTS

Acknowledgments ix

Prologue: Reading “America” Across and Against the Grain of Public Discourse 1
Jane C. Desmond

Introduction: The “American” Conundrum—Criticism, Attraction, and Antagonisms 5
Virginia R. Domínguez, with Sophia Balakian

PART I. WHOSE “AMERICA”? WHOSE “ANTI-AMERICANISM”?

1. Internationalizing African American Studies, Too:
White (West-) German Responses to the Civil Rights Movement 31
Sabine Broeck

2. What We Talk about When We Talk about Anti-Americanism: An Italian Perspective 46
Giorgio Mariani

Second Look—Sabine Broeck on Giorgio Mariani 61
Second Look—Giorgio Mariani on Sabine Broeck 64

Third Look—Sophia Balakian on Mariani and Broeck— “Sticks and Stones: Discourses of Anti-Americanism as Name-Calling” 68

PART II. HISTORIES OF ENGAGEMENTS:
TWO CASE STUDIES LOOKING AT DOMESTIC CONSUMPTION AND THEIR CONTEXTS

3. Americanization and Anti-Americanism in Poland:
A Case Study, 1945–2006 73
Kate Delaney and Andrzej Antoszek
Loes Nas

Second Look—Loes Nas on Kate Delaney and Andrzej Antoszek 103

Second Look—Sophia Balakian on Loes Nas 105

Third Look—Jane C. Desmond on Delaney & Antoszek and Nas—“Reversing the Vectors of Analysis: Calibrating the ‘Use Value’ of Discourses of ‘Americanism,’ ‘Americanization,’ and ‘Anti-Americanism’” 109

PART III. DEBATING THE TERMS OF DEBATE

5. Kefaya and the New Politics of Anti-Americanism
Manar Shorbagy 115

6. Understanding Anti-Americanism in Central Asia
Edward Schatz 131

Second Look—Manar Shorbagy on Edward Schatz 152

Second Look—Edward Schatz on Manar Shorbagy 155

Third Look—Seyed Mohammad Marandi on Schatz and Shorbagy—“What Is Anti-Americanism?” 157

Third Look—Ira Dworkin on Schatz and Shorbagy—“Thinking Outside of America: The State, the Street, and Civil Society” 161

PART IV. VISUAL ENGAGEMENTS AND THEIR INTERPRETATIONS

Zsófia Bán 169

8. Westward Ho with Kholiwood: The Transnational Turn in the Neoliberal Marketplace
Richard Ellis 178

Second Look—Richard Ellis on Zsófia Bán 201

Second Look—Zsófia Bán on Richard Ellis 205

Third Look—Ana Mauad on Bán and Ellis—An Imagined Community for the Twenty-First Century? 208
PART V. DISRUPTING BINARIES: WHOSE “COUNTRY MUSIC” AND WHOSE “HIP-HOP”?

9. Tales of the West: “Americanization” in an Era of “Europeanization” 217
   Kristin Solli

    Ian Condry
    Second Look—Ian Condry on Kristin Solli 251
    Second Look—Kristin Solli on Ian Condry 254
    Third Look—Michael Titlestad on Solli and Condry—“Dreaming America” 258

PART VI. IS IT “AMERICANIZATION” OR “PRO-AMERICANISM”? THE AMERICAS, PAN-AMERICANISM, AND IMMIGRATION

11. “Making Pals in Panama”: U.S.–Latin American Relations and the Trope of the Good Neighbor in Coca-Cola Advertising during the 1940s 265
    Amy Spellacy

12. Americanism and Anti-Americanism of Mexican Immigrants in Los Angeles 290
    Guillermo Ibarra
    Second Look—Guillermo Ibarra on Amy Spellacy 298
    Second Look—Amy Spellacy on Guillermo Ibarra 304
    Third Look—Virginia R. Domínguez on Spellacy and Ibarra—“Not Just for Latin Americanists” 308

Contributors 313

Index 319