

**PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA  
MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH  
UNIVERSITY OF MOHAMED BOUDIAF - M'SILA**

FACULTY OF LETTERS AND FOREIGN LANGUAGES

DEPARTMENT OF ENGLISH

N°:



DOMAIN: FOREIGN LANGUAGES

STREAM: ENGLISH LANGUAGE

OPTION: LITERATURE AND CIVILIZATION

**The Modern American West  
Dream as Reflected in New California**

**Thesis Submitted to the Department of English in Partial  
Fulfilment of the Requirements for the Master's Degree**

**Submitted by:**

**SAKHRAOUI Oussama**

**BEGHDADI Abderrahman**

**Supervised by:**

**Dr. TOUATI Mourad**

**2017/2018**

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**2017/2018**

## Declaration

We confirm that the thesis we are submitting is an original and authentic piece of work written by us and has not been submitted to any other university either in Algeria or the rest of the world. We further confirm that we have used only the references listed on the works cited page.

Date & signature

## **Abstract**

The American Dream is the notion that all Americans or other ethnic groups are able to live happily in US. If they work hard, they are supposed to realise their dreams, despite racial, social or religious backgrounds. The American Dream has witnessed many changes throughout history, and the Frontier Dream is a perfect example. Since the first years of the 19<sup>th</sup> century, the American West has presented liberty and freedom to people, American pioneers and discoverers headed to the Wild West, chiefly California to fulfil the American Frontier Dream, the dream of wealth, freedom, and the pursuit of happiness. This thesis examines the contemporary American West Dream, the dream that has been alive for more than one hundred and fifty years in the state of California. This study aims at showing the reasons behind the shift from the American Dream to California and what makes the Golden State a dream, which is a part of the American Dream. This present work is divided into three chapters. The first chapter investigates when and why California Dream was born. The second chapter throws light on Silicon Valley, the tech capital of the world and why it is one of the contemporary faces of the American Dream. The last chapter is devoted to Hollywood, the art hub and the other face of the American Dream.

**Key Words:** American Dream- California Dream- Gold Rush- Silicon Valley- Hollywood.

## **Acknowledgement**

All the praise goes to ALLAH for giving us the strength and guidance throughout the years of our studies, and for giving us the chance to be what we are today.

Sincere gratitude goes to our supervisor Dr. TOUATI Mourad for his help, advice and guidance throughout the research process.

We would like to thank the board of examiners who have kindly accepted to read and review our work.

## **Dedication**

This thesis is dedicated to our beloved parents, brothers, and sisters.

Oussama & Abderrahman

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## General Introduction

The American Dream is the thought that shaped a nation and even the world. American Dream is freedom, liberty, democracy and the pursuit of happiness (Declaration of Independence). James Truslow Adams was the first one to coin the term "American Dream" in his book "The Epic of America 1931", where he defined the American Dream "American Dream as that dream of land in which life should be better, richer and fuller for everyone, with opportunity for each according to ability and achievement" (404).

The American Dream has not disappeared, it still exists. It represents the individual freedom, equality, ability to improve, justice and economic opportunity. The American Dream has always been a mixture between two ingredients: materialism and idealism (Padover). For Americans, the American Dream is having a home, car and living a happy life. It signifies the social mobility, the ability to move from a social class to another despite circumstances or birth

It is not a dream of motor cars and high wages merely, but a dream of social order in which each man and each woman shall be able to attain to the fullest stature of which they are innately capable, and be recognized by others for what they are, regardless of the fortuitous circumstances of birth or position . . . . It has been a dream of being able to grow to fullest development as man and woman, unhampered by the barriers which had slowly been erected in older civilizations, unrepressed by social orders which had developed for the benefit of classes rather than for the simple human being of any and every class. And that dream has been realized more fully in actual life here than anywhere else, though very imperfectly even among ourselves. (Adams 404-405)

For Moss Hart, everyone can have a decent opportunity to fulfil the dream of climbing the ranks and having wealth, to unravel the doors with its treasures regardless of origins or social status thanks to the American Dream (436).

American Dream has changed throughout history .First , it was the Puritan dream of living and practising religion freely.Second , the freedom dream , the dream of Thomas Jefferson and George Washington , the beliefs presented in the Declaration of Independence(freedom ,liberty and the pursuit of happiness).Next , the frontier dream of mobility towards the west(Cullen).Then , the American Dream shifted to California thanks to the Gold Rush 1849, since then California has been the hometown of the American Dream.

### **Statement of the Problem**

American Dream is one of the greatest national ethos in the world. It inspired people to move west, pursue happiness, spread democracy and get rich to make their dreams reality. Gold Rush 1849 has changed the American Dream forever, it became the state dream or what historians call the California Dream.

Henry William Brands described the years of gold rush as "The new dream was the dream of instant wealth, won in a twinkling by audacity and good luck"(442). This description by H.W Brands is the definition of California Dream, the golden state dream, the dream of getting rich and becoming famous.

This thesis is going to show and shed light on the reasons of the shift from the American to California Dream.

### **Significance of Research**

Due to the lack of previous research in this study area, this thesis must be conducted. This thesis has a significant contribution to the already existed knowledge body. It will help readers to understand the contemporary American Dream, the motives of people to move on to the west and the reasons behind the shift from the American to California Dream

Previous researchers tended to focus on Hollywood as the only opportunity to live the American Dream, so neglecting other factors. This research will look for these factors.

### **Research Objectives**

1. To show the reasons of the shift from the American to California Dream.
2. To compare between the the modern and old American West Dream.
3. To show with evidence that California has been the hometown of the American Dream.
4. To show the contribution of Silicon Valley in the shift from American to California Dream.
5. To investigate the effect of Hollywood on the modern American Dream.

### **Research Questions**

1. What are the causes of the shift from American to California Dream?
2. What are the differences between the old and modern American West Dream?
3. What are the reasons that make California the hometwon of the American Dream?
4. How Silicon Valley contributed to the shift from American to California Dream?
5. How did Hollywood affect the modern American Dream?

### **Structure of the Research**

This study will cover the modern California Dream and the reasons behind the shift from the American to California Dream.

This thesis consists of three chapters. The first chapter will tackle the old west Dream as a historical background and the birth of the new American Dream. Whereas, the second chapter will be about Silicon Valley Dream as one the most important reasons of the shift, it is one of the faces of the modern American west dream. The final chapter will discuss Hollywood dream, and the effects of art hub on the American Dream

## **Hypotheses**

1. California has highly affected the American Dream in the past , the present and the future.
2. Hollywood impacted the US economy and eventually helped to create the modern American Dream .
3. Digital Revolution in Silicon Valley is one of the reasons that shaped the modern American Dream.

## **Research Methodology Design**

In this thesis , the qualitative method will be used , because the aim of the research is to analyse, compare and show. So the right method is qualitative ;books ,articles ,journals,videos and images will be included as sources.

In addition to qualitative approach , the work will include some figures and statistics .

## **Review of Literature**

In Savannah Renae Haspel's thesis “How Hollywood Became the New American Dream”, she investigated the fact of the shift from the old American Dream to the new Hollywood dream focusing on the terms of fame and celebrity as core issues of her thesis. According to Savannah celebrity worshiping and obsession led to the creation of new culture among youth people who started to be thirsty for fame, happiness and wealth as well with the desire to have a similar lifestyle of their own role models. Basically she went deeper to explain the affection of this phenomenon on people’s psychology and mental health by using different theories like Narcissism and Escapism. The advancement of technology including the Internet and social media facilitate for people the process to be easily famous and played an essential role or contributed in increasing the sense of becoming an idol among people. Savannah merely covered in her thesis Hollywood Dream that in somewhat helped us to construct some realistic and authentic thoughts and ideas in the part where we discussed the

Hollywood Dream. She focused on the entertainment industry of California however there were another aspects or reasons for the shift that which are totally ignored in her thesis. Those aspects will apparently appear in our thesis.

## **Chapter One: Old West Dream**

Manifest Destiny has affected the history of the United States even before the name came to existence and still affects the psyche of Americans. It unleashed 19<sup>th</sup> century territorial expansions and mobility towards the west. In the 19<sup>th</sup> century, US acquired lands from France, Mexico and Britain. It has changed the history of US forever, the acquisition of the western territories has changed the American Dream, it becomes California Dream thanks to the Gold Rush of 1849, where people from all around the world went to California to live the American Dream; the dream of the yellow metal, of gold and wealth.

So, this chapter is divided into three parts. The first part will tackle the meaning and origin of the Manifest Destiny ideology. The second, will shed light on Westward Expansion and the western lands acquired by US during 19<sup>th</sup> century. Finally, the last part will be about California Gold Rush and the new American Dream.

### **I.1. Manifest Destiny**

Manifest destiny is the name used to express that US was destined to stretch from the Atlantic to the Pacific oceans. The name of this ideology did not appear until 1845, but the core elements of Manifest Destiny were practised and apparent in land acquisitions by Americans (Mountjoy9).

It drove nineteenth century US regional expansion, it held that US was ordained by God to grow its territories (History Staff)

American people felt that not only they could but must conquer and occupy the western territories because for them, it is a God given right to expand their land and make the size of USA bigger than before.

There is one element in our title [to Oregon], however, which I confess that I have not named, and to which I may not have done entire justice. I mean that new revelation of right which has been designated as the right of our manifest

destiny to spread over this whole continent. It has been openly avowed in a leading Administration journal that this, after all, is our best and strongest title-one so clear, so pre-eminent, and so indisputable, that if Great Britain had all our other titles in addition to her own, they would weigh nothing against it. The right of our manifest destiny! There is a right for a new chapter in the law of nations; or rather, in the special laws of our own country; for I suppose the right of a manifest destiny to spread will not be admitted to exist in any nation except the universal Yankee nation. (Winthrop qtd. In Pratt)

### **I.1.1. Meanings of Manifest Destiny**

The divine right of USA to enlarge its land, a country that situates between the two coasts the Atlantic and Pacific (Mountjoy 12). The term encloses many beliefs “expansionism, nationalism, and American exceptionalism” (Mountjoy 13). The belief that Americans are socially and racially superior and they are the chosen people.

Ernest Lee Tuveson stated that Manifest Destiny is “A vast complex of ideas, policies, and actions is comprehended under the phrase ‘Manifest Destiny.’ They are not, as we should expect, all compatible, nor do they come from any one source (91).”

Weeks argues that Manifest Destiny holds the belief that American people have the mission of remaking the world in the image of USA, in other words Americanizing the world (61). For Americans it is a divine Providence to lead and to Americanize the world.

### **I.1.2. The Name**

John Louis O’Sullivan was the first one to coin the term Manifest Destiny in his article *Annexation* in *The United States Magazine and Democratic Review* July-August 1845. At that time O’Sullivan supported the annexation of Texas to the USA, and he stated that US was destined to annex Texas to the Union. “The fulfilment of our manifest destiny to overspread the continent allotted by Providence for the free development of our yearly

multiplying millions” (O’Sullivan). O’Sullivan first use of the phrase went unnoticed by the country, later in the same year (1845), he reused the term Manifest Destiny in the issue of 27 *December of the New York Morning News*, since then the term became famous and stuck in the minds of Americans, congressmen started to use Manifest Destiny to justify the extension of the western territories.

## **I.2. Westward Expansion**

In the nineteenth century, US witnessed many events that changed the history of the country forever. Westward Expansion is one these events. It is considered as one the most defining events in the American history. American people conquered the Far West, because they thought it was their destiny to do so. Because of Westward Expansion, US became a very vast country that stretches from coast to coast. (See Appendix 1)

### **I.2.1. Louisiana Purchase**

Louisiana belonged to France at the first place, it was given to Spain then the latter gave it back to France. The acquisition of a huge land that stretches from the Mississippi River to the Rocky Mountains. When Thomas Jefferson was elected a president, he wanted New Orleans, so he instructed his ambassador to France, Robert Livingston to assure the rights of USA to negotiate a deal with France to Purchase New Orleans and west of Florida if it was given to France too. Jefferson made several options; the purchase of New Orleans alone, New Orleans and Florida or land where constructing a harbour is possible. All these options were denied by the French (Carnes and Garraty 177-181)

Napoleon, the Emperor of France at that time was going to war against Britain. He needed money to fund this war, so he decided to sell the whole Louisiana.

In 1803, James Monroe was sent by Jefferson to negotiate along Livingston. In April 30<sup>th</sup>, Monroe and Livingston managed a deal with France, the whole Louisiana for \$15 million.

Louisiana was the deal of the century. Its size is 828000 square miles (2.144 square kilometres). Today Louisiana consists of 15 states; Louisiana, Arkansas, Missouri, Iowa, south of Minnesota, north of Texas, Oklahoma, Kansas, Nebraska, South Dakota, North Dakota, north east of New Mexico, East of Colorado, most of Wyoming and majority of Montana(Fradin).

### **I.2.2. Lewis and Clark Expedition**

After Louisiana Purchase, Jefferson was eager to get the new areas discovered. So, he asked Meriwether Lewis, the man in charge of the expedition joined by William Clark to discover the west. Lewis and Clark headed west with 59 men, the group is named the Corps of Discovery. This expedition started in St. Louis, Missouri in May 1804. They were instructed to gather information about animals, people and plants. The group faced many hardships along the way; severe weather, hunger, disease and injuries. But, eventually, they succeeded in drawing detailed maps of the region. In 1806, they got back to Washington DC (History Staff).

Lewis and Clark expedition is considered as one of the greatest achievements and discoveries in US history. It paved the way for people, government and other expeditions to move to the wild west. (See Appendix 2)

### **I.2.3. Pike Expedition**

Zebulon Pike had two expeditions, one in 1805 and the other in 1806. In July 15, 1806, Pike led a group of explorers near St. Louis, Missouri. They were ordered to discover and map the west. Explorers reached the Rocky Mountains in the first expedition. Pike reached Santa Fe the capital of New Mexico nowadays, which belonged to Spain at that time. This small group of explorers were captured by the Spanish. Then, they were released to go back to the United States in 1807. They reported the number of Spanish forces in the region (Groves 528-529). (See Appendix 3)

#### **I.2.4. Texas Annexation**

Spain had control of Texas from 1690 until 1821. After Mexico got independence from Spain, it took control of Texas (Mountjoy 60-61). However, in 1836 Texas had debts so Sam Houston the president of the Republic of Texas made contact with US. He suggested the annexation of Texas to the United States, but anti-slavery supporters objected the offer.

In 1844, Houston scared US, he told them that Britain would have control of over Texas and would be the neighbour of US. John Calhoun, the secretary of State wanted to annex Texas, so an annexation treaty was arranged with Texas officials. The treaty said that Texas would be annexed and all debts of the Republic would be paid. The treaty was passed but not ratified by Congress. John Tyler the president of US urged Congress to ratify the annexation of Texas to the Union. The treaty was passed on February 28, 1845, and Texas joined the Union (O'Neal 648-650).

#### **I.2.5. Oregon**

Britain and USA divided Oregon into two parts, one part for the British and the other for America under the agreement called Joint Occupancy Agreement. Americans claimed that the whole of Oregon is American. The British Ambassador to US, Richard Pakenham stated that Britain was willing to give whole Oregon to US, but with conditions; access to the Columbia River must be given to Britain. This meant the continuation of Hudson's Bay Company which traded fur, US rejected these conditions. When Hudson's Bay Company moved its headquarters to Vancouver, Britain would agree to give the whole Oregon to USA. Oregon Question ended with the treaty signed by both Britain and America (Dale 495-496).

#### **I.2.6. Mexican Cession**

USA owed Mexico money and Mexico could not pay back the debts. This made some Americans using force to get their money back. After the Annexation of Texas, Mexico cut diplomatic ties with US. With all this tension, the border issue added fuel to fire. President

James K. Polk wanted to recognize the Annexation of Texas in addition to \$ 30 million for Mexico to sell New Mexico and California, in return of cancelling the Mexican debt. With all these issues war was inevitable. President Polk instructed General Zachary Taylor to move to Rio Grande. In March 1846, the men of Taylor took position on the Mexican town Matamoros. In April 1846, Mexicans attacked Americans, so Polk convinced Congress to declare war against Mexico. Treaty of Guadalupe Hidalgo ended the war(Mountjoy72-76).

The Treaty was signed on February,1848 by Mexican and American representatives, US gave \$ 15 million to Mexico as compensation for the annexed lands, in return of taking control of lands (Metz 443-444).

### **I.3. Gold Rush**

Gold was discovered in California just few days before the signing of the treaty of Guadalupe Hidalgo by James Marshall at Sutter's Mill. Many people moved to California in the following months, but it was until 1849 that the rush reached its peak thanks to the announcement of president James K. Polk "Abundance of Gold". California hosted both people from around the world and USA. Forty Niners or gold miners from overseas arrived in San Francisco harbour, Americans travelled overland(Doyle295-296).

In 1849, 25000 Americans arrived to California by ships, 55000 by overland roads, 8000 Mexicans, 5000 South Americans and people from Europe too landed in the Golden State (Carnes and Garraty 311).

Gold Rush meant many people would be engaged in entrepreneurial activities, the focus in on the individual, capitalism in its best. Gold Rush was not only about gold mining, but rather about other industries too; food, hardware, clothing, steamboats...etc. In San Francisco, there were many factories that manufactured steam engines and mining equipment(Nash).

### **I.3.1. California Dream**

People in 1849 could taste the American Dream in California, the pursuit of happiness, the dream of getting rich in days only. “It was the American Dream distilled to its essence, take yourself and go out and try to make a success out of it” (Brands qtd in *Westward*). An Irish made \$ 26000 in just 4 days, it is worth more than \$ 800000 in nowadays money.<sup>12</sup> Mexicans made \$ 200000 which equals \$ 6 million now.

The people who come to California are bold adventurers naturally. We were dissatisfied with life in Europe and the Eastern states, because it was too slow. We came here to enjoy an exciting life and make money rapidly.... It is no uncommon thing to see men who have been wealthy on three or four different occasions and then poor again. “A fire,” “an unfortunate speculation in merchandise,” “a revulsion in real estate,” “a crash among the banks,” “an unlucky investment in a flume,” these are the phrases used every day to explain the fact that this or that man of your familiar acquaintance, though once rich, is now poor. When men fail they do not despair ... they hope to be rich again (Hittell qtd in Brands<sup>441</sup>).

For people who came to California, it was an adventure of life and in the same time an opportunity of wealth, they left their families, children, lands and even countries to live their dreams. It was the age of the gold fever, it was the American Dream in California.

### **I.4. Conclusion**

To conclude, Manifest Destiny resulted in the expansion of US, from a small country to one of the largest countries in the world. US admitted California to the Union and nothing left unchanged, even the American Dream which shifted from American to California Dream because of the Gold Rush 1849.

## **Chapter Two:**

## **Silicon Valley Dream**

### **Introduction**

Silicon Valley is situated in San Francisco Bay Area. It is the nickname of the tech hub. Silicon Valley is the recognised technology capital of the world.

It includes, Santa Clara County (San Jose, Mountain View, Palo Alto, Sunnyvale, Santa Clara...etc.), San Mateo County (Menlo Park, Redwood City, San Mateo, Fremont...etc.), Alameda County, Santa Cruz County, San Francisco County and Contra Costa County.

Due to the importance and popularity of the tech hub, it has become a part of the American Dream.

So, this chapter is divided into five parts. The first part is about how did Silicon Valley come to existence? And from where did it get its name? The second part will tackle the main companies that headquartered in the tech hub. The third will be about the economy, net worth and salaries in the Valley. The penultimate will shed light on the main industries in the Bay Area. Finally, and most importantly why Silicon Valley is a dream and samples of people who realised their dreams in the tech capital.

## **II.1. History of Silicon Valley**

### **II.1.1. Before World War II**

#### **II.1.1.1. Stanford**

Stanford University is located in Silicon Valley, Leland Stanford and his wife founded the university in 1885. David Starr was the first president of Stanford. He wanted to have good graduates and to teach engineering and technology (Stanford).

Leland Stanford wanted to create a university like Harvard or in other words Harvard of the west, so he recruited teachers from Cornell University and other American universities with high salaries to attract them (Scaruffi).

Stanford University founding saw the first steps towards creating a university which produced graduates majored in technology, engineering and physics. This would give a huge boost to new researches and experiments in the area.

#### **II.1.1.2. Radio**

In the first years of the twentieth century, radio got a big attention in the Bay Area. In 1909, Charles Harold a graduate from Stanford started a radio station with scheduled programmes in San Jose (ibid.).

Another Stanford graduate, Cyril Elwell created a new radio transmitter which replaced the noisy old transmitter (Wesling). Elwell founded Federal Telegraph Corporation and he signed a contract with the American Navy. The Navy was the biggest Radio Communications consumer (Scaruffi).

#### **II.1.1.3. The Father of Silicon Valley**

Frederick Terman joined the teaching staff of Stanford University in 1925. He worked in radio communications laboratory (Scaruffi). He was a great leader and engineer. He even encouraged his students to start their own companies and businesses and not wait for jobs.

Frederick is recognised as the Father of Silicon Valley along with Leland and other persons. Terman saw the potential of the Valley(Gawell).

Terman could anticipate the success of the tech hub ‘’Such a community is composed of industries using highly sophisticated technologies, together with a strong university that is sensitive to creative activities of the surrounding industry. This pattern appears to be the wave of the future’’ (Terman qtd in Lowood).

#### **II.1.1.4 Moffett Field and the Beginning of the Aerospace Industry**

US government purchased Moffett Field in 1933, to establish a naval air station and to serve as a base of U.S. S Macon(Dunbar). This purchase witnessed the first days of the aerospace industry.

#### **II.1.1.5. Hewlett Packard**

Two students of Frederick Terman founded a company called Hewlett Packard. They are William Hewlett and David Packard in a small garage in Palo Alto, California. This company made radio oscillators. Disney Productions was one the first customers of the company. During World War II, HP made artillery technology and radars(Hall).

#### **II.1.2. During and after World War II**

World War II witnessed a dramatic change in the Valley. War industries started to be the most dominant industry. Even some industries shifted to war equipment making; Food Machinery and Chemical Corp changed its industry from making tractors to tanks(Saxenian).

Federal funds were raised for Stanford University to make electronic equipment for military use. California in 4 years between 1950-1954; received 14 billion dollars from Pentagon’s Research (Saxenian).

Many firms established research facilities in Santa Clara Valley; in 1952. IBM had a research centre in San Jose, and the research facility of Lockheed established a research laboratory in Stanford Industrial Park in1956, Lockheed is an aerospace company(Saxenian).

Industries related to war stimulated the economy and research in Silicon Valley, so California was the ideal place for innovation and science (Saxenian).

### **II.1.2.1 The Semiconductor Industry**

William Shockley the cofounder of semiconductor, founded a company in San Francisco Bay in 1956, so he can see his ill mother. His company was the first to make semiconductors. Shockley was the first scientist who used silicon instead of germanium in making semiconductors, silicon was easy to find, not expensive and found in sand. Shockley Semiconductor Lab had the greatest group of engineers and semiconductor researchers, Bob Noyce one of these genius engineers stated that “getting a call from Shockley was like picking up the phone and talking to God”(Berlin)

But just after a year from founding Shockley Semiconductor Lab, the young researchers left the company. They got tired of Shockley’s management. Shockley called this group the Traitorous Eight. They left the company to cofound another with Sherman Fairchild called Fairchild Semiconductor. The Traitorous Eight would become later known as Fairchildren and they are; Robert Noyce, Julius Blank, Eugene Kleiner, Sheldon Roberts, Jean Hoerini, Jay Last, Gordon Moore and Victor Grinich. In 1960, they left Fairchild Semiconductor (Guglielmo).

More than four hundred (400) companies are estimated to have roots to the Traitorous Eight. Robert Noyce and Gordon Moore founded Intel; the leading company of computer processors nowadays, and Advanced Micro Devices(AMD) was cofounded by Jerry sanders another Fairchild (Formeski).

### **II.1.3. From 1960’s to the Present Day**

In 1969, the Stanford Research Institute was one of the four hubs of ARPANET. A research made by US government research venture; that would go ahead to be the internet. I

Xerox established its PARC lab in Palo Alto 1970. PARC was of the early computer technology pioneers, including graphical user interface and Ethernet computing (Protin et al).

Companies like Oracle Atari and Apple were altogether established in Silicon Valley in 1970's. In the 1980s, Silicon Valley turned into the generally acknowledged capital of the computer business. eBay, Yahoo, PayPal, and Google are the companies funded in the region in the 1990s. With Facebook, Twitter, Uber, and Tesla founded in the first decade of the third millennium (Protin et al).

#### **II.1.4. The Name**

Journalist Don Hoefler coined the term of "Silicon Valley" in 1971, silicon for the computer chips and valley for the Santa Clara Valley. In 1970's, Hoefler published a series of articles under the name "Silicon Valley USA" for the *Electronic News* which covered electronics industry (Bernard).

Hoefler stated "The rationale was simple enough: These revolutionary semiconductors are made in a valley, from silicon - not silicone, please --- the second most-abundant chemical element ... on Earth. How was I to know that the term would quickly be adopted industry-wide, and finally become generic worldwide?"(ibid)

## **II.2. Main Companies**

### **II.2.1. Apple**

Founded by Steve Jobs and Steve Wozniak in 1976 in a garage in Palo Alto. At first it was making computers only but nowadays, Apple is making phones, tablets, computers and other technological devices (Levy).

Apple is considered as the most valuable company in the world. According to NASDAQ, its market cap is more than 894 billion dollars(NASDAQ).

### **II.2.2. Google**

Google was founded by Larry Page and Sergey Brin in 1998. Google now is parented by Alphabet Inc (Hartmans). It started as a search engine, now it has an operating system called Android, video broadcasting site which is YouTube, smartphones called Pixel and other things related to tech like Google Maps, Google Earth...etc.

Google is worth more than 750 billion dollars according to its market cap in NASDAQ (NASDAQ).

### **II.2.3. Facebook**

Facebook is a social network co-founded by Mark Zuckerberg in 2004 in Harvard, then moved to Silicon Valley (Mezrich). Facebook is the parent company of Instagram and WhatsApp.

According to NASDAQ, Facebook market cap is more than 513 billion dollars (NASDAQ).

### **II.2.4. Intel**

Intel was founded by two members of the Traitorous Eight Gordon Moore and Robert Noyce in 1968 in Mountain View, California (Foremski). Intel is a semiconductor company headquartered in Santa Clara, it was one the first companies founded in the Valley.

Intel's market cap is 228 billion dollars (NASDAQ).

### **II.2.5. Oracle**

Oracle was founded by Larry Ellison, Bob Miner and Ed Oates in 1977, it is a computer technology company headquartered in Redwood, California (Hall).

It is worth more than 208 billion dollars (NASDAQ).

### **II.2.6. Cisco Systems**

Cisco was found in 1984 by Leonard Bosack and Sandy Lerner, it produces networking hardware, its headquarter is in San Jose, California. Cisco Systems is worth more than 212 billion dollars (NASDAQ).

### II.3. Economy of Silicon Valley

Silicon Valley is worth nearly 3 trillion dollars (Protin et al), which would easily surpass the GDP of many countries.

Silicon Valley is widely known for its high-flying salaries which attract many employees from all around the world.

Employer	Early Career Median pay	Mid-Career Median Pay	%High Job Satisfaction	%High Job Meaning	%High Job Stress
HP	\$65,400	\$104,200	64%	41%	56%
Oracle	\$71,400	\$126,400	64%	32%	56%
Cisco	\$83,800	\$134,700	76%	60%	52%
eBay	\$88,900	\$136,000	78%	55%	66%
Intel	\$85,800	\$129,400	72%	66%	61%
Adobe	\$91,900	\$141,900	84%	24%	47%
Apple	\$91,300	\$145,400	73%	74%	66%
Google	\$106,900	\$151,600	89%	72%	53%
Tesla	\$81,400	\$118,500	70%	89%	70%
LinkedIn	\$110,800	\$159,600	NA	NA	NA
Facebook	\$116,800	\$149,300	96%	78%	44%

Table 1. Salaries in Silicon Valley (PayScale).

In a survey of Glassdoor about 25 of the most paying companies, 15 out of 25 have their headquarters in Silicon Valley which includes; VM Ware, Splunk, Cadence Design Systems, Google, Facebook, Nvidia, LinkedIn, Twitter. Etc.(Avalos).

Tech companies are offering a salary from 300,000 to 500,000 dollars for artificial intelligence experts, because every tech company especially in Silicon Valley has a project related to artificial intelligence(Metz).

#### II.4. Industries in Silicon Valley

In Silicon Valley, there are many industries related to technology, the following chart shows the percentage of each different industry

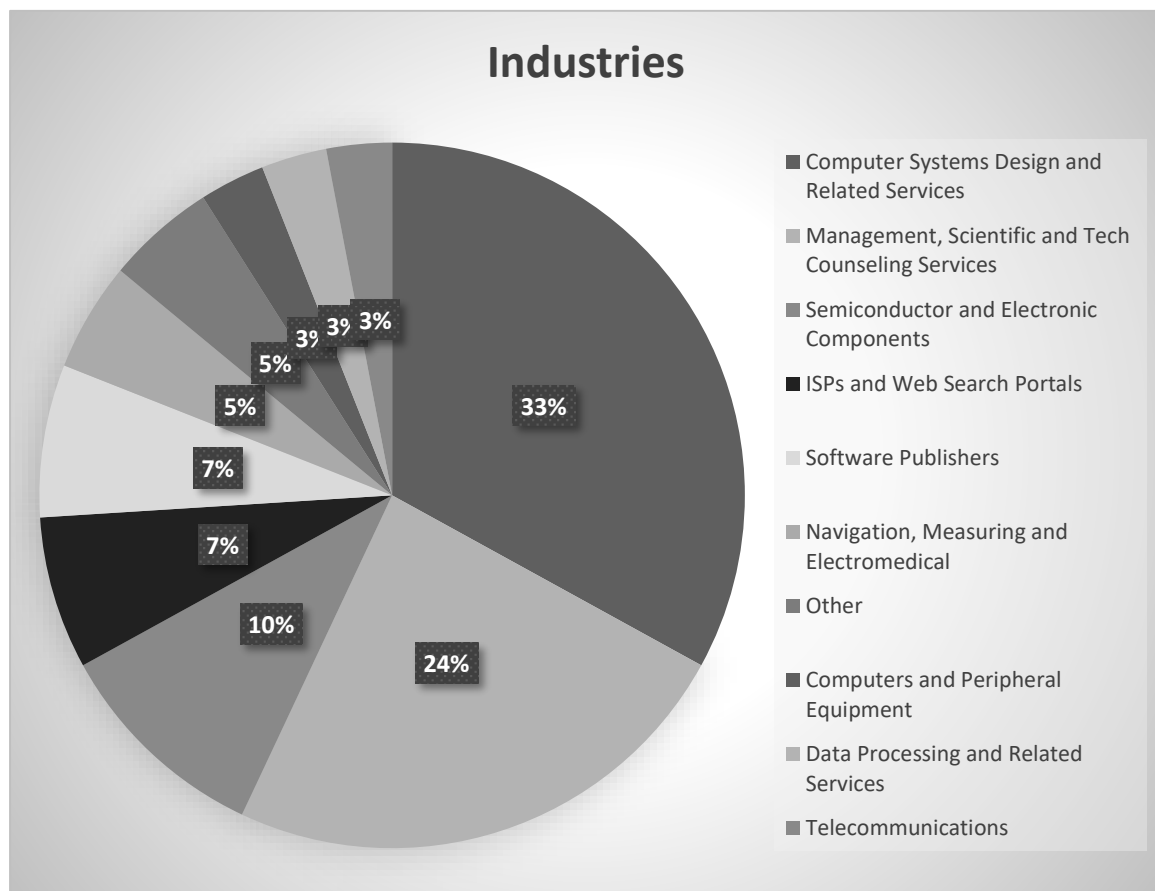


Figure 1. Industries in Silicon Valley (Breselor and Tang)

1. Computer systems design and related services: these tech companies are specialised in creating software. The best example is Oracle which creates cloud systems and Microsoft too even if its headquarters is in Seattle, Washington. It is a big player in Silicon Valley.
2. Management, scientific and tech counselling services: companies like HP Enterprise.

3. Semiconductor and electronic components: These companies make computer processors and video cards; the most famous companies are Intel and Nvidia.
4. Internet Servers Portals(ISPs) and web search portals: companies like Google and Yahoo provide search engines. Google also provide internet with its Google Fiber services.
5. Navigation, measuring and electro medical: Google also has Google Earth and Google Maps which are a navigation website and mobile application.
6. Computers and peripheral equipment: HP makes desktop PC's and laptops.
7. Data processing and related services: data processing is data collection, analysis and manipulation (French2).
8. Telecommunications: is the process of transmitting signals. In Silicon Valley, there are many telecommunication companies like AT&T, even if it is not headquartered in the Valley, it has a big presence there.

## **II.5. Silicon Valley Dream**

MacLowry described Silicon Valley as the new American Dream; “it’s a small story about Silicon Valley. It’s a bigger story that embodies the American dream. It is about reinvention. It is about taking risks and looking to find new opportunities...Silicon Valley is synonymous with that idea of a new notion of the American Dream” (qtd in Guglielmo).

### **II.5.1. The Reasons that Make Silicon Valley a Dream**

1. The existence of companies like Apple, Google and Facebook attract many people from all around the world.
2. High-flying salaries and other privileges, attracted people to move to the Bay Area because like we have seen earlier in this chapter, companies pay a very high wages for its employees. For instance, Google employees are encouraged to create and produce. In Google workplaces, there are pianos, pool tables, white boards, cafes, free food. etc. Google gives 5 months for maternity and 7 weeks for paternity. If an employee passes

away his partner will get half of his salary for 10 years and his children will get 1000 dollars until they become 19 or 23 according to their education level (Piscione 120-126).

3. Venture Capital: according to the report of National Venture Capital Association, venture capitalists located in Silicon Valley invest only in ideas and projects in the Valley and not in other places in the US. Three thousand, nine hundred and forty-five (3945) dollars is invested per person in the Valley and 34 dollars only in other places in the United States (Piscione).
4. The success stories of different companies and entrepreneurs encourage people to come and start their own companies, because people like Mark Zuckerberg, Elon Musk and others inspire people to make their own dreams reality

If the early wave of billion-dollar companies such as Google and Facebook brought about a new social identity, it's the billionaires themselves who have launched a movement. From Tesla CEO Elon Musk to Peter Thiel, the tech titans at the helm of these enterprises have created an aspirational culture of optimistic young graduates who want to change the world, not just make money (Wolfe 14).

What characterises Silicon Valley entrepreneurs is they take risks, they fail and fail but they do not give up and they think they will be the next Steve Jobs or Mark Zuckerberg “Coffee shops such as Coupa Café in Palo Alto and Hobee’s in Sunnyvale typically host diners and their laptops for hours on end. All of them are trying to come up with the next Facebook and honestly think they can” (Wolfe 15).

Huan Ho who moved from Houston to Silicon Valley to launch his start-up, he is the CEO of Rally team said in an interview:

Six months ago I and my cofounder went to a hackathon here in San Francisco and we just went for it for fun, and it was thrown by Jason Calacanis and I just

had the chance to meet some of his team members and they said “hey Hon”, you should check our “Launch Festival”, you know hundreds of companies apply every year, but they only pick 40 to present on stage, so I said “hey why not?” and couple of months later we were literally on stage in front of thousands of people launching our product. Again, that would not have happened if we were anywhere else (Welcome to Silicon Valley).

### **II.5.2. Samples of Silicon Valley Dream**

Jan Koum was born in a small village near Kiev, Ukraine. Koum and his mother went to USA in 1992 when he was sixteen because of political instability in Ukraine. They settled in a small flat in Mountain View, California, the flat from the government and stamp food too. Jan worked as a cleaner in a store. When he was 18, he learned programming and joined a group of hackers. He enrolled at the university of San Jose State. He joined Yahoo where he met Brian Acton. Both Koum and Acton left Yahoo in 2007 because they hated the policy of using advertisements adopted by Yahoo (Olson).

Brian and Jan applied for jobs in Facebook and Twitter but they were turned down. Koum was jobless and with 400,000 dollars’ savings, so he teamed up with his friend Acton and went to create WhatsApp. In 2014, WhatsApp was sold to Facebook who rejected them both, the deal was 19 billion dollars. Jan Koum was and still the CEO of WhatsApp. According to Forbes, his net worth is more than 9.2 billion dollars(ibid). Jan Koum could taste the American Dream or in other Words the Silicon Valley Dream (ibid).

### **II.6. Conclusion**

The conclusion that can be drawn from this chapter is that, thanks to persons like Leland Stanford, Frederick Terman and William Shockley the Valley came to be as one the greatest hubs in the world. The economy of Silicon Valley is so huge thanks to companies like Apple, Google, Facebook, Intel...etc. These companies offer its employees flying

salaries. Silicon Valley became a dream because of high-flying salaries, great companies, venture capitals and success stories of Jan Koum, Mark Zuckerberg and Elon Musk.

## **Chapter Three: Hollywood Dream**

### **Introduction**

Hollywood is very known as the home of the United State film industry and it is undoubtedly recognized as the world's cinema. Hollywood has a short history that started in 1853 and since then it has experienced a rich and dynamic history. In 1870 Hollywood was a small subordinated agricultural community, by 1903 it was consolidated with Los Angeles to be a district within the city. The construction of Hollywood was a turning point in California industry in particular and America in general and simultaneously affected Americans lives in different domains to be considered as a place where people can achieve their dreams especially of those dilettantes and pioneers. This Chapter aims to trace the element of Hollywood history in addition to its economy and the birth of Hollywood dream in the next following pages.

#### **III.1. The Name**

Concerning Hollywood's name There were wide explanations all claiming to be the real story, the only evidence remaining today for the name's true origins comes from the diary of The Father of Hollywood Johnston Whitley who mentioned in his diary the story where he was spending his honeymoon with his wife Margret Virginia Whitley, he stood at the top of the hill looking over the Cahuenga valley. Along a Chinese man carrying wood passed by then Whitley asked him about what he was doing, the Chinese man replied “I holly wood” which means “Hauling wood”, few moments later Whitley got the idea and decided to name his new town Hollywood (Holcomb).

#### **III.2. History of Hollywood**

Within time, Hollywood subsequently transformed and the Founder Whitley began to work on his property and started to expand his lands and purchase more acres. By 1900, the region had a post office, newspaper, two markets and a hotel which later to be the centre of

civic, social life and home of the stars. Whitley's company developed the area including bringing electricity and building a bank, as well as a road into the Cahuenga pass. In 1900 the growth of population increased and had reached 100.000 inhabitants. In 1910 residents voted to have Hollywood annexed with the city of Los Angeles because of its new inadequate water supply (US-history).

The west was the wellspring of American democratic practice that in addition provided a safety valve for the rest of American society ... that the west was such a central force in American life, Hollywood producers used it as a backdrop for a myriad of dramatic relationship and situations that were characteristics of the American experience and American values-and therefore presumably especially appealing to American Audience (O'Connor and C. Rollins 6).

Moviemakers and pioneers started moving to Los Angeles as a way of escape from the strict rules that were imposed by Edison's motion picture patents company at that time in New Jersey. Los Angeles was considered as a comfy place where the weather conditions were suitable and also Edison's patent could not be enforced. These filmmakers made their own path in producing and making their own projects and films. The first short film to be produced in Hollywood entitled "In Old California" with duration of fourteen minutes. With the growth of popularity and the increasing number of filmmakers, several numbers of studios were founded. The first studio was built by the film maker David Horsley's general manager Al Christie in 1911 in addition to Cecil B. De Mille studio in 1913, The Charlie Chaplin Studio in 1917 and the first motion picture motion studio was founded in 1919. (US-history).

### **III.2.1. The Classical Hollywood**

The 'classical' period in terms of style is generally known as the era of the 'studio system' at the industrial level. The term is generally used to describe the way Hollywood

operated economically from the 1920s to some point during the 1950s. The term conjures up images of the giant studio system of production: enormous ‘dream factories’ in which hordes of contracted employees laboured to create the movies of a period often celebrated as the ‘golden age’ of Hollywood (King p5). We are not used to calling products of American mass culture ‘classical’ in any sense; the word apparently comes easier to the French speaker.

As early as 1925, a French reviewer described Chaplin’s *Pay Day* (1922) as a representative of ‘cinematic classicism,’ and a year later Jean Renoir spoke of Chaplin, Lubitsch, and Clarence Brown as contributors to a ‘classical cinema’ of the future, one ‘which owes nothing to tricks, where nothing is left to chance, where the smallest detail takes its place of importance in the overall psychological scheme of the film. It was probably André Bazin who gave the adjective the most currency. By 1939, Bazin declared, Hollywood filmmaking had acquired all the characteristics of a classical art. It seems proper to retain the term in English, since the principles which Hollywood claims as its own rely on notions of decorum, proportion, formal harmony, respect for tradition, mimesis, self-effacing craftsmanship, and cool control of the perceiver’s response—canons which critics in any medium usually call ‘classical.’ (Bordwell et al.2,3 in Fawell).

Most critics agree that the studio era had reached a point of consolidation around 1917, both in terms of the machinery of production and the classical aesthetic that had been slowly hammered out during cinema’s evolution as a form of storytelling and entertainment in America. (Fawell 1).

The golden age or the silent era of Hollywood was one of the most visible business in America and a huge number of people were attending films at least once a week. After the Market Crash 1929 and the depression 1933 that occurred in America affected badly America’s economy but not Hollywood. In fact, more films were released by the major studios during that era more than any other decade. Between 1915 and 1960 at least fifteen

thousand feature films were produced in America (Bordwell et al.10). For Americans films, music and comedy were considered as means of escape from reality and a celebration all the values of optimism ambition and courage and forget about their economic and political struggles. in short, films were an illusion of reality (Crash Course).

Hollywood district scholars debate more on the causes and dates of Hollywood's demise. but generally, agree it began shortly after the war with the advent of television and the breakup of the studio monopoly by the forced divestiture of their theatre holdings and finished somewhere in the early 1960s, where we see the last vestige of a product that comes from the hands of studio-trained filmmakers and represent the principles of studio filmmaking (Fawell 1).

This system was undermined in the post-war years, especially the 1950s. The vertically integrated companies were obliged to sell their cinema chains as a result of government action against uncompetitive practices. This, combined with a large fall in cinema-going, led to the end of the factory-like system of production. Films had been produced in whole slates reeled off by the major studios. Instead, they came to be made and sold on something closer to a one-off basis. Individual packages were put together, a system that increased the power of major stars, directors and agents. The latter coming to replace the studio heads of old to a significant extent as the initiators of film projects (King 6).

After World War II, Hollywood has thrived throughout its vast existence, but no era is more indicative of its success than within the studio era, or most of all, throughout the four years before and four years following World War II whether it was the propaganda film, military drama, or gangster film. Here Americans seemed to visit the theatres not as a means of escape, but as a way of subconsciously connecting themselves with the realities of war (Livingston).

During the "classical" era of the 1920s to the 1940s, the most powerful studios

controlled all phases of the industry (production, distribution, and exhibition) through a vertically integrated system that mass-produced movies for a receptive mass audience (Perren and Schatz 1). The studios lost their collective control of the industry during the post war era due to a combination of factors, including antitrust litigation, the rise of independent film production, and the juggernaut of commercial television. The studios adapted and survived, and since the 1970s, they have enjoyed a remarkable resurgence and have reasserted their collective control of the so-called New Hollywood (ibid).

### **III.2.2. The Hollywood Renaissance**

The period from the late 1960s until the mid or late 1970s has gained almost mythical status in the annals of Hollywood. Its advent marked usually by the appearance and success of *Bonnie and Clyde*, *The Graduate* and *Easy Rider*. Although there was earlier foreshadowing. It is remembered as an era in which Hollywood produced a relatively high number of innovative films that seemed to go beyond the confines of conventional studio fare in terms of their content and style and their existence as products of a purely commercial or corporate system. For some, this period represented the birth (or rebirth) of the Hollywood 'art' film, or something very like it. For others, it was a time when Hollywood made a gesture towards the more liberal or radical forces in American society. The period is often taken as a benchmark for measuring the state of Hollywood in subsequent decades. The products of the 1980s, 1990s and early 2000s are generally found wanting by comparison. Occasional signs of intelligent life in Hollywood today are often referred back to this earlier period (King 13).

New Hollywood is when the swinging 60s arrived in Hollywood. It is a rebirth of creative ideas in Hollywood. It was marked by the rise of a new generation of young film-school-educated, countercultural filmmakers, directors, actors and writers as well whom Hollywood felt could speak to those young people in ways that their older stars could not (TV Tropes).

As noted previously, the Hollywood Renaissance can be seen as a movement made up of two generations of creative talent. The first generation was made up of men born in the 1930s who came into the film industry through either the theatre or the growing television industry. This generation included Robert Altman, Peter Bogdanovich, Dennis Hopper, Mike Nichols, Arthur Penn, William Friedkin, Bob Rafelson, Hal Ashby and Francis Ford Coppola (although despite his age, Coppola is often more associated with the second generation) among others, and featured prominently in the early Renaissance, from 1967 to the early 1970s. The second generation is made up of early baby boomers, born in the 1940s, who were the first to come into the industry from the countries new film schools (particularly from UCLA and NYU) and often served apprenticeships in the exploitation cinema of Roger Corman. This generation, known as

the film school generation' or 'the movie brats', included Martin Scorsese, Brian De Palma, George Lucas, Paul Schrader, Terrence Mallick, John Milius and Steven Spielberg (although he never actually attended film school). They would dominate the later part of the Renaissance, rising to prominence in the early 1970s and remaining there through to the decline of the Renaissance towards the end of the decade (Biskind qtd in Mclean 15).

### **III.2.3. The Blockbuster**

Most obviously, blockbusters are usually 'big' films, like Godzilla. They tend to consume large amounts of money. They feature spectacular on-screen events that often include expensive displays of the latest in special effects technologies. Blockbusters are also heavily promoted and advertised, often well in advance. The first teaser trailers for Godzilla appeared in cinemas and on the film's website a year before the film itself. Large sums of money are devoted to saturation television advertising at the time of cinema release. The contemporary blockbuster is also likely to be opened simultaneously in a large number of

cinemas, the theatre record set by Godzilla having been exceeded since by Scream 3 (2000: 3,467 theatres), Wild West (1999: 3,342) and Austin Powers: The Spy Who Shagged Me (1999: 3,312) (King 50-51).

Another crucial feature of many blockbusters is that they are 'presold', based on properties already familiar to a potential audience. This kind of filmmaking is very different from that associated with the Hollywood Renaissance, or early uses of the term 'New Hollywood'. It seems odd that the same term should have been used to describe the two. But the features of the corporate blockbuster can be explained by some of the same underlying changes that provided space for the Hollywood Renaissance. Similar tendencies can have some very different outcomes (ibid).

### **III.3. Symbols of Hollywood**

Among the features of Hollywood aside from its working studios some other notable symbols that made Hollywood a touristic centre including The Hollywood Sign that was embedded in Americana and it was installed originally to advertise new homes being developed in the area. It was called Hollywood Land. In 1943, the last four letters were removed by the Hollywood chamber of commerce and remaining portions of the sign on the hillside. The sign is now a registered trade mark owned by the chamber of commerce and may only be used in filming with their permission.

Another famous figure was The Hollywood Walk of Fame where the names of celebrities are embedded in the sidewalk along Hollywood Boulevard, it was established in 1956. There are several numbers of stars given to a significant contributor to the entertainment industry. Those contributors were rewarded as winners for their roles and successful works with an academy award of merit nicknamed the Oscar. The first academy awards presentation took place in Hollywood at the Blossom Room of the Hollywood Roosevelt Hotel, Granted by the Academy of motion picture arts and sciences. (U-S-history).

Some of the actors and producers and even musicians were blacklisted and banned from work by the House Committee on Un-American Activities (HUAC) because they were accused of having communist ties or sympathies 1946-1960 (The Audiopedia).

Along with the country development, the theatres emerged including Hollywood Bowl, The Greek Theatre in Griffith park, Chinese theatre and the natural Amphitheatre for summertime concerts in addition to The Hollywood Wax Museum (US-history).

#### **III.4. Economy of Hollywood**

Most fundamentally, the term Hollywood refers to three interrelated aspects of American cinema: the industrial, the institutional, and the formal-aesthetic. As an industry, Hollywood is a vast, integrated commercial enterprise with specific business practices and standard operating procedures geared primarily to producing and distributing feature-length films (“Hollywood movies”). (Perren and Schaz 1).

Films might have divided into two distinct camps: an artist dominated sector, diversified and personally controlled, and a more commercialized sector geared toward mass production (Starr 246).

It is true that Hollywood is the home of cinema and considered as the world-wide source of entertainment but it does not afford its films and its productions in general for free. Hollywood was and still viewed as an engine industry in America for what it provides America's economy from financial incomes and considered as place where people especially creative filmmakers can make money and achieve their dreams, this often appears in the innovation of the artistic blockbuster that dominates Hollywood today. It became able to gain even more money and more audience around the world.

The president Barack Obama during his presidency praised the entertainment industry and called Hollywood as an “engine” for the economy and part of America's diplomacy at the DreamWorks Animation campus in Glendale, California and he said “Believe or not,

entertainment is part of our American diplomacy. It is part of what makes us exceptional". He added also:" In the global race for jobs and industries, the thing we do better than anybody else is creativity. That's something that can't be copied," he said also "Even with new markets and new technologies, there's still no better place to make movies and television and music than right here in the United States." (Bond and Daunt).

Moreover, the journalist Michelle Fleury reported in BBC New York News that what has the film industry to do with the size of the United States economy that a lot of wealth is generated by film and TV production. The United States government invented a way to calculate gross domestic product GDP which it is an attempt to capture how an economy is doing in one number. Government statisticians generally do this by measuring the value of goods are purchased by the consumers. The United States government created another new way to improve that calculation. Growth domestic product now including spending on research and development and some forms of entertainment as well as changes to pension accounting. These adjustments are expected to boost America's output by around \$400 billion dollars (News World Channel).

The NEA Senior Deputy Chairman Joan Shigekawa said in a statement that art and culture are significant part of the United States economy, not just their contributions of ideas and creativity to the innovation economy but also as an important part of the labour force and our country gross domestic product GDP.

The creative industries led by Hollywood account for about \$504 billion or at least 3.2 percent of the United States goods and services. Another measure of economic activity in 2011 was \$901 billion that includes \$200 billion from creative development in advertising, \$104 billion from arts education including college art departments, \$100 billion from cable TV and \$83 billion from movies and video services.

In the workforce, Hollywood and the video industry employed the most people, totalling 310.000 workers and \$25 billion in compensation, according to the data, museums and performing arts industries each employed about 100.000 people. In total two million people worked in creative industries.

In 2012, a trade group said the “core” copyright industries, which include motion pictures and other entertainment product added more than one trillion dollars to the United States economy for the first time in a single year. These industries accounted for 6.5 percent of the total United States gross domestic product GDP employed 5.4 million workers in the country and paid them an average of \$85.644 annually, 33 percent more than the \$64.594 that the average United States worker earned. (Associated Press).

Actually, the truth underlying the myth of easy money is that everyone in Hollywood is paid more than his counterpart outside whether he be actor, writer, producer, publicity man, cameraman, carpenter, or electrician. Salaries are very high (Powdermaker 24).

By the 1930s, the California lifestyle had discovered its first premise and most sustaining metaphor in the automobile. From the automobile came tourism: not just in terms of visitors from out of state, but intra-California tourism as well. By the mid-1950s the tourist business in California represented three-quarters of a billion dollars in assets and employed more than a hundred thousand Californians. More than a million tourists arrived each year between early May and late October. In 1935 alone, Southern California, which accounted for three quarters of the tourist business in the state, reported 459,000 winters and 810,000 summer visitors. Most of them arrived by automobile, at an average rate of some six hundred thousand cars per year. Internal tourism was equally important. At a time when an estimated 75 percent of the American population never travelled more than five hundred miles from home, Californians were showing themselves addicted to the weekend or holiday getaway—almost always by automobile. Organizations such as the Automobile Club of Southern

California and the California State Automobile Association trumpeted statistics asserting that the roads and highways of California were travelled, twelve months a year, by a greater number of cars per person than those in any other state (Starr 4).

California embraces Hollywood and the latter is the epicentre of the United States film and television industries, obviously, The United States is one of the leading film markets world-wide, producing 817 films in 2011 many of them produced by Hollywood based studios. In 2012, movie tickets sales in North America generated over 10.8 Billion dollars in box office revenue.

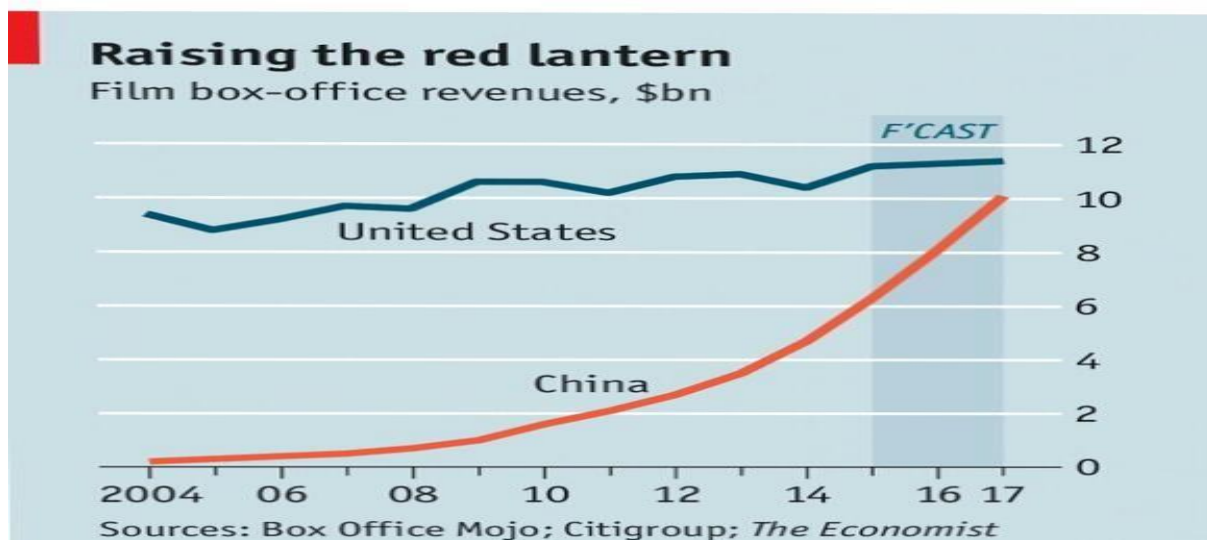


Figure 2. Film Box Office(Statista).

### III.5. Hollywood Dream

Americans started to move in groups toward the gold land for better future. California was the last continental destination which will determine their future (Sardar and Davies 19-20). Beyond such considerations, a reckoning with the dream also involves acknowledging another important reality: that beyond an abstract belief in possibility, there is no one American Dream. Instead, there are many American Dreams, their appeal simultaneously resting on their variety and their specificity. What James Truslow Adams called in the

epilogue of *The Epic of America* “that dream of a land in which life should be better and richer and fuller for every man” (Cullen 7).

Hollywood as an ideal and attractive place in California is determined to be a dream that remarkably steeped in the values of the immigrant’s filmmakers who moved to California in the early 1900s and got enormously rich and famous. Hollywood is described as a dreamland of the optimistic youth who seeks for wealth and beauty. The American Dream is a dynamical ideology that is available to change over time and over place, the old American Dream shifted and took another shape. The American Dream used to be as a term referred to the pursuit of happiness, democracy and liberty as it was structured in the Declaration of Independence while the modern one has shifted to be the pursuit of wealth, fame and fortune in addition to happiness.

There is only one Hollywood in the world. Movies are made in London, Paris, Milan and Moscow, but the life of these cities is relatively uninfluenced by their production. Hollywood is a unique American phenomenon with a symbolism not limited to this country. It means many things to many people. For the majority it is the home of favoured, godlike creatures. For others, it is a "den of iniquity"-or it may be considered a hotbed of Communism or the seat of conservative reaction; a centre for creative genius, or a place where mediocrity flourishes and able men sell their creative souls for gold; an important industry with worldwide significance, or an environment of trivialities characterized by aimlessness; a mecca where everyone is happy, or a place where cynical disillusionment prevails. Rarely is it just a community where movies are made. For most moviegoers, particularly in this country, the symbolism seems to be that of a never-never world inhabited by glamorous creatures, living hedonistically and enjoying their private swimming pools and big estates, attending magnificent parties, or being entertained in famous night clubs. The other symbols belong to relatively small groups of people. Of all the symbols, sex and wealth

are the most important. Every Hollywood male is supposed to be a "wolf" and every Hollywood female a tempting object easily seduced. The movie fans, worshipping their heroes, believe this (Powdermaker16).

Sylvester Stallone is an actor. He is known for his movies; Rocky and Rambo. He has had a great success both in acting and screenwriting. But, he was not always successful. He faced many hardships and setbacks. Donnelly in his article; "How to Achieve the American Dream stated "One of my favourite examples of someone who achieved the American Dream is Sylvester Stallone".

In 1975, Stallone moved from New York to Los Angeles to fulfil his dream of being an actor. He had no shelter, he was homeless. After watching a box match, he got inspired. So, he wrote the screenplay of Rocky. Sylvester was offered \$ 360000 by some studios in Hollywood for the screenplay. He refused because he wanted to be the main actor in the film although, he had \$ 106 to his name. One studio agreed but with a very low budget. When Rocky was out, it became one of the most famous movies. From homeless to one of the best and most paid actors. According to Celebrity Net Worth, Stallone is worth \$ 400 million. He failed in New York, but he succeeded in California. He tasted the American Dream in Hollywood.

### **III.6. Conclusion**

Hollywood is an essential topic to be discussed in the America's history. It introduced America to the world, in other term it became a land where everyone in the world is dreaming of. Hollywood's successful Cinematic productions brought a huge revenue and refresh to America's industry in general and Los Angeles in particular. In short, Hollywood is a city of dreamers.

## **General Conclusion**

The conclusion that can be drawn from this study is that, California is the notion of the old and modern American Dream. Gold Rush, Silicon Valley and Hollywood are the reasons for the shift from American to California Dream.

At first it was because of the Gold Rush 1849, the shift occurred. This change is radical because the American Dream is no longer the dream of Puritans to gain religious freedom or Jefferson and Washington's dream of independence, it is the dream of gold, founding a company and being an actor. The three would eventually lead persons to wealth.

The Gold Rush is the first phase of the California Dream. People went to California to get the yellow metal of gold, the dream of instant wealth won in a twinkling by audacity and good luck, as historian H.W Brands described.

Silicon Valley is the contemporary phase of California Dream along with Hollywood. Everyone in the world who wants to found his company or attract investors is dreaming to move to the tech hub because of the availability of venture capital, tech companies and success stories of others in the valley. In the Bay Area, every entrepreneur wants to be the next Zuckerberg, Jan Koum...etc. Who moved to the hub and made their dreams come true. Whereas in Hollywood, every actor wants to be a Hollywood actor, being a celebrity with high salary and having a mansion in Beverly Hills or Malibu, the desire to be famous and recognised all over the world, every actor or director wants to be the next Stallone.

What Gold Rush, Silicon Valley and Hollywood have in common is that they changed the American Dream to Californian, the Golden State dream, from the mid-19<sup>th</sup> century, the dream has been Californian par excellence.

The American Dream is changing but some core elements are always present (pursuit of happiness). When the Puritans moved to the New World, they desired practising religion freely so they were pursuing their own happiness. Thomas Jefferson and George Washington

happiness lied in getting independence from Britain. For Forty Niners, their goal was getting that little piece of gold to become rich, this would guarantee them happiness. In Silicon Valley, starting a tech company is the goal, everyone wants to bring the next idea that would change the world, this is their ultimate happiness. Getting an opportunity to be an actor in a Hollywood movie, and having millions of dollars as a salary is happiness for people who want to realise the Hollywood Dream.

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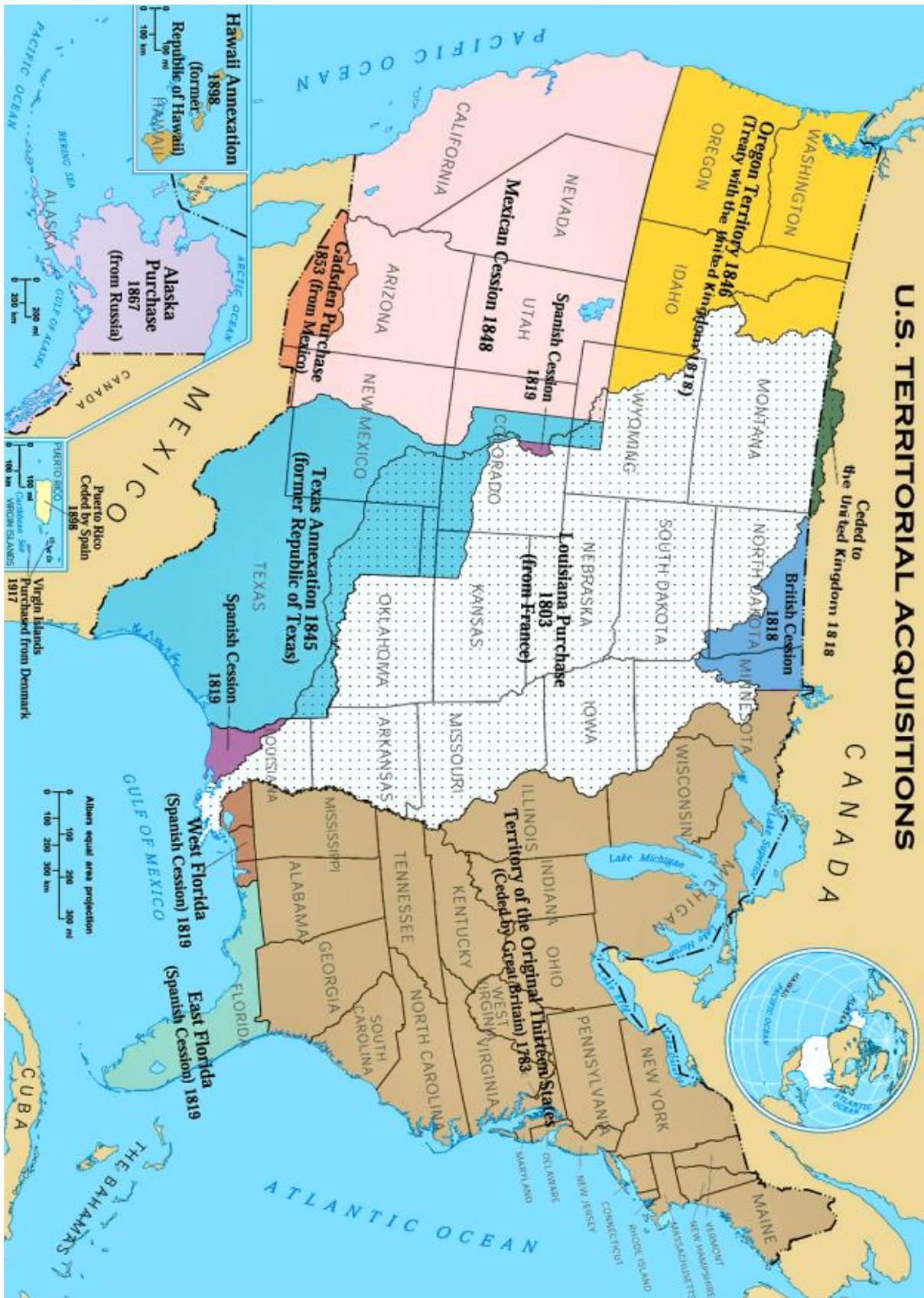
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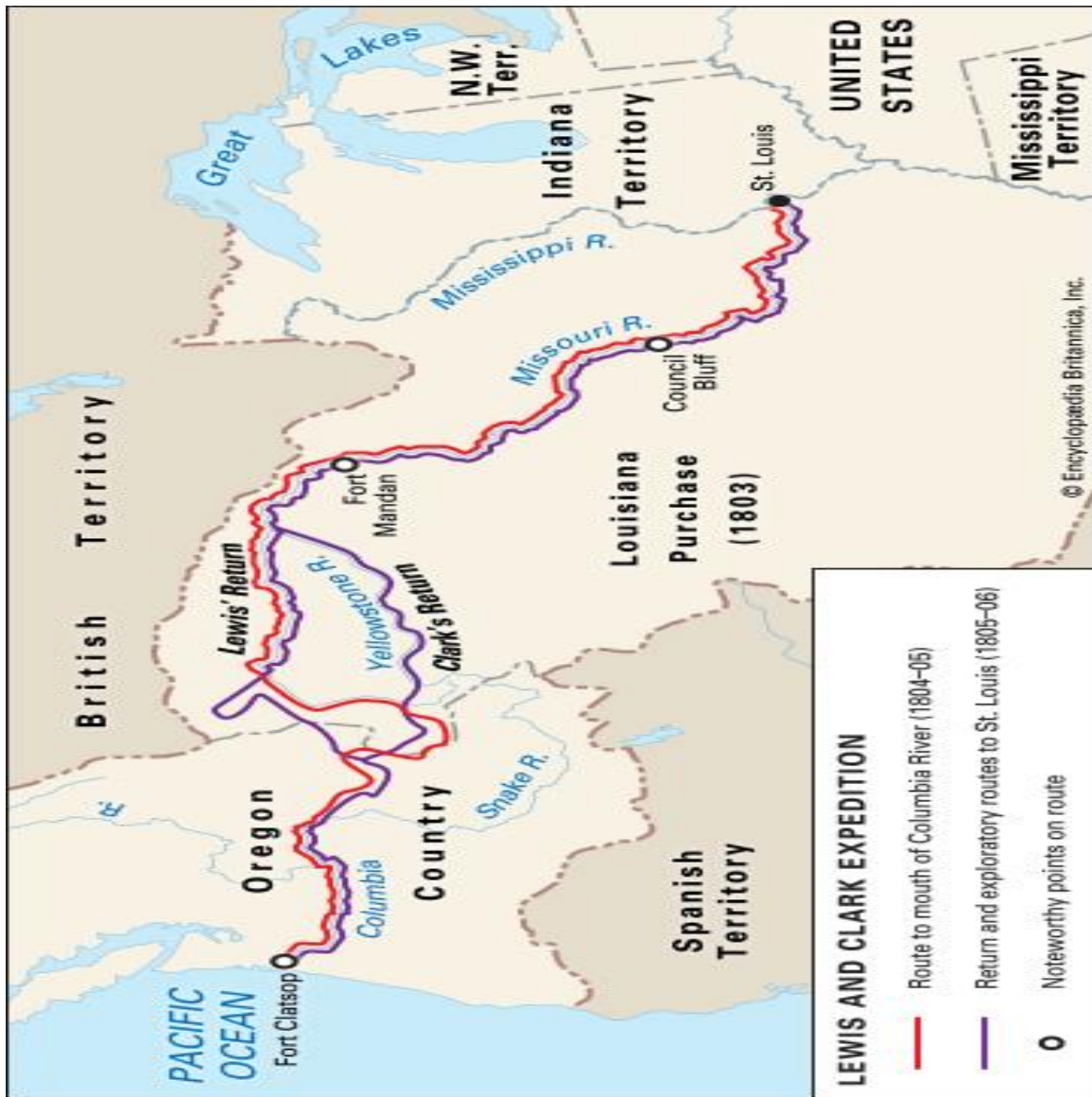
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Appendices

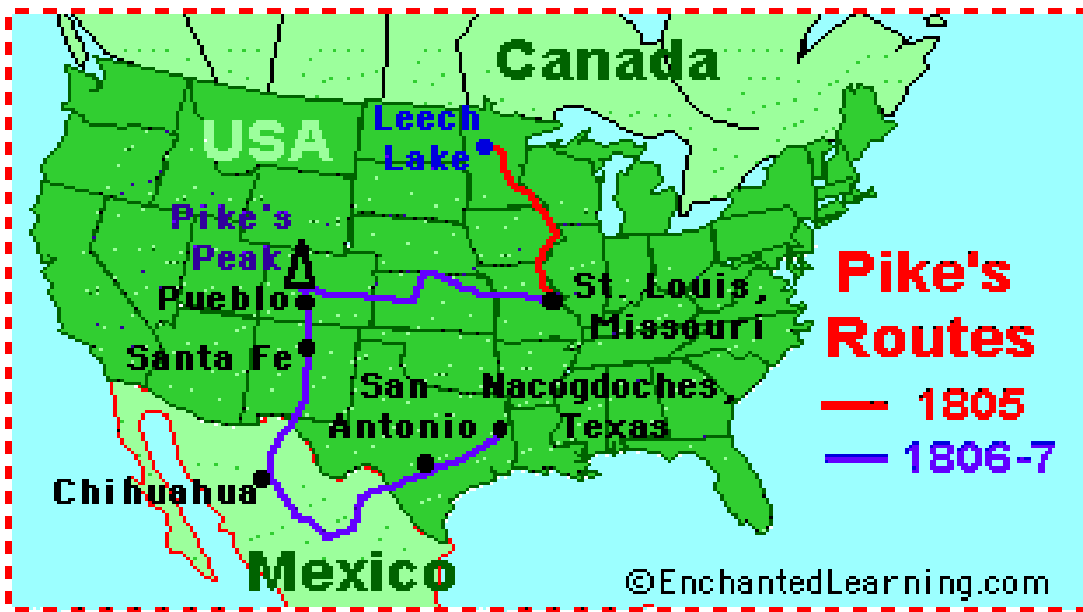
Appendix 1: US Territorial Acquisitions.



Appendix 2: Lewis and Clark Expedition.



Appendix 3: Pike Expedition.



Appendix 4: Hollywood Map.



## ملخص

الحلم الأمريكي هو أن يعيش جميع من في أمريكا بسعادة. فإذا عمل الشخص في أمريكا يجد فإنه سيحقق حلمه بغض النظر عن توجهه الديني او خلفيته العرقية والاجتماعية. و شهد الحلم الأمريكي عدة تغيرات عبر التاريخ و أفضل مثال على ذلك هو حلم الغرب. فمنذ السنوات الاولى في القرن التاسع عشر و الغرب يمثل الحرية و الديمقراطية بالنسبة للأمريكيين، إذ توجه الرواد الأوائل و المستكشفون إلى الغرب الجامح و خصوصا كاليفورنيا لتحقيق حلم الغرب الأمريكي، و حلم الثروة، و الحرية و السعي وراء السعادة. و هكذا يدرس هذا البحث حلم الغرب الأمريكي المعاصر، الحلم الذي نشأ منذ أكثر من مئة و خمسين سنة في ولاية كاليفورنيا. و تهدف هذه الدراسة لإظهار الأسباب وراء تحول الحلم الأمريكي إلى حلم كاليفورنيا وما يجعل ولاية الذهب حلما. و بهذا تم تقسيم العمل الى ثلاثة فصول. يتحدث الفصل الأول عن أسباب ولادة حلم كاليفورنيا. أما الفصل الثاني فيسلط الضوء على وادي سيليكون، العاصمة العالمية للتكنولوجيا، و لماذا تعد من أبرز المظاهر المعاصرة للحلم الأمريكي. أما الفصل الأخير فتم تخصيصه لهوليوود مركز السينما العالمية، و هي مظهر آخر للحلم الأمريكي.

الكلمات المفتاحية : الحلم الأمريكي- حلم كاليفورنيا- حلم الذهب- وادي سيليكون- هوليوود.