

VOLUME 1 / NUMBER 2 SEPTEMBER 2014

"Cultural Hybridity Towards an Upward Mobility: Implications of the American Media and American Corporate Culture in Indonesia"

Alfred Inkiriwang & Riani E. Inkiriwang

"The Seamy Side of American Capitalism in *The Grapes of Wrath*"

Fuad Hasyim

"James Fenimore Cooper and the Idea of Environmental Conservation in the Leatherstocking Tales (1823-1841)"

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"The Transnational Success of Cosmopolitan Magazine"

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"Asian Indian Muslim Negotiating for Identity in the Post 'September Eleventh' as Depicted in the Film *My Name is Khan*"

Fajriani

"Representation of Coca Cola as American Multicultural Icon in the TV Advertisement *America* is *Beautiful*"

Benita Amalina



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