

# Has technology affected your brain

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Americans firmly believed that American products were the best made, most desirable items on Earth. With few exceptions, absolutely anything originating beyond U. S. borders was automatically considered substandard. Anything and anyone from anywhere else but the United States was worthy of nothing but American ridicule. The phrase, "made in Japan" was synonymous with cheap, poorly made merchandise, and references to the Volkswagen being a child's toy powered by a rubber band were happily. And regarding entertainment, American movies, music, television, etc. were considered the best. Nothing else even came close. This was the predominant thinking of mainstream America and would actually become a factor in the unprecedented success of the Beatles. England: Post-war England struggled economically for decades, trying to rebuild an infrastructure so horribly damaged by Nazi air attacks. Such was the case throughout Europe and other portions of the world and particularly so in England. At the heart of this rebuilding was aid from the United States in the form of money and especially massive shipments of construction materials. A side-effect of these shipments was the fact that sailors also brought with them many examples of the latest items of American pop culture, particularly records, many of them rock n roll records. As a result England, as well as other parts of the world, developed an up-to-date appreciation and appetite for American culture. In many ways, the British (especially British youth) had a greater understanding of American culture than Americans did, particularly African-American culture. But more about that later.