

Invitation to a Guest Lecture:

Prof. Dr. Dr. h.c.mult. Peter Freese
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**The American Dream:
New Approaches to an Old Topic**

**Thursday, November 8, 2018
6:15 p.m.
S05 T00 B08**

Despite the plethora of relevant material, nobody has yet been able to provide a reliable definition of the protean concept of the 'American Dream.' I will use the origins and the history of the Dream to develop a working definition and then look at the commodification of the concept in advertising and at its critical treatment in popular music. Having discussed the major ethnic variants of the dream, I will provide an inventory of its basic ingredients, namely, the belief in social progress, in individual success, in America's manifest destiny, in the challenge of respective frontiers, in the government of the people, by the people and for the people as the guarantor of liberty and equality, and in the melting pot or its recent mutation, the multicultural quilt, and trace these beliefs back to their European roots.