



## IMPACT OF US CULTURE IN THE COMMUNICATION WAY OF ENGLISH STUDIES STUDENTS

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### Abstract:

The purpose of this research is to analyze the knowledge of English Studies students about American culture. Quantitative research was carried out at Can Tho University (CTU), one of the most prestigious universities in the Mekong Delta, Vietnam. The participants are 50 English Studies students from the Faculty of Foreign Languages (Course 45) who have studied a high-quality program. The questionnaire was used to measure their understanding of American culture in everyday communication. Additionally, students learn about the influences of American culture by seeing how they use it in their speech. The findings indicated that most participants had a basic understanding of American culture, which was demonstrated by their regular queries about American culture through a variety of information sources. The use of American culture in communication is also extremely common at the same time. Based on the findings, a variety of targeted strategies have been suggested to assist students in selecting the most appropriate perspective of American culture and avert challenges or misconceptions that can result in abuse. American culture is overused to the detriment of the nation.

**Keywords:** US culture, communication way, student communication, culture influence

### 1. Introduction

Students are now an important social force, representing youth and society. Students, as educated, dynamic, and creative individuals, are easy to understand and have high expectations for learning new things. Students have been affected by the influence of foreign cultures. Can Tho is the home of many universities and students from all over the world, training in a wide

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range of fundamental fields. As a result, in terms of structure, quantity, and quality of students, this can be considered a representative area for conducting surveys on the effects of other cultures.

Many studies have been conducted in Vietnam regarding the impact of Western culture on students. "The Influence of Western Culture on Hanoi Students in the Context of International Integration" is the most recent (Pham Thi Hang, 2018). According to research, cultural contact provides an opportunity for countries to interact and learn from one another, resulting in greater cultural influence between countries. Students today are an active generation that is eager to learn. Film, fashion, and food are all close sources of values that students can easily absorb and learn from. According to the study "The influence of foreign culture on Vietnamese culture in the current period" (Le Thi Anh, 2013), young people are being attracted to and influenced too much by trends originating from abroad. Furthermore, they can defy moral standards and use the scandal to gain popularity; traditional ideas and beauty also deviate, and ignorance leads to deviation from the social standard.

Based on the study "Influence of new media on intercultural communication" (Seyfi & Guven, 2016), people from different countries can interact rapidly, more easily, and understandably, and adapt to cultural trust. According to research, the impact of social media on cross-cultural communication can emerge spontaneously. This makes it extremely effective at solving problems in another culture, making friends quickly, participating in activities, respecting cultural values, adapting, feeling like you belong, and conquering prejudices.

Intercultural communication skills are highly valued and necessary for global exposure, according to the study "Intercultural Communicative Teaching in the EFL Classroom" (Liu, 2022). As a result, intercultural communication training is becoming increasingly important in foreign language learning. In the modern world, which is defined by globalization, internationalization, diversification, and informatization, English is used as a means of communication in a multicultural environment. To effectively communicate with people from different cultures, one must be cross-culturally competent.

According to the study "The Effects of Film Appreciation on Improving the Students' Intercultural Communication Competence" (Xue and Pan, 2012), the author illustrates how theater appreciation lessons theoretically enhance students' cross-cultural communication, although the teaching and learning benefits of these lessons have yet to be tested on a classroom scale.

The topic was created because not all foreign language learners utilize the same formula for mastering one or more foreign languages since the learning technique can be similar or different; some speak a foreign language fluently by following what is taught in school, while others do the same but in addition to being exposed to things related to the language they are learning, such as its culture.

The study of the impact of US culture on the communication of English Studies students was conducted over 6 months from April to September 2022. That is when students begin their summer vacation and spend more time learning new things and having fun, which is how students are exposed to media and books. Since then, students majoring in English have had numerous opportunities to interact, exchange, and absorb the influence of American culture in particular, and the culture of developed countries in general.

## 2. Literature review

### 2.1 Definition of culture

At the end of the 19th century, Matthew Arnold made a point when he called culture "*an adaptation to the best known in the world and to the history of idealism in humans.*" Meanwhile, renowned anthropologist Edward Tylor defined culture as "*a complex whole that includes knowledge, faith, and any other form of belief.*"

### 2.2 Characteristics of culture

There are six aspects of culture, according to the research "Culture, Cross-Cultural Communication, and Foreign Language Teaching" (Nguyen Quang, 2008).

- Culture is not innate. Considering the fact that children have no predetermined thoughts or habits when they are born. To assist the youngster in adjusting to the new environment as an individual in the community, these stereotypes are created based on traits that have been accumulated through time.
- Culture can be spread. Culture is expressed through symbols, and from these symbols, it is passed down through customary ways of doing things. These symbolic items serve as a tool and a way to increase the effectiveness of transmission, particularly in communication-based forms.
- Culture is volatile. Common cultural aspects include beliefs, practices, way of life, knowledge, and so forth. It always changes to keep up with the times. Similar to the process of natural selection, when a culture is exposed to the impact of other cultures, it always proceeds in one of two directions, depending on the degree of influence: rejection or acceptance. To contribute to the growth of the nation and preserve the sense of national identity, choose the appropriate things and reject the bad ones.
- Culture is selective. Depending on the situation, people can choose the appropriate culture. For instance, asking about someone's age when speaking with them after meeting them is common and can be awkward for the listener. Avoiding sensitive topics, however, will improve the dialogue while using American communication culture.
- Culture is holistic. Culture is comparable to a full, immensely intricate system. The positive elements that make up a culture are closely related and highly correlated. Depending on the level at which it happens, the effect and modification of a particular factor will have a general effect on the entire system.
- Culture is national. In a certain culture, people are both born and raised. Similar to a normal test, this establishes a "culture chart" that will be used to evaluate the subject's values in comparison to the majority. People view values as a way of life, beliefs, and traditions as appropriate, however other variations are frequently viewed as departures from the norms and are perceived negatively.

### 2.3 American culture

American culture has been significantly affected by Western (European) culture. It is clear that when someone uses the term "Western culture," they are referring to the highly well-known general culture of a European nation, usually the United States. Nearly everyone is familiar with

American culture in the current era of industrialization and modernization, particularly in terms of communication. English is widely used and required for studies and employment. Discourse Analysis and Intercultural Communication by Alireza Hazrati (2016) asserts that it is evident that English has spread throughout the world as a language of widespread use.

## **2.4 The influence of culture**

Interactions between civilizations result in the emergence of cultural influences. Upheaval and transformation in one or both societies are the results of two cultures interacting. Cultures evolve in this process regarding the way of life, behavior, communication, and attire. Cultural influences have an impact on these changes as well. Interactions between cultures are the leading cause of cultural impact. Humans need a set of circumstances, including politics and diplomacy, in order to obtain that. The level of cultural influence rises in direct proportion to interaction and intervention.

## **2.5 Student communication**

The most fundamental tool for verbalizing thoughts is language. We occasionally struggle to decipher the facial emotions of other people, though. That is a typical communication issue. Usually, in order to communicate ideas clearly, a speaker needs to be competent at communicating, understanding, and using clear, precise language. Be clear, avoid miscommunication, and most importantly, be true to the topic at hand. Therefore, it is crucial to learn about communication techniques.

Le Huong Hoa's (2018) research indicates that pupils' progress in learning English is still very slow. The vast majority of pupils have not been able to use English in their daily lives, and current research appears to be useless. Students continue to be reticent and critical of themselves when speaking. Although they may have ideas in their heads, students sometimes struggle to convey them. The majority of students put a lot of effort into their English studies. However, when it comes to communication, they struggle. Students frequently have this issue, especially in English Studies.

## **3. Material and Methods**

Researchers use the survey method by collecting information from students via form-filling in a survey, then compiling statistics, synthesizing, and analyzing the results. The researchers distributed a survey (or sent a link via Google Form) to English Studies - High-Quality Program students and collected 50 valid responses. The obtained data and some statistics are displayed on a statistical chart in Google Forms, which is used for quantitative analysis.

The questionnaire was one of the primary tools used in this study's data collection. Its strength is that it provides a quick, streamlined, efficient, and time-saving approach to gathering large amounts of data from a large number of participants. The questionnaire included a series of multiple-choice questions designed to assess students' theoretical knowledge of American culture and communication styles. The survey is divided into three major sections:

- 1) English Studies students' knowledge of American culture.
- 2) Students majoring in English Studies apply American culture in communication.

- 3) The influence of the application of American culture on the communication style of English Studies students.

## 4. Results

### 4.1 English Studies students' knowledge of American culture

First, the researchers will look at how well English Studies students understand American culture. Based on the proposed methods, students were polled to determine the sources from which they learn and know American culture and the extent of their understanding of American communication culture.

**Table 4.1:** English Studies Students' understanding of American culture (%)

The sources	Level (%)				
	Too little	Barely too little	Right amount	Barely too much	Too much
Books about American social culture	2	8	34	36	20
Movies	0	0	36	48	16
Music	0	2	30	42	26
Newspapers	0	14	36	36	14
TV	0	8	26	48	18
Videos on YouTube	0	4	30	54	12
Friends	4	14	38	26	18
Americans	8	20	24	36	12
Foreigners who have come to the US	10	22	40	22	6

Table 4.1 describes the level of understanding of American culture among English Studies students based on various sources of information. English Studies - High-Quality Program students at Can Tho University are interested in and actively learning about American culture. 54% of students watch videos on YouTube primarily to learn about American culture. 48% of students said they learned a lot about American culture from television. Television channels also frequently broadcast information about various cultures. Furthermore, 40% of students understand that American culture is learned from foreigners who have visited the country, 38% from friends and acquaintances, and 36% from Americans. These are people who have had real-life experience and exposure to American culture; they have a better understanding and understanding of American culture, making them a valuable source of information for students to learn.

**Table 4.2:** Understanding of English Studies Students  
 about American culture in communication (%)

The level of students' understanding of American culture in communication	Level (%)				
	Too little	Barely too little	Right amount	Barely too much	Too much
Books about American culture	2	4	30	50	14
Movies	0	4	40	38	18
Music	0	8	28	54	10
News paper	0	12	28	48	12
TV	0	8	42	38	12
Videos on YouTube	0	6	32	40	22
Friends	6	12	28	46	8
Americans	8	20	42	22	8
Foreigners who have come to the US	8	30	44	14	4

Table 4.2 illustrates the level of understanding of American culture among English Studies students in the field of communication. In addition to other subjects, most students are interested in learning how to communicate. When students read books about American culture, they have a high level of understanding (50%). Books on American culture are the most fundamental and comprehensive source of information for students seeking to better understand American culture. 54% of the students understand how to communicate with American culture through music. This is a source of information that demonstrates how Americans communicate daily; the use of words in the lyrics also demonstrates how Americans communicate. Students also learn a lot about communicating with Americans from friends and acquaintances (46%), as well as foreigners who have come to the US (44%). Students can learn about American communication cultures such as daily greetings and lifestyle by communicating with these people.

**Table 4.3:** The level of learning about communication  
 in American culture by English Studies Students (%)

The level of students learning about communication in American culture	Level (%)				
	Too little	Barely too little	Right amount	Barely too much	Too much
American movies	0	0	18	64	18
How American speak English	0	4	40	40	16
Americans use slang	0	4	24	56	16
Local language	2	8	36	44	10
Pronunciation and intonation	0	2	28	50	20
Body language and signs	0	4	42	40	14

Table 4.3 shows that the rate of students learning about American culture from Americans is 56%, 42% of learners choose Body language, and signs, demonstrating what students use to learn the most about American culture. Because natives are a living source of information, students can gain real-world observations and a better understanding of how natives communicate and live. Native people are the most knowledgeable about their culture; by observing them, students will be able to see firsthand how natives live and communicate, allowing them to better understand American culture. Furthermore, many students (64%) choose American movies as a

tool for learning how to communicate in the American style. Classic films imbued with American culture are extremely useful tools for students to learn about American communication culture.

**Chart 4.4:** Courses taken by students related to American culture

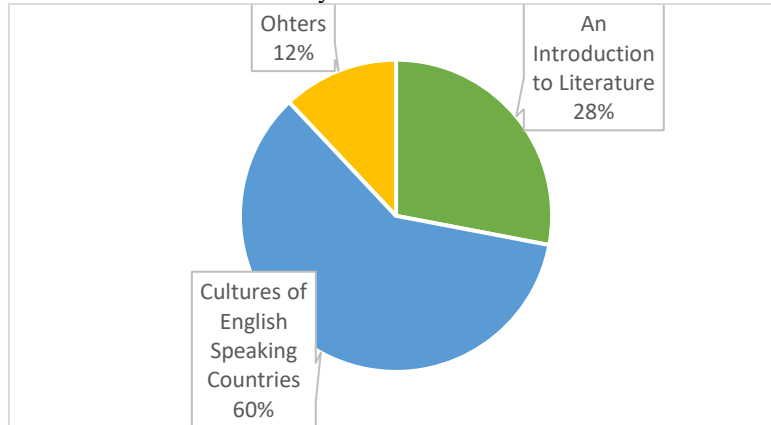


Chart 4.4 shows that the majority of students study mainly through the course “Culture of English-Speaking countries” and “An Introduction to Literature”, a few learn through other courses. The percentage of students who have studied through the course "Culture of English-Speaking countries" is the highest. Compared with other courses, up to 60% of students answered that they have studied through the course "Culture of English-Speaking countries", because in this course students will be provided with knowledge about the culture and traditions of English-speaking countries, including the United States. Compared with the percentage of students who have studied through the course "Culture of English-Speaking countries", 28% of students answered that they have studied through the course "An Introduction to Literature". In this course, students can learn some American literary works, and students also partly understand American culture through the dialogues, stories, and poems in this course.

**Chart 4.5:** Ways students know about American communicative culture

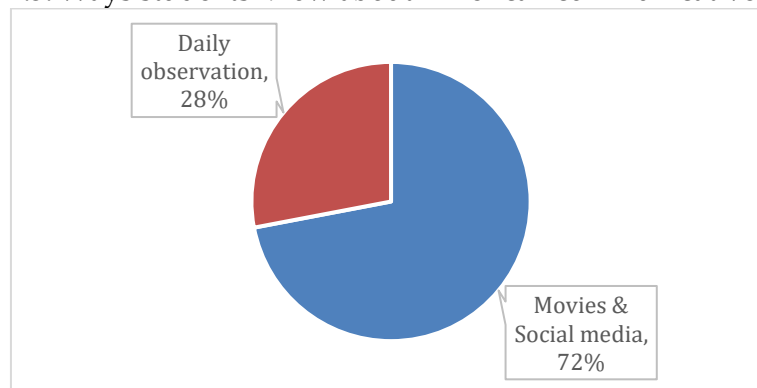
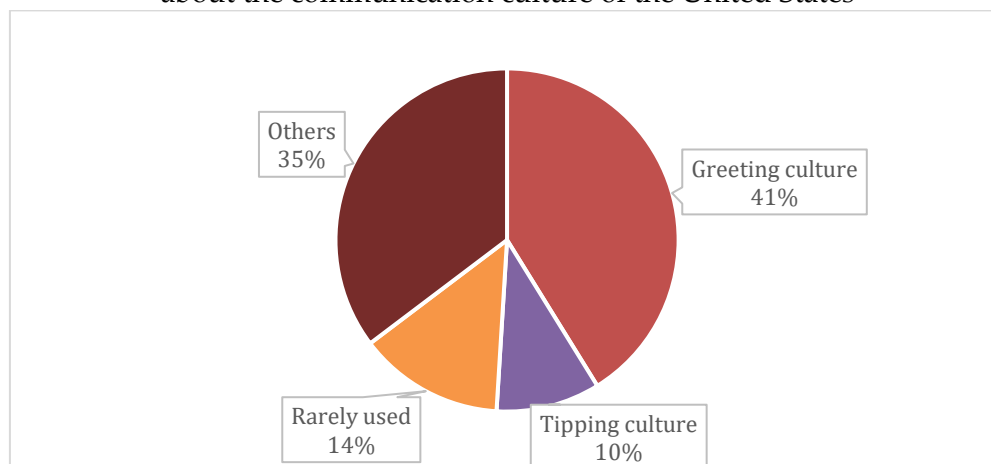


Chart 4.5 shows students can learn American communication through "everyday observation" and "movies and social media." The majority of students learn about American communication culture through movies and social media, it is accounting for 72%. Students can learn how to communicate with Americans through the manners, dialogue of the characters in the film, and the way Americans use words by watching movies. Only 28% of students, on the other hand, stated that they are familiar with American communication culture through daily observation. This demonstrates that students prefer to receive information from other sources. Daily observation is also influenced by objective environmental conditions.

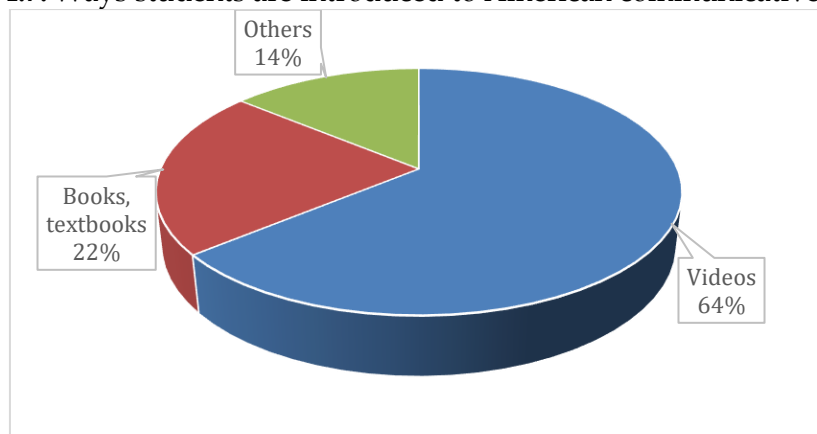
**Chart 4.6:** The actual communication situation of students about the communication culture of the United States



From Chart 4.6, it can be seen that the majority of English Studies students apply American culture while greeting, accounting for 41%, in daily communication. Besides, there are some students who say that they apply the American communication culture in using tips. In Vietnam, customers will normally pay for the service they request. However, in the US, tipping is an "unwritten law", this is a culture that any American or tourist should follow. With a rate of 10%, this shows that there is still a part of students who are interested in other rules of conduct in daily life. About 14% of students answered that they rarely use American communication culture, this may be because they have not mastered or are too focused on theory. About 35% of students said they applied American culture to other situations.



**Chart 4.7:** Ways students are introduced to American communicative culture



A few short questions are posed to students:

“In the Speaking courses, were you introduced to the American communication culture? If yes, how were you introduced?”. Students who participated in the survey explained how it was introduced in the form of a short answer. The data obtained after the survey shows that all survey respondents were introduced to the communication culture of the United States, which is shown in Figure 4.7.

Chart 4.7 shows that 64% were exposed via videos and short clips while learning the Speaking course. Lecturers use images and videos to convey information more than textbooks and books (22%). Survey respondents provided more information about textbook types but did not specify the book name.

“What do you think when you are exposed to the American communication culture in the courses mentioned above?”. The majority of survey respondents commenting on their experience of being exposed to American communication culture agree that American communication culture is interesting. A total of 92% of the respondents agreed with the American communication culture. Among the interesting comments also included the accessibility of American communication culture. There are 8% of opinions obtained after the survey that the American communication culture is different from the Vietnamese communication culture. Some comments accompanying 8% of students participating in this survey said that American communication culture is somewhat difficult to access and develop comprehensively.

“What do you understand about American culture, especially in communication?”. Survey participants were asked about their own understanding of American intercultural communication, before and after taking courses on American culture as well as American communication culture. In the responses obtained after the survey, the survey participants made the following outstanding comments:

*“I think it’s quite popular and simple to use in communication.”*

*“Americans, in particular, and Westerners in general, despise people who inquire about their age and income. Furthermore, politics, religion, and sexuality are all sensitive topics that should not be discussed.”*

*"They don't use too many difficult words but seem to prefer simple, easy-to-understand words that get to the point."*

*"Speak comfortably and respectfully."*

*"They communicate with one another using words, eye contact, and other means."*

*"Americans are upbeat, friendly, and energetic." Most Americans place a higher value on comfort."*

*"Speak freely while still respecting one another."*

*"They communicate in a simple and relaxed manner while respecting one another."*

*"In communication, they communicate with each other in the most comfortable way possible, frequently using eye contact and tone of voice to express their feelings."*

*"Open, respectful, friendly, and comfortable."*

The outstanding opinions of the survey participants revealed that: Students believe that the American communication style is comfortable in communication while remaining respectful of one another. Some comments also mentioned how students recognize the popularity of the American communication style.

#### **4.2 Students majoring in English Studies apply American culture in communication**

After surveying students about tools and ways to learn about American culture, the study continued to investigate students' use of American cultural communication in daily life, in many other places, and find out the reasons why students apply it.

**Table 4.8:** Frequency of using communication in American culture by English Studies students (%)

Using American cultural communication in...	Level (%)				
	Too little	Barely too little	Right amount	Barely too much	Too much
Daily communication	0	2	26	50	22
Greeting	0	18	34	38	12
Public places	2	6	38	44	10
School	0	10	32	36	22
Workplace, office	0	16	34	30	20
Friends	0	14	36	34	16
Strangers	6	22	40	24	8
Body language, signs	2	18	42	32	6

Table 4.8 shows that a lot of students use American communication culture in daily life (50%). In addition, 44% of students responded that they use American communication culture in public. Furthermore, many students say that they also apply the American communication culture through gestures and gestures (42%). Moreover, 40% of students adopt the American communication culture when talking to strangers. According to statistics, 34% of students often apply the American communication style at the workplace, or the office, depending on whether the work or the working environment is dynamic or not, students will have the opportunity to exchange and learn from colleagues when communicating with each other.

**Chart 4.9:** Reasons why English Studies students use American culture to communicate

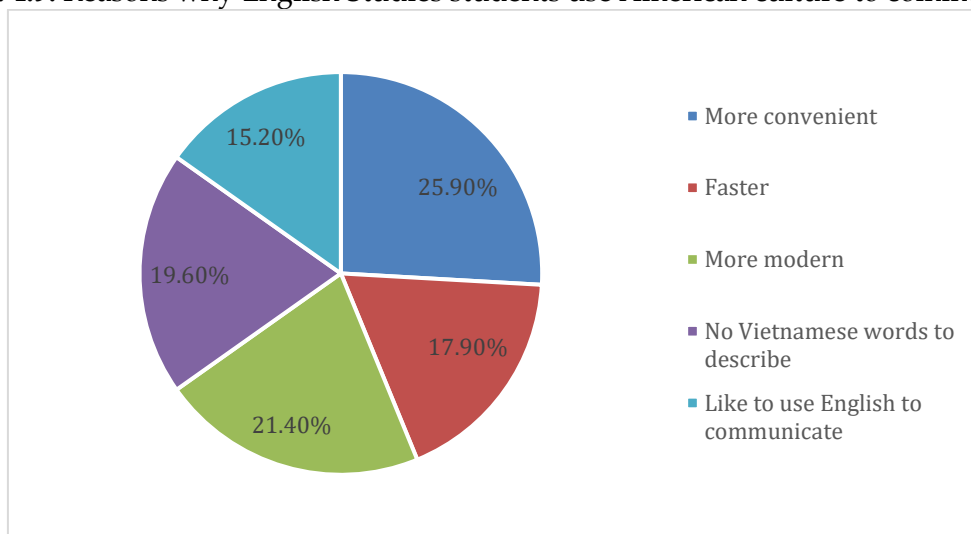


Chart 4.9 shows that the majority of students think that the reason they use American culture in communication is that it is more convenient (25.9%). There 21.4% of students gave the reason for learning to apply American culture to communication as because it is more modern. About 19.6% of students think that they apply American culture in communication because there is no substitute Vietnamese word. Some students said that the reason they applied American culture to their communication was that it was faster (17.9%). There is also a part of students giving the reason they apply American culture to communication because they prefer to use English when communicating (15.2%). English Studies students have a certain interest in English and they almost use English in daily life.

**Table 4.10:** Frequency of using communication of American culture by English Studies students (%)

Using American cultural communication in...	Level (%)				
	Too little	Barely too little	Right amount	Barely too much	Too much
Daily communication	0	2	26	50	22
Greeting	0	18	34	38	12
Public places	2	6	38	44	10
School	0	10	32	36	22
Workplace, office	0	16	34	30	20
Friends	0	14	36	34	16

Strangers	6	22	40	24	8
Body language, signs	2	18	42	32	6

Table 4.10 shows that the majority of students use American communicative culture in daily life (50%) and 44% of students use American communicative culture in public places. Students also apply the American communication culture through body language and signs (42%), which makes communication easier and more convenient for students to express their thoughts. In addition, 40% of students also apply the American communication culture when talking to strangers or new acquaintances, which also gives students confidence and improves communication skills. In addition, many students apply it when greeting (38%) and communicating with friends (36%), this creates a habit of using American culture for students.

**Table 4.11:** Reasons why English Studies students like/want to use the communication style of American culture (%)

Reason	%
Showing your understanding	30
Showing your style/global citizenship	32
Improving self-worth	66
Developing communication skills	82
Building confidence when communicating	80

In the survey results obtained in Table 4.11, 82% of the students surveyed agreed that they prefer to use the communication style of the American culture because it develops communication skills. The opinion with the second most votes is the reason students participating in the survey want to create confidence when communicating with 80% of the votes. The opinion "Improving self-worth" was also voted quite high with a rate of 66% of the votes. There are two opinions with an average rate, respectively, "Showing your own understanding" voted by students participating in the survey at 30%, and the reason "Showing your style/global citizenship" with a rate of 32% after collecting survey opinions for this question.

**Table 4.12:** Frequency of using American communication in majors by English Studies Students

Frequency of using American communication in majors	%
Never	0
Rarely	2
Sometimes	30
Often	64
Always	4

Table 4.12 shows the frequency of using the communication style of the American culture in the field of study of the surveyed students. The rate of using the communication style of American culture regularly is 64% of the total number of students participating in the survey. 30% of students participating in the survey voted "Sometimes" when applying the frequency of use in the field. The rate of "Rarely" and "Always" reached 2% and 4%, respectively, of 100% of the students who answered this survey question.

A few short questions were posed to students:

"How do you apply American communication culture in learning foreign languages, especially English?". The majority of students participating in the survey replied that they have regularly applied American communication culture in the study in particular and daily life in general. They have applied American culture in communicating with friends and teachers in the classroom. In addition, they also use it when presenting large assignments, and reports included in the curriculum of the subjects. There are a few who choose to answer that they rarely apply these communication cultures in life and study. They only want to apply those communication cultures when necessary.

"How did you learn to communicate in the American style?". Students have introduced a method of learning about communication culture, mainly through movies, American game shows, and media such as books, magazines, and novels. Besides, social networks such as Facebook, TikTok, Instagram, YouTube, and Twitter also play a significant part in providing knowledge related to American culture in communication.

"Do you think that you are overusing the American communication culture to learn foreign languages, especially English?" The majority of English Studies students participating in the survey (about 94%) think that they are not overusing the American communication culture. They only apply when absolutely necessary. The remaining 6% think that they themselves have overused it, sometimes they cannot speak a full Vietnamese sentence without the appearance of any English words.

### **4.3 The influence of the application of American culture on the communication style of English Studies students**

A few short questions were posed to students:

"How do you think the American communication culture affects you?". After the survey, the majority of students (about 91%) think that American communication culture positively affects students. 9% of students think that American communication culture does not affect them.

"Does American culture have a good influence on your ability to communicate? How does it affect you? English Studies students offer benefits such as easier communicating ideas and speaking more freely, self-development and confidence when communicating. In addition, it also helps them gain more knowledge and understanding. Those influences will help them have more opportunities in the future.

"Is the American culture of communication adversely affecting your ability to communicate? How does it affect it?". Survey students were asked whether the American culture of communication adversely affects their ability to communicate. The responses received were divided into two streams of comments. First, English Studies students believe that American culture has no adverse effect on their ability to communicate. The other opinion is that American culture sometimes does not match the communication style of Vietnamese people, it should only be applied in certain cases.

## 5. Discussion

Researchers discovered from the reports that most students learn about American culture in general and American culture in communication in particular through the media and the people in their immediate surroundings who have a high level of exposure to and awareness of American culture. Through courses including Listening and Speaking from basic to advanced, An Introduction to Literature, and Cultures of English-Speaking Countries, students are exposed to American culture as a result of the English Studies major's specific training curriculum.

Students also expressed their views and comments about American culture in communication. The main opinion of students is that American culture in communication is very interesting. Among the interesting comments also included the accessibility of American communication culture. But there is also another opinion that American culture is different from pure Vietnamese culture.

In addition, the frequency of communication in prominent content such as school communication, communication with friends, and communication by body language and signs have obtained diverse and effective results for the topic. This is considered a practical experience to help students apply the knowledge they have learned in practice and help students become more confident in communication.

The researchers also asked questions about the influence of American communication culture on students participating in the survey. The survey results have obtained a series of valuable information. In summary, the students participating in the survey have received the influence of the American communication culture and are aware of the frequency of using the American communication culture in daily communication.

With the environment of global integration, it is easy to come into contact with the American culture, because the United States is one of the strongly developed countries, and the cultural features of the United States are widely spread through social media. That has created popularity among students studying foreign languages in general and English Studies in particular. Given the popularity and the demands of the training program, some words or the meaning of a sentence can be easily expressed in English and American culture or, more broadly, Western culture. And with the regular use of American culture, it will be possible to help students majoring in English to build and practice confidence and it will also be a prerequisite to adapt to the globalized environment in the present and also in the future.

Students believe that American culture has a good influence on how they communicate with others. This makes it easier for them to communicate and talk more freely, developing themselves and communicating confidently. In addition, it also helps them gain more knowledge and understanding. For them, these influences are good influences, which will contribute to helping them have more opportunities in life and work in the future. Besides, students also gave some ideas about the bad influence of American culture on communication. On the one hand, American culture does not have an adverse effect on one's ability to communicate. On the other hand, the American culture sometimes does not match the communication style of the Vietnamese people, it should only apply in certain cases and sometimes will cause inexplicable cases, personal opinions, and statements in Vietnamese. The

good and bad influences of American culture on communication will be the foundation and premises for further studies in the future.

## 6. Conclusion

This study aims to study the understanding of Can Tho University students majoring in English (High-Quality Program, course 45) about American culture, and how to apply American culture to students' communication. In terms of research findings and discussion, the study concluded three main points based on the research questions described above as follows:

- a) The majority of students are familiar with the fundamentals of American culture and are able to find information about it in a number of places. Students get a great deal of knowledge about American culture through the classroom modules "Culture of English-Speaking countries" and "An Introduction to Literature," in particular. The majority of pupils use American culture in their regular interactions. However, students mostly learn about American society through media like movies and social media. As a result, they cannot get real-life experience to better understand American culture.
- b) The frequency of using the American communication style in student communication is quite high. In public places, students will meet a lot of people, including foreigners, especially Americans, from which students can learn more about their communication style. Besides, students also said that the reason they use American culture in communication is that it is more convenient and trendier. Moreover, many students also want to use American culture in communication to help improve their self-worth and become more confident in communication.
- c) Most students have changed when using English instead of Vietnamese when communicating. The reason is that students feel faster when using Vietnamese and build confidence when communicating. Students also think that American Communicative culture positively affects students. They have improved their confidence when communicating and conveying messages clearly. Many English Studies students believe that the influence of American culture on their ability to communicate will make it easier for them to convey ideas and speak more freely, develop themselves and communicate confidently. In addition, it also helps them gain more knowledge and understanding. Those influences will help them have more opportunities in the future. However, there are some students who believe that American culture should not be too abused in communication because sometimes it will not be suitable for Vietnamese fine customs and traditions and should only be used in certain situations.

## 7. Recommendation

Students are encouraged to self-study American culture when they have completed lessons in the relevant modules. Loughran (2007) and other experts have placed high importance on self-study because this learning technique enables students to value themselves and realize their strengths and weaknesses. When interacting with a foreign culture, it is best for students to not put themselves under strain. This may help to explain why American culture, by nature, fosters

a sense of closeness, sociability, connection, and comfort. Individuals that choose to major in English are frequently exposed to American culture. When approaching American culture, students should have a more open mind and study their favorite subjects.

The curriculum might include a variety of activities to aid students in learning about American culture. When teachers incorporate cultural learning activities into pertinent courses, students are frequently very engaged and enthusiastic.

### **Conflict of Interest Statement**

The authors declare no conflicts of interest.

### **About the Author(s)**

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