

NATIONAL UNITY: SOCIAL AND CULTURAL INTEGRATION. US POPULAR CULTURE AND CONSUMERISM. PLURALISTIC INTEGRATION

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Abstract: *The article concerns about how the US became integrated socially and culturally, how Americans' attitude was towards immigration and became more united. The formation of popular United States culture is also explored including consumerism which became commonplace during the 1920s. Moreover, the article focuses on the term "pluralistic integration" distinguishing cultural pluralism from religious pluralism.*

Key words: *integration, immigration, consumerism, pop culture, the Roaring Twenties, pluralism, diversity.*

Introduction. What is integration? Integration is the process of finding the inverse derivative of a function. It's a similar way of adding slices to make it whole. Integration is the reverse process of differentiation. Social integration is the process by which newcomers or minorities are integrated into the social structure of the host society. Social integration, along with economic integration and identity integration, are three major aspects of the newcomer's experience in the society that absorbs them.

Discussions and results. A higher level of social integration contributes to closer social distance between groups and more consistent values and practices bringing together ethnic groups. It allows access to all areas of community life and eliminates segregation. In a broader sense, social integration is a dynamic and structured process in which all members engage in dialogue to achieve and maintain peaceful social relations. Social integration does not mean forced assimilation. Social integration resolves situations of social conflict, social disintegration, social exclusion, social division, exclusion, and polarization towards peaceful social relations and focuses on the need to move towards a safe, stable and just society strengthened by coexistence, cooperation and togetherness. Throughout history, integration has shaped American society and determined how individuals within society learn, eat, worship, celebrate, and respect each other. Integration has the advantage that citizens can respect other cultures and create a sense of togetherness within the community. In addition, individuals belonging to multiple societies acquire resources from multiple cultures while broadening their horizons. Not only will individuals become more diverse, leading to social and economic success, but individuals will also have the opportunity to experience a higher quality of life in America by being multiethnic. Since the nation's birth, immigrants have shaped American society and complex demographics. Immigrants have shaped American society in many ways and contributed to the country's diversity. Immigration and diversity have a positive impact on economies and workplaces. In addition, individual immigrants and population groups have shaped the United States as a nation by demonstrating potential for improvement and uplift. Finally, immigrant groups changed various elements of American culture, and cultural integration allowed these new concepts and ideas to take root in American culture. This is how immigrants created the "New America". The United States is very different from when it started. Because society was predominantly white, a white vs. minority mentality pervaded the country, and it did not represent the founding principles upon which the country was founded. After that, America is more united. People of all ethnicities are ready to stand up against racial injustice and discrimination. As immigration and racial mixing continue, people will become more tolerant and united as they begin to accept that America is indeed a "nation of immigrants." In summary, the US experience shows that the goal of ensuring cultural integration is not always best achieved by policies that restrict

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immigration. Influenced by the country's most restrictive immigration policies, immigrants moved rapidly toward the mainstream and were seamlessly assimilated into society by two or three generations. Cultural integration, like many basic economic processes, is driven by incentives. The combined failure of restrictive immigration policies and porous borders undermines the incentives many migrants face to move closer to the mainstream of their host countries.

Popular culture in the US

The culture of the United States is primarily of Western and European origin, but its influences include African American, Asian American, Latin American, Native American, and Pacific Islander cultures. The United States has its own unique social and cultural characteristics, including dialects, music, art, social conventions, cuisine, and folklore. The United States is ethnically and culturally diverse throughout its history, with large-scale European immigration, hundreds of indigenous tribes and cultures, and African-American slavery and subsequent emancipation. America is an English-speaking country with a legal system derived from English common law.

"Pop Culture" or "Popular Culture" is a broad term that includes popular entertainment, music, film, commercial art, advertising, fashion, and other related fields. Pop culture is part of the consumer culture dominated by capitalism. During the Roaring Twenties, these various forms of consumer culture really took hold and were widely shared. The 1920s are often referred to as the Roaring Twenties in the United States and Europe. The term highlights optimism during the decade following the devastation of World War I (1914-1918). The 1920s in particular were also a time of economic growth and stability in the United States. This booming economy has allowed some to focus on nightlife, entertainment, and affluence. Consumer advertising promoted cars and appliances such as washing machines and vacuum cleaners that made people's lives a little easier and gave them more free time. Americans spent part of this time in cinemas. Silent movies were one of the most important forms of 1920s pop culture. They also viewed driving as a form of freedom. At the same time, this period of prohibition led to underground activities. These included speakeasies serving illegal alcohol and playing jazz. Breaking the rules was also found in flappers-modern and fashionable women. They embody the fast pace of city life and are often featured in movies and advertisements. The 1920s was also a significant era for silent films, as well as the rise of Hollywood due to the economic boom of Roaring Twenties. Silent films had no recorded sound. As such, they often used exaggerated facial expressions and sometimes used on-screen text called title cards to fully describe the plot and the emotional states of the characters. It was accompanied by live music, including an in-house pianist. This era also produced American celebrities such as Charlie Chaplin, Mary Pickford, Douglas Fairbanks and Greta Garbo. Several legendary American film companies were also founded, such as Metro-Goldwyn His Mayer (MGM). This Roaring Twenties brought Hollywood's Golden Age in the 1930s.

Consumerism

Consumerism is the theory that increased consumption of goods benefits the economy. Consumption of goods can drive economic growth, but overconsumption can also have devastating effects on the environment, financial situation, and the mental health of the general public. Although the origins of consumption began before World War I, it did not become commonplace in America until the 1920s. During this time, the instinct of production and consumption shaped the market. Before World War I, the idea of buying more than was necessary for everyday life was reserved only to the richest Americans, with the exception of the occasional indulgence. Department stores and mail-order stores were expanding across the country, but many families were too conservative or could only afford the bare minimum. By the end of World War I, however, American soldiers had returned to a booming economy due to increased wartime production. This meant higher levels of employment with better wages, resulting in higher cash flows nationwide.

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They wanted to create and enjoy life. With consumption on clothing, automobiles, home appliances and more soaring, some businesses have realized they have a golden opportunity. After World War I, there was a consumerism boom, but with the onset of the Great Depression in 1929, consumption in the United States plummeted. After the stock market crash, production collapsed and millions of people lost their jobs. Many citizens could not even afford groceries. The effects of the Great Depression lasted in this decade, but many people experienced some relief with the election of Franklin D. Roosevelt in 1933 and his implementation of the New Deal policies. The economy experienced violent ups and downs throughout the 1930s, but America did not fully recover until the start of World War II. Wartime production increased again. Although the 1920s are often credited with the beginning of American consumerism, many believe that the actual increase in consumerism began in the years following World War II. After years of hardship and rationing, Americans were willing to spend money on things they enjoyed and could make their lives better and more efficient. Consumerism was not only driven by advertisers. It was also pushed by politicians. After years of instability, American politicians were keen to defend the idea of the perfect American family. It was aimed at women who expected to provide a safe, clean, and comfortable home for their husbands and children, so buying the best tools, clothing, and toys was seen as an almost patriotic duty. Consumerism is still celebrated by many as a model of what a good society should be. And indeed, the consumption of goods is necessary for a business to be profitable. When you start a business selling cookies, you need people to buy you cookies to make a living, and that's not a bad thing at all. However, the United States is currently living in an era of massive overconsumption.

Pluralistic integration

The United States is a pluralistic society. Because many interest groups are fighting for their purpose and values. These interest groups influence politics in favor of their members and represent their members in government processes. The concept of pluralism in government assumes that people with different interests, beliefs and lifestyles are allowed to live together peacefully and participate in the government process. Pluralists recognize that various competing interest groups are allowed to share power. In this sense, pluralism is seen as a key element of democracy, and perhaps the most extreme example of pluralism is a pure democracy, where all individuals are allowed to vote on all laws and judicial decisions. In 1787, James Madison Pleading for Pluralism wrote Federalist Papers. Although he never used the term, Madison essentially defined pluralism. Modern debates about pluralism can be traced back to England in the early 20th century. There, progressive political economists opposed the growing tendency of individuals to isolate themselves from each other under the influence of liberal capitalism. In addition to politics and government, pluralism's acceptance of diversity is evident in other areas of society, particularly culture and religion. To some extent, cultural and religious pluralism is based on ethical or moral pluralism. It is based on the theory that while some different values are forever in conflict, all remain equally true.

a) Cultural pluralism describes the state in which minority groups maintain their own cultural identity while participating fully in all aspects of the dominant society. In culturally pluralistic societies, different groups are tolerant and can coexist without major conflict, but minorities are encouraged to maintain their ancestral practices accepted by mainstream society. In some cases, this consent must be protected by law, such as civil rights law. Today, the United States is seen as a cultural “melting pot” where indigenous and immigrant cultures coexist while keeping their respective traditions alive.

b) Religious Pluralism is sometimes defined as “respect for the differences of others” when adherents of all religious belief systems coexist harmoniously in the same society. Religious pluralism should not be confused with "religious freedom." “Freedom of Religion” is about allowing all religions to exist under the protection of civil law or doctrine.

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Conclusion. Instead, religious pluralism assumes that different religious groups voluntarily interact for mutual benefit. Therefore, "plurality" and "diversity" are not synonymous.

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