

URL: <http://www.mcgcompany.com>

E-mail: mcgcompany@naver.com

Identity in the American Popular Culture

Culture may be described as the general structure of traditions and values that is equally shared by a specific group of individuals. It may mean a community or society although the terms are not exactly synonymous. Society encompasses a number of cultures within its confines while a culture solely comprises of the global view of individuals who are part of it. Therefore, the US, which is a multicultural community, comprises of a number of diverse global views of individuals of Asian, African, European and Native American descent. This society has a signature culture of hyper-capitalism. A hyper-capitalistic culture is a community with esteemed values of capitalism particularly the motive to make profits as well as the issues of making experience a commodity. In such a culture, the desire for success and profit maximization of an individual entity overrides any other values within the culture and society.

The identity in the American popular culture presents a state of inclusion and diversity within the society. The paradox however is the fact that popular culture is a revelation of what has become, is already, or will most likely be considered normal in the near future within the mainstream behaviors and culture. The popular culture of inclusion and diversity has resulted in the acceptance of culture and behavior that the mainstream society traditionally considered unacceptable. What was regarded as foreign has now been normalized by the mainstream society

owing to the culture of inclusion and diversity. An example of recent popular culture paradox in boundaries of inclusion is the gay and transgender issue that a few years ago were relegated to the extreme end of the society. Slowly and steadily, the society moved such issues into the mainstream section of the community and the issues no longer lurked in the shadows. Music, art and the film industry as well as social media have played a huge role in identifying the paradox of the American popular culture.