

INTRODUCTION People inside and outside the United States of America (USA) have very varied and conflicting views about the country and its people. Americans may generally appear to believe in the inherent validity of American values, but they continue to question what is meant by these values, how consensual they are and, consequently, what it means to be American.

I– Ethnic Culture: In terms of ethnic culture, initial US colonial settlement was largely composed of British arrivals, who shared North America with indigenous Native–American communities and other Europeans, such as the French and the Spanish. These factors have revealed Nativism (discrimination towards others by the majority indigenous population) and racism in many areas of American life, frequently in institutionalized form. The notion of what constitutes 'America' has had to be revised or reinvented overtime and reflects the tension between a materialistic practical reality, with its restrictions, and an idealistic, abstract image of the nation. Although free enterprise and corporate domination of US economic life may deliver what the market requires, the system can also produce inferior products, bad service, incompetence, corruption and little variety or real choice for consumers. US society is split politically, economically, ethnically and socially to varying degrees, although considerable attempts are made to reconcile differences and to unify the country.

CONCLUSION A historical dilemma for the USA has been how to balance a need for civic unity against the reality of ethnic diversity and, thus, to avoid the dangers of fragmentation. Much of this later immigration was neither Anglo by descent nor Protestant in religion, and it significantly altered the demographic composition of the USA. The USA underwent periods when religiosity was very low and periodic Great Awakenings and missionary activity were needed to restore the faiths. This process was gradually seen as pressurizing immigrants to assimilate into an Americanized dominant culture, and values with a resulting loss of their ethnic identity. 'Assimilation' implies absolute national unity, whereas 'integration' occurs at levels of partial blending. Others are conditioned by ideology, hatred or prejudice. A

???.Diverse Ethnic Culture