# The Repercussion Of Loss Of Self-Identity And Motive Of Life In America And The Consequences Of In The Culture

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Abstract: Purpose of the study: The purpose of this article is to highlight the scuffle of the Americans in search of true identity among a society that had by then broke its link from its past, and also this study attempts to investigate the effect of this social issue on the culture of people of the United States. Methodology: Some of the factors that had a major effect on individual psychological makeup and America's national identity in general during the modern times include the First World War (WW1), avariciousness, individualism, spiritual crisis as well as social discrimination. Most of the factors coupled with other related effects had a negative, devastating and disappointing impact on the individual psychology of the American people. The mid-20th century, on the other hand, witnessed the start of a new era in the history of America. Main Finding: This change resulted in a new generation that had lost most of its traditional values and as a result, struggled deeply with its new identity. It was a period of economic prosperity by this progress also had major effects on the American society. By the time the WWI ended, major dramatic changes were already being witnessed in American's attitudes towards life. Applications of this study: This paper discusses the issue of identity in literature as explored by Fitzgerald in his novel 'The Great Gatsby'. However, it was radical in that it slowly conquered and eradicated the old and indigenous moral virtues and social fabric. The colonial period, specifically, was a period that the American society was affected by inhumanity, disintegration, and rivalry. Novelty/Originality of this study: This article showed that writers during this era were referred to as the Lost Generation, because of how they struggled to search for new meaning in a fragmented world. Moreover, this study depicted that, Change is inevitable in every aspect in the world. As illustrated by Fitzgerald in his book "The Great Gatsby", modernity in America led to technological and scientific advan

Keywords: Identity; American identity, Loss of Self-identity, culture

### 1INTRODUCTION

Although modernity in America led to technological and scientific advancement, it was revolutionary in that it gradually dominated and eliminated the old traditional moral values and social framework. The 19th and 20th centuries, in particular, were periods that the American society was affected by dehumanization, disintegration, and antagonism. Some of the factors that had a major effect on individual psychological makeup and America's national identity in general during the modern times include the First World War (WW1), avariciousness, individualism, spiritual crisis as well as social discrimination. Most of the factors coupled with other related effects had a negative, devastating and disappointing impact on the individual psychology of the American people. The mid-20th century, on the other hand, witnessed the start of a new era in the history of America that led to a loss of identity and motive which eventually disintegrated the moral fabric of the society. The 21st century has witnessed even more immorality characterized by immoral music, movies and pornography. A literature analysis of the novel "The Great Gatsby" by Fitzgerald explains the repercussion of the loss of self-identity and motive of life in America, through themes of religion, education, marriage, corruption and gender as demonstrated in The Gatsby. However, it is not until Gatsby faces his fate, that his true identity is revealed. In case the author revealed his identity early on, all that Gatsby does in the novel would not have had any meaning because the reader is already aware of the fact that Gatsby's identity is hidden from them as well as many of the characters in the story. (Campbell, 2016 p. 24) notes that one of the main characteristics of the American identity in the novel is the notion that the country is connected to the future and tends to break from the past. This disconnection from the past not only occurred at the moral, social and cultural levels, but also at the spatial level. This is evidenced by Gatsby's break from all things that would connect him to his past. Gatsby tries to assume a new identity that, "sprang from his Platonic conception of himself"

(Fitzgerald, 2017 p-94). He not only changes his name but also disowns his parents in addition to creating his own past and history. This appears to be one of the major attributes of the American identity. states, "it is sensible to affirm that Gatsby was a major literary character of the United States in the 20th century". Throughout the novel, only the story provided by Nick can be trusted by the readers, given how Nick considers himself "one of the few honest people he ever knew" (Fitzgerald, 2017 p. 59). for instance, affirms that Nick Caraway's depiction of Jay Gatsby uncovers much about the contradiction of identity and how these are central to the conception of America. Just like Nick constructs Gatsby's history by telling his narrative, so did America's history that was invented and reinvented by each generation (Campbell, 2016 p.23). The manner in which he is epitomized in the novel implies that he symbolizes to some extent, the way in which America was viewed during the nineteen twenties. Given how the structure of his story contributes to his mysterious identity, it seems that Gatsby's story is about identity.

# **2 LITERATURE REVIEW**

Throughout the 1920s, the United States witnessed unparalleled changes both at the political and economic levels, which had a significant impact on the social life of many Americans. Subsequently, the modern American society began to embrace some new values, while rejecting some of the conservative traditional values. (English, 2004 p.132), notes that the typical urban American household glowed with electric lights and boasted a radio that connected the family to the outer world. Like the protagonist in the novel (Babbitt, 1922), the average American approved of this new lifestyle because it was a modern and societal success that was increasingly being determined by the kind of lifestyle one lived. The technological advancements coupled with the growing wealth in the society helped improve the lives of Americans and this, in turn, led to a further push towards urbanism (Montgomery, 2017). Moreover, the end of the First World War

also led to a lot of political changes and significant advances. particularly considering the freedom of women during this era. Additionally, the Congress ratified the immigration Act in 1924 that permitted the inflow of several immigrants into the country. All these factors brought together were a confirmation that a new modern era had begun to shape the American society. Fitzgerald's The Great Gatsby, 2017 was one of the remarkable texts of this period that reveal much about how these changes have influenced the class, racial, gender as well as American identities. Thoits, P. A. (2013). Certainly, the nineteen twenties also marked significant changes in marriage and the concept of affluence and popular culture. As such, the twenties marked periods where these elements of social life in America and other countries changes drastically taking a different form. Therefore, Fitzgerald's novel The Great Gatsby explored these elements of social life, thus binding all these themes to the individual single concept of identity. Hui, V. K. Y., & Bond, M. H. (2009). Certainly, identity connotes the characteristics that define an individual. In addition, identity can be stated to be defined as the set of personal and behavioral characteristics which define an individual as part of a certain group. Identity can be achieved through race, ethnicity, language, culture and even religion. It is the way people also distinguish themselves and form groups and clusters based on their understanding and pride of who they are Brewer, M. B., & Yuki, M. (2007)... As Fitzgerald notes in his novel, for Gatsby, status is an ambition and the key desire in his life. To Gatsby the adoption of an identity which they would aspire to be gives them the confidence, integrity and purpose which he feels he lacks. As such, despite beginning poorly as a destitute lacking in most things, Gatsby later on embodies an identity which does not fit his persona. It is however important to analyze Gatsby's quest for a new identity and consequently the American quest for a new identity as well. Baumeister, R. F. (1997). The quest for a new identity occurred as a result of the crisis of identity that occurred after the First World War (English, 2004 p.41). This crisis could only be solved by either achievement of ego identity that could be achieved through a sense of personal continuity with the past and future. When this continuity fails to occur between the past and future, individuals within the affected society tend to be in a state of identity diffusion in which commitments to both the past and the future are vague and nonexistent. The title of Fitzgerald's novel, 'The Great Gatsby', evokes the question about Gatsby's identity. Sökefeld, M. (1999). In the novel, the author provides remarkable insights into the notion of identity. From the onset of the story, the narrator says that "conduct can be founded on hard rock or on the wet marshes" (Fitzgerald, 2017 p.7-8). Comportment is defined as the practical side or outward projection of an identity (O'Donnell, 2010). For example, in the novel, Fitzgerald notes that the rock of the world was securely founded on a fairy's wing (Fitzgerald, 2017 p.7-8). This shows how writers during this period began to lose the strong basis on which faith or rather an identity was founded. Even 'the rock' he mentions early in the novel on which conduct can be centered on, is really not a rock but rather a place on a 'wing', and this means that it is not stable as it seems. Subsequently, the things that were once taken for granted such as common sense are no longer a solid base on which identity can be based, or even used to judge people's conducts. O'Reilly, B. (2002). From a post-colonial theory point of view, it is evident that 'The Great Gatsby' is a condemnation of the American dream, which was based on

the principles of achievement, success, and endless progress. Grotevant, H. D., & Cooper, C. R. (1985). Post-colonial theory was built around the notion of resistance, subversion or opposition to certain aspects of the society, but like we later come to learn in the novel, changing or denying our own identity despite the perceived benefits can often be a doubleedged sword. In the novel, the main character, Gatsby makes a lot of money, but still fails to achieve the social status he wishes for, and, therefore, not qualified to marry Daisy (Fitzgerald, 2017 p.12). This essentially means that the American dream was not only based on material gains but also the identity quest behind it was simply for material gains. (Campbell and Kean, 2016 p.23) noted that the novel "concerns itself with issues of identity and in particular, with the temptation to believe in a dream which proved to be beyond his reach and unattainable as all such dreams are". Fitzgerald decides to conceal Gatsby's identity throughout the novel, but one thing that remains clear is that he lost his past and started running behind an unknown future. Kim, E. (2012). Furthermore, despite projecting the image of the American dream, Fitzgerald makes sure that the character of Gatsby never fully incorporates it. As such, Gatsby still hold some of the beliefs he held as a young man. Financially, Gatsby demonstrates his success widely but still his status does not bring happiness. He tries to incorporate language in his wordings and common chatter. This language in the form of phrases such as 'old sport' which is a classic old money type of phrase and which connects Gatsby to the class he wishes to identify does not do him justice as well. Finally, the identity he works hard to build for himself as a man with many fancy cars, shrouded with mystery and romance becomes his downfall (Railton, 2011). Due to the mixed nature of the American society, the country's national identity has always been under debate, particularly during the 1920s. This is attributed to the large number of immigrants that entered the country during this period, which in turn led to a clear distinction between those who considered themselves natives In the novel, Fitzgerald explores the and newcomers. question of American identity. By closely examining the main character in the novel, Gatsby, it becomes clear that there were many paradoxes and characteristics of the American national identity during the 1920s. For instance, (Barbara, 2005 p.125) notes that there is a good reason to believe that Gatsby inevitably comes across as the symbol of America itself. He is randomly holding parties that are attended by different people, most of whom do not know each other, and never even know who Gatsby is exactly. Nick, on the other hand, questions Gatsby's covert identity when he states that "only Gatsby the man who gives his name to this book" (Fitzgerald, 2017 p-8). Fitzgerald uses such phrases to invite the reader's attention to Gatsby's identity. The author's description of Gatsby can stand for many of the characteristics of the American identity. Radden, J., & Fordyce, J. M. (2006). The dark side of Gatsby is often revealed in a doubtful, normally being taken from undependable sources. For instance, while describing Gatsby, one of the characters in the novel states that "somebody told me they thought he killed a man once" (Fitzgerald, 2017 p.94). Such statements affirm that most of the sources about Gatsby's past are not unreliable and should, therefore, not be considered as the final truth. As noted, Gatsby seeks to achieve status with shady characters like Mayor Wolfsheim which he uses to replace the illustrious family connections he does not possess. It's interesting to note

that in trying to gain a favorable status in the societal view. Gatsby increases the people's perception of him as dark and dangerous. This is due to the fact that Gatsby associates himself with Mayor Wolfsheim who is a stereotype Jew and who just like Gatsby was treated with high suspicion by respectable families at the time (Samkanashvili, 2013). However, despite his quest to gain identity and purpose in wealth obtained from nefarious activities, he instead deprives himself of history which leaves him at a loss in his death. In addition, his guest to create an identity sacrifices his own sense of self and virtue which proves the heights to which Gatsby has reached of loss. His pursuit to gain an identity in the end actually leads to loss. Furthermore, towards the end of the novel, when Gatsby dies, Nick finds unsuitable words written on the walls of Gatsby's house and decides to erase it so that no one would take part in Gatsby's story. American citizens during the 1920s found it hard to steer back their nation to the prewar period, which is similar to Gatsby's story. In essence, America lost sights of traditions during the five years of the war and when the war ended, it found it challenging to replicate the past. Earley, P. C. (1993).

#### 3 METHODOLOGY

It appears that 'The Great Gatsby' is a time haunted novel. The characters in the novel often find themselves in a constant struggle to reach a common ground between their past traditional values and the extent to which such principles can help them in the present. For instance, the first words in the novel are presented in past tense, "in my younger and more vulnerable years, my father gave me some advice" with the last word being "past" (Fitzgerald, 2017 p.7). It gives the impression that the past is a moving force in many of the events that take place in the novel. In fact, the whole novel is a story about the past, given how it depicts Gatsby's love story that occurred in the past and was for some reason thwarted and he is now trying to renew it, something that in the end leads him to his fate. Throughout the novel, Gatsby makes all effort to conceal and hide his true past identity. (Campbell, 2016 p.25) notes that the tension between the past and the future that fills novel suggests an American identity that is wrestling with past roots and future routes. Throughout the novel, Gatsby is ready to do anything to erase his past and build a new one that sprung from the platonic conception of himself (Fitzgerald, 2017 p.94). This is because he found that his past would be an obstacle that would prevent him from attaining the future he envisaged. As such, the easiest way to forget his past would be to create a new one that could meet his expectations and suit his new identity of the Jay Gatsby that he created. However, (Barbara, 2005) (p.126) notes that although Gatsby thought that by creating a new identity, he would be able to achieve his dream and happiness, in reality, this new identity he creates is merely a continuation of his denial to accept his true past, and identity. Moreover, the optimism with which Gatsby viewed his life prevented him from realizing that the American ideal dream no longer worked in the present. This forced him to pass through a crisis of identity which according to (Berman, 2003) (p.34), lies in his denial of past identity. The denial part, in particular, is very important, as it plays a crucial role in shaping a strong identity. (Berman, 2003) (p.34) states that the "present needs to attain its significance through a connection to both past and the future." In many instances, Gatsby finds himself opposing the new identity that he created himself, which in turn jeopardized his

new identity. This is also true when it comes to America as a nation during the 1920s. Like Gatsby, Americans in the 1920s found themselves in a continuous struggle to keep their story consistent, and this led to future troubles evidenced by the 'Lost Generation' and the problem to find a true identity. Gatsby is also a perfect depiction of the American Identity. Gatsby and his original birth name 'Gatz' resemble German names heavily. On the other hand, the status quo he yearns to embody has names like Tom Buchanan and Daisy whose names imply a French or British descent. As such, Gatsby may resemble America in her quest to attain her identity after breaking free from England. On the other hand, Tom and Daisy may resemble England a county already with an identity. Therefore, Gatsby's renunciation of his parents and his feelings of never actually accepting them as his parents may represent the American struggle to assert itself and cut all ties to England which it broke free from. However, Fitzgerald writes intelligently of the dangers of springing up a platonic conception of oneself such as Gatsby had done. Fitzgerald in a way argues that for an identity to be forged one must appreciate their origins (Railton, 2011).

# **4 RESULT**

Popular culture features heavily in The Great Gatsby communicating the ideologies which are held by the society and also setting the exact parameters through which the protagonist views himself. As such, Gatsby uses the media as a tool for the articulation of his own identity and the propagation of the same. Therefore, Fitzgerald wields pop culture to illuminate the highflying lifestyle of Gatsby thereby the name; 'Great Gatsby'. In his widely talked about parties, there are numerous quests some who include celebrities in the media spotlight. These are obviously intended as symbols of pop culture that ultimately help in shaping Gatsby's identity (McParland, 2015). The media and pop culture on the other hand serves as a way of displaying the superficial nature of Gatsby's lifestyle. After his death, we see the same media that publicized his parties and helped him shape his reputation also teared him to pieces upon his death. Here Fitzgerald shows the futility of shaping identity and reputation based on popular culture. The valley of ashes where the bespectacled eyes of Dr. TJ Eckleburg look over can be seen as a sign of symbolism indicating how identities formed through such mediums are in the end reduced to ashes (McParland, 2015). As a repercussion of the popular culture influence, especially in the 21st century, the American social platform has witnessed all sorts of recklessness and it does not seem to change any better. Instead, it is deteriorating day by day. For instance, research indicates that eight out of ten movies released by Hollywood, America's biggest entertainment company, is full of pornographic scenes and unfit for consumption. Nonetheless, these materials are freely available for viewing by Americans and it is considered modern. Moreover, the presence of pornographic magazines and books also contribute to immoralities that ruin the moral fabric and ruin the motive of American life. Immoral music such as the famous hip-hop genre also promotes loss of identity in the United States. It does this through encouragement of explicit scenes, words and themes. For example, it uses language that demean the black race such as "nigga" which is used to refer to a black man. It also uses women as tovs of enjoyment and sex, apart from promoting drug abuse and robbery through its content. The increase in the establishment

of strip clubs which use women as objects of sex demeans the motive of the lives of such people and subjects them to low self-esteem and disrespect. The entertainment industry in the United States of America was therefore contributed by the loss of American self-identity and motive of life. As such, the two suffer death and leave the rest of the individuals to live on with their moneyed classes. Fitzgerald might be issuing a warning of the consequences of losing one's identity in the plight to gain another one which is brought out well here. Myrtle seeks the wealthy aspirations that she shares with Tom Buchanan in their infidelity. As such, her death occurs as she escapes her actual identity seeking out Tom who belongs to another class far from hers. Gatsby also faces death at the hands of his own changing identity. His mysterious nature ultimately convinces his would-be killer of his guilt and leads him to Gatsby's door (Meehan, 2014).

# **5 CONCLUSION**

It is important to understand that in the world Gatsby lives in and consequently in his own ideal world which he envisions, money significantly upholds identity. Gatsby's affluence and his affluent parties are obviously the results of great money and power. Despite the means undertaken to acquire the money he now possesses, Gatsby has identity in his world, nonetheless. As such, in his parties, people speak differently about him, some in admiration and some creating a mysterious reputation of himself. In this sense, Gatsby forms his identity, on sinking sand of crime and illegitimate money, but on the other hand he creates an identity. In the end, we see that; despite the largeness of his identity based on illgotten wealth, he reverts to a normal man and in his death he becomes infamous. As such, Fitzgerald tries to show the reader that the identity created by Gatsby through ill-gotten wealth eventually falls in his death and ceases to be an identity at all. Fitzgerald also painfully shows us the real consequences of classlessness and lacking identity. In the novel, only Myrtle and Gatsby dies. The two are the perfect images of classlessness and lacking of identity. In the novel, Great Gatsby, Fitzgerald seems to take a gloom view of marriage, but he also sheds some light on the view of marriage in connection to its shape on identity. For one, we see that marriage is based on financial security and materialism. As such, marriage is used as a stepping stone to attain identity and societal class. More so, we see that this premise of marriage and this understanding of it leads to numerous problems we see in the marriages such as the marriage between Daisy and Tom and the marriage between Myrtle and Wilson. Both marriages are filled with deception, lies and lack of love. In fact, Wilson's marriage to Myrtle eventually leads to death. As such, both marriages which are indeed not founded on love but the desire to gain certain status and identity end badly (Ditta, 2019). Relating Fitzgerald's Gatsby identity of marriage to modernity in America, some rules made by the American government are improper and show disrespect to the marriage institution. For example, on June 26, 2015, the United States Supreme Court abolished all state bans on same-sex marriage and legitimized it in all states, and demanded the states to respect all samesex marriage licenses in the case Hodges versus Obergefell. By legalizing lesbian and gay marriages in the country, morality and self-identity are compromised and the motive of life is totally lost since it is against the societal norm. Women are also used as accessories to achieve identity for the men.

Wilson commonly refers to Myrtles as his girl. Women on the other hand bear beatings and harsh treatment from their husbands seeking to regain their status and also background and financial stability. Daisy stays in a loveless abusive marriage because of Tom's financial stability. This also shows that just like Gatsby, Daisy is also seeking her identity in money and affluence. Myrtle also seeks her identity by climbing the social ladder and her infidelity with Tom. Fitzgerald paints a grim picture of marriage showing it to lack love and instead having individuals seeking their identity through marriage and the promise of success it holds. Nick's acceptance of Jordan's deceit predicts his acceptance later of his cousin Daisy's even more shocking dishonesty, that of permitting Gatsby to accept the responsibility for the murder of Myrtle Wilson. Despite Nick's knowledge that it was Daisy and not Gatsby who was driving the "death car," he doesn't challenge Daisy with his acquaintance nor does he contemplate reporting her to the authorities or attesting at the inquiry Nick also discards telling Daisy's spouse the reality, despite the fact that Daisy's untruthfulness implicated Tom in Gatsby and Wilson's eventual deaths. Instead, Nick terms the truth "unutterable fact" to indicate the dishonesty in the society. In relation to the above context of dishonesty in Gatsby, dishonesty in American modern authorities is evident. An example is the recent rampant extrajudicial killings of suspected black men by white police without legal action taken to justify. The case of Michael Brown killed in Ferguson in 2014 by police with impunity. Such incidences are repercussions of the loss of self-identity and loss of motive of life in the American society. The determination to do well is primary in the American Dream and desire is often found in The Great Gatsby, with some individuals striving to acquire more than they have already achieved. Meeker, Eels and Warner explain the perception of the American Dream clearly as follows: That in the positive light and warm existence of the American Dream all human beings are born able and equivalent. Every person in the American Dream has the entitlement, and often the responsibility, to try to prosper and to do all he can to be at the top of the social class ladder. Because of the fact that every American is born free and equal, they should all have the same chances to flourish in life. (Warner, Eells and Meeker 67), to the contrary, contemplate that explanation of the American Dream to be opposing. If all people were born the same, then there could not be a top level to struggle for. The authors claim that such equality does not exist in either opportunity or position, and that someone's opportunities in America is so much reliant on his or her family background. As Gatsby embarks on illegal business to accomplish his American Dream, the reality that everyone does not have the same opportunities to do well is illustrated by Fitzgerald. As a result of the social stratification in the struggle to achieve the American dream, the identity of all people being born free and equal is lost and the motive of life is compromised. Fitzgerald depicts the theme of graft in the character of Jay Gatsby. Gatsby prospers in improving his life as he upgrades from being poor to being affluent. His accomplishment, however, comes during a regime of corruption. How Gatsby made his affluence is not known but it is certain that he engaged in some illegitimate business. In Gatsby, Fitzgerald illustrates that in pursuit of the American Dream, success is attainable through graft. By adding the illegal characteristic to Gatsby's achievement, he points out unfairness in the American Dream. Gatsby's accomplishment

is reliant on the element that he did not follow the laws of the society. Michael Millgate reflects Gatsby's participation in an unlawful business to be a condemnation of the American Dream. In highlighting the corruption at the center of Gatsby's success, as well as revealing, in the exposure of Daisy's character, the cheapness of what the dream aims at, Fitzgerald clearly intended an important disapproval of the American Dream achieved through a corrupt means. Therefore, corruption is encountered as a result of the loss of motive for a lawful life in the guest of achieving success as well as the self-identity of respect for the American society. In Fitzgerald's the Great Gatsby, education is a basic feature for the socially elite. In most parts, characters in The Great Gatsby are learned as indicated by their speech and discussion. However, the author recognizes Gatsby's struggle to sound educated like everyone else. It is evident that Gatsby to sound learned has to learn and well-off. Mr. Wolfsheim speaks a language that shows his lack of education, class, and general lack of what affluent individuals in the 1920s might have termed as good breeding. For example, he pronounces Oxford as "Oggsford" "connection" as "gonnection." The use of different dialects shows the disparity between the educated and the uneducated classes. Education is what differentiates the upper and lower classes in America. It is also a source of link as loyalty among characters of similar class, such as Nick and Tom, relate and therefore get tied to each other. Therefore, disparity in education is a repercussion of loss of its identity among the lower class of people. The 19th and 20th centuries were centuries of change in America and the modernist era brought much economic development. technological advancements as well as vast political changes that when coupled together had major effects on the American society. These changes were revolutionary in that they gradually took over and eradicated the old upright moral values and social relations. This, in turn, led to the majority of Americans struggling to find a true identity amidst a society that had already broken its connection from its past. One of the ways this influence manifested was through literature. The writers during this era were referred to as the Lost Generation, because of how they struggled to search for new meaning in a fragmented world. The Great Gatsby, by Fitzgerald, is a notable example of a text that highlights this important period in American history. Fitzgerald summarized this era as an age of miracles, that was characterized by art and satire.

# 6 ACKNOWLEDGMENT

The novel reveals much about how changes during the 1920s influenced the class, racial, gender as well as the American identities. In particular, the novel highlights how the old and new identities within the American society clashed thereby resulting in an identity crisis. Fitzgerald uses Gatsby, the main character in the novel to show how the American dream was not only based on material gains but also the identity quest behind it was simply for material gains. The main characteristics of the American identity in the novel are the notion that the country is connected to the future and tends to break from the past. This is evidenced by Gatsby's break from all things that would connect him to his past and instead tries to assume a new identity that suits his present life. Although Gatsby thought that by creating a new identity, he would be able to achieve his dream and happiness, in reality, this new identity he creates is merely a continuation of his denial to

accept his true past identity, which in turn jeopardized his new identity.

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