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**THE INFLUENCE OF POLITICAL CONSCIOUSNESS  
AND CULTURE ON THE COURSE  
OF THE US PRESIDENTIAL ELECTION IN 2020**

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In the modern world, political culture is one of the main elements that constitute the spiritual potential of society and reflects the degree of its political civilization. The formation of political consciousness, as well as political culture in general, at the empirical level is associated with a direct fixation of the practical experience of a political entity. [1,p.86]

The United States is a country that has its own type of political culture, which was formed in a relatively short period of time, but has clear characteristics that are passed down from generation to generation. The political culture of the United States is largely determined by traditions brought from the European continent by the first generations of immigrants.[3] The foundations of political culture were formed before the war for independence and later established in the political consciousness of Americans. The political culture of the United States is characterized by the idea of the special significance of American democracy, its history and principles, and its superiority in relation to the political systems of other countries.[2p.4]

Under the American electoral system, two candidates take part in the elections, one from each party. The Republicans are a conservative political party in the United States, and their candidate this year is President Donald Trump, who hoped to win another four years in office. The Democrats are a liberal political party in the United States, and their candidate is Joe Biden, an experienced politician better known as a vice president in Barack Obama's government, but generally in politics since the 1970s.[4]

Evidence of American political participation shows that their turnout is lower than in any other democracy. Turnout in the presidential election has been declining since 1960, with the worst rates (49%) during the 1996 presidential election, and in congressional, state and local legislatures, they tend to be even lower.[3]

The 2020 election, on the other hand, showed the active participation of voters in the US presidential election. First of all, let's mention the crazy activity, unprecedented turnout. More than 100 million Americans voted before election day. In the 2016 elections, this figure was only 20 million.

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Experts considered such activity a sign that Biden would have the advantage. But there was a strong wave of enthusiasm in support of Trump.

In the political culture of the United States, there are a large number of subcultures that are distinguished by religious criteria (Catholics, Protestants); racial (so-called Latinos or Hispanics or Negro communities). The electoral segment of the so-called Latinos or Hispanics, people from Central and South America, attracts the most attention in this context. Traditionally, they vote for Democrats, to put it simply, in a 2:1 ratio.

Trump became famous for his rhetoric that humiliated this group of people, and took a hard line on the problem of illegal migrants. It would seem that this should have given the Democrats an even greater advantage. But the reality turned out to be more complicated. Many Latinos, for various reasons, sided with Trump, although even now the vast majority of them voted for the Democratic candidate.

Americans know exactly what they want the head of the executive branch to be endowed with all the virtues of a politician and leader, he is expected to show such traits as speed of reaction, flexibility and at the same time determination, firmness; he must be a skilled politician, able to control the course of events and at the same time remain a direct, open person who knows how to put himself in the place of the average citizen, keep himself in crisis, be competent in a wide range of issues, have high moral qualities. In the 2020 election Among the personal qualities that Americans would like to see in the president, the vast majority of respondents indicated a «strong leader.» Only then was empathy and the ability to unite people noted, qualities that Joe Biden offered to voters.

Conclusions. The political culture and consciousness of the United States has a significant degree of stability and is characterized by the continuity of its core values. Speaking of the peculiarities of American political culture, it should be noted, first of all, its pragmatic nature: politics here is not in the struggle of abstract forces of good and evil, but as a clash group interests, each of which has the right to exist. A distinctive feature of this political culture is a commitment to consensus on basic fundamentals values. Hence the stability of this political system.

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