Introduction

- Subcultures
- Addresses Learning outcome 2
  - demonstrate understanding of competing definitions and debates around the following key terms: postmodernism; identity; subculture; mass culture; media studies
- What are subcultures
- Different approaches to subcultures
- Hebdige
- Style – bricolage
- Sport and identity/Representations
What are subcultures

- A group within a group
- Oppositional or different in some way
- Commonality
- Experiences and emotions

Some subcultures highlighted in this film
## Approaches to subcultures

<table>
<thead>
<tr>
<th>Cultural Studies approach</th>
<th>Postmodernist approaches</th>
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<tbody>
<tr>
<td>• Subcultures as resistance in everyday life</td>
<td>• Critiqued earlier definitions</td>
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<tr>
<td>• Hall &amp; Jefferson – working class youth subcultures and double articulation</td>
<td>• Challenges concept of subcultures</td>
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<td>• Redhead – clubcultures replaced subcultures</td>
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<td>• Thornton – draws on Bourdieu re taste and distinction in club scene</td>
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<td></td>
<td>• Tribes, neotribes &amp; urban tribes (Maffesoli)</td>
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Hebdige

- Reaction to subcultures
- Hysteria in the press
- Style – celebrated and ridiculed
- Labelling of deviant behaviour by dominant groups
- Subculture as consumption which establishes new conventions
Style

- As intentional communication
  - Symbolic associations
- Style in revolt

<table>
<thead>
<tr>
<th>Style as Bricolage</th>
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<tr>
<td>• Things that are adapted, subverted, extended by subcultural bricoleur</td>
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<td>• Eco – semiotic guerrilla warfare to describe subversive practices</td>
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</tbody>
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<td>• Paul Willis</td>
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<td>• Symbolic fit between values and lifestyles and expressions and experiences</td>
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</tbody>
</table>
Sport and Identity

- Intensity associated with sport
- What sports we choose to play/watch or not to play/watch
- Team sports or individual sports
- Contact versus non contact sports
- Winning and losing
Representation of sport

- Representation of sport
- Codes
- Fanzines
- Sport/Power/Identity film
Summary

- Subcultures – whether or not they exist!
- Style associated with subcultures
- Sport and Identity
Bibliography