

Introduction

- **Subcultures**
- **Addresses Learning outcome 2**
 - **demonstrate understanding of competing definitions and debates around the following key terms: identity; subculture**
- **What are subcultures/Different approaches to subcultures**
- **Hebdige**
- **Style – bricolage**
- **Sport and identity/Representations**
- **Skateboarders**
- **Late modern hipsters**
- **May be useful in relation to the assignment**



What are subcultures

- A group within a group
- Oppositional or different in some way
- Commonality
- Experiences and emotions
- Some subcultures highlighted in this film (4.16 mins)

Approaches to subcultures

Cultural Studies approach

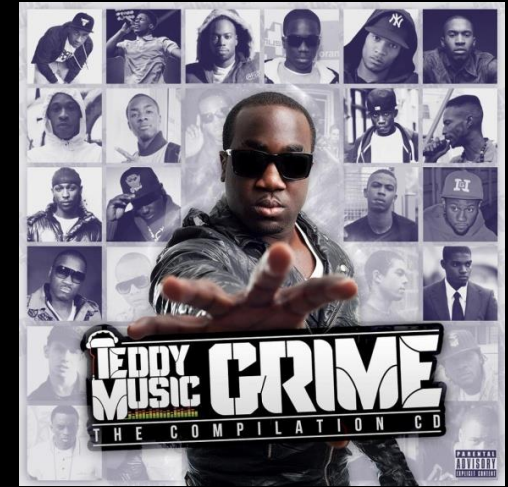
- **Subcultures as resistance in everyday life**
- **Hall & Jefferson – working class youth subcultures and double articulation**

Postmodernist approaches

- **Critiqued earlier definitions**
- **Challenges concept of subcultures**
- **Redhead – clubcultures replaced subcultures**
- **Thornton – draws on Bourdieu re taste and distinction in club scene**
- **Tribes, neotribes & urban tribes (Maffesoli)**

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

Style as Bricolage

- Things that are adapted, subverted, extended by subcultural bricoleur
- Eco – semiotic guerrilla warfare to describe subversive practices

Style as homology

- Paul Willis
- Symbolic fit between values and lifestyles and expressions and experiences

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
- (9.30 mins but not all shown)
- Subcultures of cycling (5.34 mins)



Skaters

- Distinct language, skills set, world view
- Skaters themselves identify with alternative subculture
- Commitment to skateboarding and knowledge about skateboarding
- Career opportunities are presented



Hipsters

- Late modern hipsters – collectors and connoisseurs
- Individual and yet can be identified
- Conserver culture rather than counter culture
- Ironic – e.g. kitsch, bad taste
- Combine authentic and inauthentic
- Authentic – creative behaviour not reducible to imitation
- Imitation – what others do





HIPSTERS

It takes a lot of effort to look like you don't care.

Esports (Electronic Sports)

- Millions of viewers online
- Multibillion dollar industry
- Competition using video games
- Real-time strategy, first person shooter, fighting, multiplayer online battle area.
- E.g. League of Legends, Dota 2, Counterstrike, Global Offensive, Call of Duty, Overwatch.
- <https://youtu.be/3zJtBq8miwg>





Summary

- Subcultures – whether or not they exist!
- Style associated with subcultures
- Sport and Identity
- Assignment 1: You could interview someone you know who is involved in sport (watching or playing), or specific subcultures (particular music festivals, cosplay etc,).

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