

### What are subcultures – Slide 2

- **A group within a group**
- The concept of subculture is important in understanding the lives of those involved in subcultures
- A subculture is a group within a group
- Subcultures are often associated with youth which are seen to consist of numerous sub groups
- It sometimes takes time for the sub groups to be recognised as subculture
- People who participate in subcultures may see themselves (or are seen by others) as different or oppositional in some way
- Youth subcultures frequently define themselves as being against the culture that exists around them – often described as mainstream culture
- What is interesting, is that actually within the sub cultural groups there is a considerable amount of conformity
- Achieving loss within a subculture might entail loss of status in the mainstream culture such as criminal activity
- There are emotions and experiences involved in belonging to a sub cultural group

### Approaches to subcultures – slide 3

- **Cultural Studies**
- The cultural studies approach to youth subcultures is associated with the University of Birmingham Centre for Contemporary Studies (1964-2002)
- Researchers explored youth subcultures as an expressive form of resistance
- And they also researched how subcultures connect in everyday life
- Hall and Jefferson – suggests that working class youth subcultures involves a DOUBLE ARTICULATION
- First with their parent's culture and
- Second with the broader culture of post-war social change (i.e. wider society)
- They argue that sub cultural groups are where young people seek to address and comment on generational change and social structures
- Postmodernist approaches to youth culture critique these earlier definitions and challenge the concept of subculture itself
- Instead it is argued that we are all mainstream
- That actually the increased commodification and commercialisation of all aspects of social life means that there is less room for sub cultural spaces for young people

### Club Cultures

- Steve Redhead argues that club cultures have replaced subcultures
- He defines club cultures as global
- And also that youth formations are fluid
- He also suggests that youth formations that are based on the media and the niche marketing of dance music as a youth culture for all
- Thornton studied club cultures – and suggests that through engagement with different types of dance music
- That young people define themselves in relation to their peer group
- She draws on Bourdieu to develop the idea of SUBCULTURAL CAPITAL to analyse the forms of taste and distinction that characterise the club scene
- **Tribes and neotribes (Maffesoli)**
- Other research focus on finding other terms to express young people’s activities, and their relationship to culture and self expression
- Some of the terms used include scene, tribes and neo tribes
- Scenes is used in relation to music (we explore this a little bit later)
- Tribes and neo tribes draw on the work of Maffesoli – to describe the loose groups of young people whose taste and lifestyles come together during particular moments of shared interests

#### **Hebdige – slide 4**

- According to Hebdige, the reaction in the media to sub cultural groups is often one of anxiety or even hysteria
- He argues that the reaction fluctuates between dread and fascination
- Between outrage and amusement
- What this does is to locate the person within a sub cultural group in the wider structures of society
- And also within the terms of the mainstream group e.g. out of work, in the family, criminal etc.
- Hence, we can think of the terms used in moral panics of folk devils – the deviant group that is highlighted as the OTHER
- Style, he suggests, is celebrated in fashion media, but ridiculed or reviled in articles which define subcultures as social problems
- So the behaviour is labelled as deviant by dominant groups in society – such as the police, the media, the judiciary

#### **Style – slide 5**

- We can ask how and what does a sub cultural style communicate
- How does a subculture makes sense to its members
- Eco – notes that the conventional outfits worn by anyone are chosen with constraints of finance, taste, preference
- And that these choices are significant
  - The concept of bricolage can be used to explain how sub cultural styles are constructed
  - Bricolage is where subcultures appropriate icons originating in the dominant culture and they might use these to make new meanings which challenge the mainstream or dominant culture
  - The safety pins used by punks are an example of this
  - Eco uses guerrilla warfare to describe these subversive practices, using everyday symbols and changing the meaning (the Union Jacks used in punk subculture)

#### Ordered chaos

- Whilst punk subculture signified chaos – the style was actually ordered chaos
- Paul Willis uses the term homology to describe the symbolic fit between the values and lifestyles of a group

#### Slide 6 Sport and Identity

- ⊙ There is intensity, passion and pride associated with sport
- ⊙ The competitive structure of most sports brings to the fore a number of ethical issues – e.g. a willingness to hurt others or to cheat to win
- ⊙ The choice of sport may have class implications e.g. if one chooses to play polo, golf and is from a poor family or if one chooses boxing and basketball or football.
- ⊙ So part of our identity is linked to the sports we choose to watch or play
- ⊙ And is also linked to sport avoidance if that is what we also do
- ⊙ The athletic context offers to males one place where they can freely and publically express physical affection or freely express their emotions without fear or censure
- ⊙ We see in sports, male athletes hugging, kissing, crying together – which in other contexts would be viewed differently
- ⊙ The situation is often different for males and females
- ⊙ Sport is also written about in relation to national identities – which come to the fore at certain times such as when countries are being represented at certain events
- ⊙ Thus, we could argue that certain aspects of our identity may be foregrounded or promoted more at certain times, or hidden at other times.

## Slide 7 – Sport and self knowledge

### ⊙ Representation of sport

- ⊙ To gain an understanding of sport's place in society and thus our own identities
- ⊙ We need to think about how sport is represented through ideas surrounding national identity
- ⊙ National teams are also likely to be stereotypes
- ⊙ So we can think about the complex relationship between how we relate to national teams
- ⊙ And how this might (or might not) influence our identities.
- ⊙ One claim is that sports lies outside politics – but sport is often used in politics
- ⊙ Which is why the conservative logo uses the Olympic torch symbol

### Codes

- Each sport has its own terminology and way of speaking
- Novices at a sport are likely to make efforts to acquire the way of speaking as soon as possible
- What this jargon or codes do – is to form the in and out group
- (It doesn't just apply to sports but to every in group)!
- This links directly to our identities
- Sport is the source of many metaphors in everyday life
- The way these are used tells us something about the society we inhabit and also ourselves.

### Fanzines

- Football fanzines contain a wide variety of texts written by large numbers of amateur authors
- Sport then, can be used as a starting point for personal reflection which includes reflection on identities
- Reading or contributing to a fanzine will reinforce a sense of identity – whatever that is, whether it is a football magazine, another sports magazine, a music magazine or something else!
- We can still apply the reading from Stuart Hall or rejection, negotiated or preferred/dominant reading of sports in relation to our own identities.

## Skateboarding

1. Skateboarding is a subculture with its own distinct language, skill set, world view and set of values
2. Which skaters themselves identify as an alternative subculture
3. Skateboarding is not a homogenous subculture but they are united by the process and practice of skating
4. But it does require parents who are either supportive or absent and a commitment made by skaters to learning skateboarding tricks and knowledge of the subculture

## HIPSTERS

1. There has been a lack of interest in the late modern hipster
2. Hipsters are collectors and connoisseurs but does not have any borders or particular style
3. Kitsch is identified with hipsters in late modern society
4. The hipster culture is not a **counter culture** but a **conservator** culture - Interested in the **past – past objects**, fashion etc.
5. There are different forms of irony that typify the hipster subculture – a veneration of **'bad taste', kitsch, camp**
6. Hipsters often combine authentic with inauthentic objects (individual and imitation)
7. **Authentic** = creative behaviour is authentic if not reducible to imitation
8. **Imitation** is doing what others do, exclusively, for the sake of doing what others do.
9. Geek is also a subculture but maybe one that is now more acceptable.

## ESports

1. Games tournaments attract millions of online viewers and is a multibillion-dollar industry
2. ESports revenue comes from three channels mainly – sale of content rights to broadcasters, direct payments from live streaming and advertising revenue.
3. The gameplay is intense and led to competitive gaming with spectators.

## Genres

1. These are all a form of competition using video games – and have long been part of video game culture
2. The most common video game genres are real-time strategy, first person shooter, fighting and multiplayer online battle area.
3. Popular games for Esports include League of Legends, Dota 2, Counter-Strike: Global Offensive, Call of Duty, Overwatch,
4. Tournaments such as the League of Legends World Championships, provide live broadcasts of the competitions and prize money to competitors.
5. BY 2019, it is estimated that 427 million people worldwide will be watching Esports.
6. YouTube and Twitch TV are central to these competitions.
7. South Korea has established several ESports organisations with licensed Most competitions take place in South Korea, China , North America and China.