

Week 3MECS2031 Popular Cultures

Extract from Longhurst et al. (2017) *Introducing Cultural Studies*. Oxon, Routledge. P.336

Questions:-

1. Hebdige argued that styles expressed by different subcultures are a response to social conditions and experiences. What kind of subcultures might you associate with specific social conditions/experiences?
2. Define Bricoluers and bricolage and then give examples of each
3. Hebdige argues that subcultures often resist mainstream culture(s) – why do you think this might be?
4. What is the relationship between popular culture and subcultures?

Extract from Longhurst et al. (2017) *Introducing Cultural Studies*. Oxon, Routledge, pp..345-7

Questions:-

1. Is it 'no longer possible to find the clearly isolated forms of subculture' (p.346)
2. What are the different positions highlighted in relation to subcultures – do you agree with one position more than others? (p.346)
3. What is the idea of the tribe (p.347)

Extract from Sax, B. (2015) *Animals as Tradition* In L. Kalof and A. Fitzgerald (Eds.) *The Animals Reader, The Essential Classic and Contemporary Writings*. London: Bloomsbury, pp.274-277.

Questions:-

1. P.274 highlights demonic animals. Think of popular culture that you have watched or engaged with where animals are given this kind of representation. Can you also think of popular culture where animals are given a mythical or magical wisdom? What might be the implications of these representations?
2. P.276 '...modern people have feared above all the animal in themselves' why do you think the animal is represented in this way?

Dogs and owners <https://youtu.be/PdU3Q446FJE> (3.33 mins)

Extract from Healy, M.J. and Beverland, M.B. (2013) Unleashing the Animal Within: Exploring Consumer's zoomorphic identity motivates. *Journal of Marketing Management*. Vol.29(1-2), pp. 225-248.

Questions:-

1. What is zoomorphism?
2. How does this relate to anthropomorphism?
3. How do furies relate to subcultures? Can you think of other subcultures that relate to animals? How might these relate to identities?

Watch the video on Subcultures which may help with some of the questions below
<https://youtu.be/VeRpp7KuQEg> (6.31 mins) and <https://youtu.be/4qoE3OVy4Vo> (3.30 mins)

Questions:-

1. How are subcultures defined? Do you agree with all of the ones mentioned in the video are subcultures?
2. What features distinguish subcultural groups?
3. How are the subcultures recognisable?
4. What role does media/popular culture play in some of these subcultural groups?
5. What kind of observations would you look out for to identify your participant(s) belonging to a subculture.