



Subculture is the Way to Express Your Individuality"



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How do teens express their individuality?

Young people have a particular relationship with the world. A particular cultural grouping is a way for young people to express their individuality.

ROCKERS

EMOS

RAPPERS

HACKERS

**SUBCULTURE
S**

BIKERS

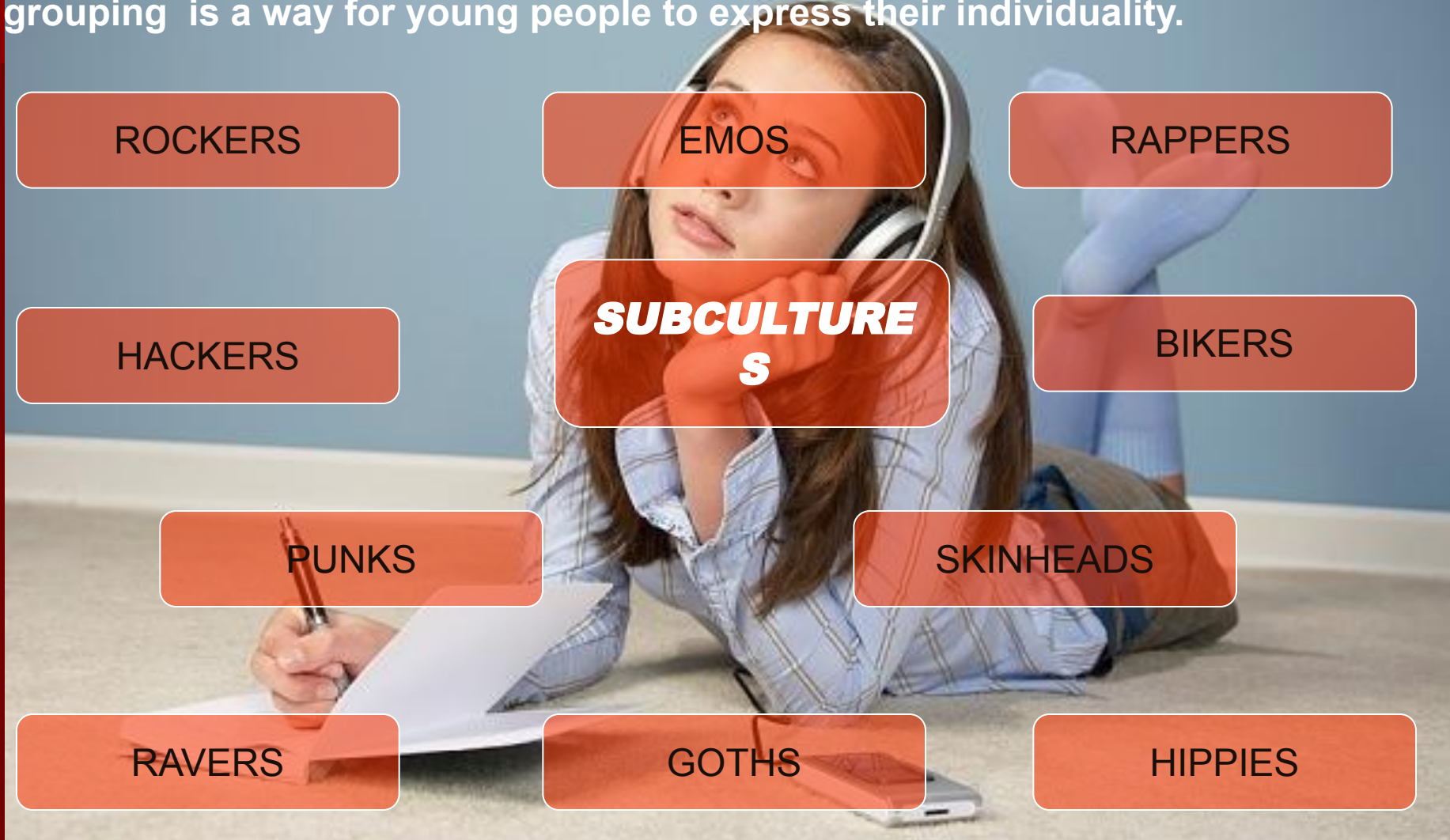
PUNKS

SKINHEADS

RAVERS

GOTHS

HIPPIES



The common elements of a subculture include:

- 1) relatively unique values and norms,
- 2) separate channels of communication,
- 3) a special slang not shared with society,
- 4) a sense of primary group belonging seen in the use of 'us' and 'them',
- 5) unique styles and fads,
- 6) a hierarchy of social patterns that clarify the criteria for prestige and leadership,
- 7) receptivity to the charisma of leaders and gratification of special unmet needs.

different subcultures



different characters



A young person
who wears
a leather jacket,
army boots
and a cowboy hat.
He is associated
with
something



They dress in
shocking way
to express their
identity.
They reject
everything and
rebel against the

Some classify these

types
of people like drug
users

and rock and roll

fans.
Their behaviors



SKINHEADS

The majority of
them are
patriotic reggae
and
football fans, and
very
interested in

GOTHS

The members of this subculture gather together to read Bram Stoker about the end of the world.



BIKERS
All persons who ride
2 or 3
wheeled vehicles
and who
identify themselves
with
a particular
subculture

RAVERS
They use
computer-made,
synthesized music
and drugs
to create massive
all-night
dance parties in
empty
warehouse.



RAPPERS
All persons who
listen
to rap (or read it).
They often wear
caps,
T-shirts and baggy
trousers

HACKERS

They are the wizards of computer community. People with deep understanding of their computers can do things with them that seem magical.



EMOS

Emo are thought being emotional, sensitive, shy, introverted. They are also associated with depression and suicide.

The main colours in clothes are black

What is a skinhead like ?

Typical skinhead warning signs

- Twenty hole zippered army boots
- Bald heads
- Lather jackets
- Tattoos with the pictures of swastika and other Nazi symbols
- Tight trousers



What is a Rapper like?

Rappers usually have short hair dresses though short African plaits, dreadlocks are popular too. Rappers like to wear sport style of clothes: caps, T-shirts, jackets with hoods. Rich rappers wear a lot of very expensive gold jewelry with diamonds. Often the price of such things can be equal to the price of houses.



What is a biker like ?

A biker in Russia prefers a heavy bike like Harley Davidson and a leather jacket. But besides a real biker has his own values and beliefs as a biker of the USA has. Some people consider bikers to be aggressive. But in most cases they have only threatening appearance.



What is a hippie like?

It is not so difficult to look like a traditional hippie ~ a pair of worn-out blue jeans, long hair tied with strings and a couple of decorative chains. They have noticed that if you are wearing your long hair and your jeans are old, you have easier time on the road.



different subcultures



different music



PSYCHEDELIC ROCK

Music, having intensely vivid sounds like those experienced while hallucinating, usually involves advanced electronic equipment

ROCKABILLY

A mixture of country and blues, which was used by Elvis Presley for making rock*n*roll.

RAP

Music style appeared in black disco clubs in New York. Short musical phrases and torn rhythm.

ROCK*N*ROLL

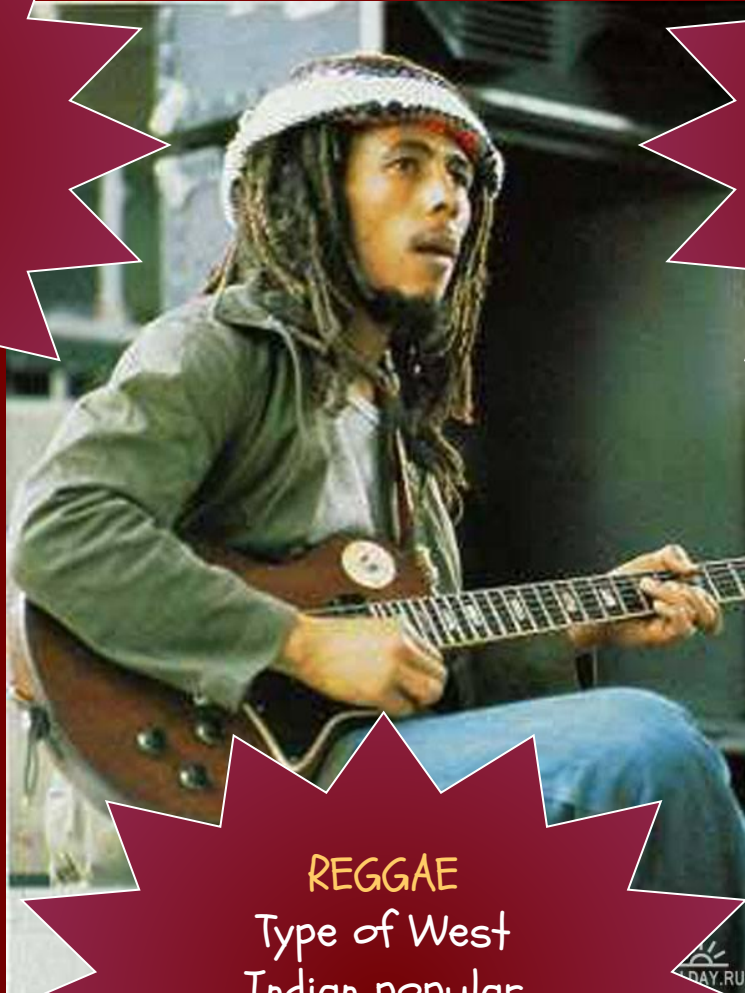
Usually simple form of rock music. The music is based on electric guitar and drums.

PUNK

Type of loud and violent rock music popular since the late 1970s and associated with protest against conventional attitudes.

SOUL MUSIC

Type of popular modern black American music, derived from gospel, blues and jazz, that express strong emotions



REGGAE

Type of West Indian popular music and dance with strong rhythms.

TECHNO

Dance music played on electronic instruments, created with extensive use of studio technology for a futuristic sound.

TECHN



Chemical brothers – a popular British group
Prodigy – the British group, taking the top
Placebo – a British band, was one of the first who played techno music.

ROCK*N*ROLL

Elvis Presley – was the leading figure of early rock*n*roll.

Chuck Berry – his energy, guitar style and humor were all of important influence on



PUNK Clash – one of the most popular British punk music groups whose success even
Sex pistols – angry, rude, loud, anti-social ... They started revolutions in both music and fashion.



ROCK Pink Floyd –the musicians were the first to use light effects, slide projectors at the performances





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