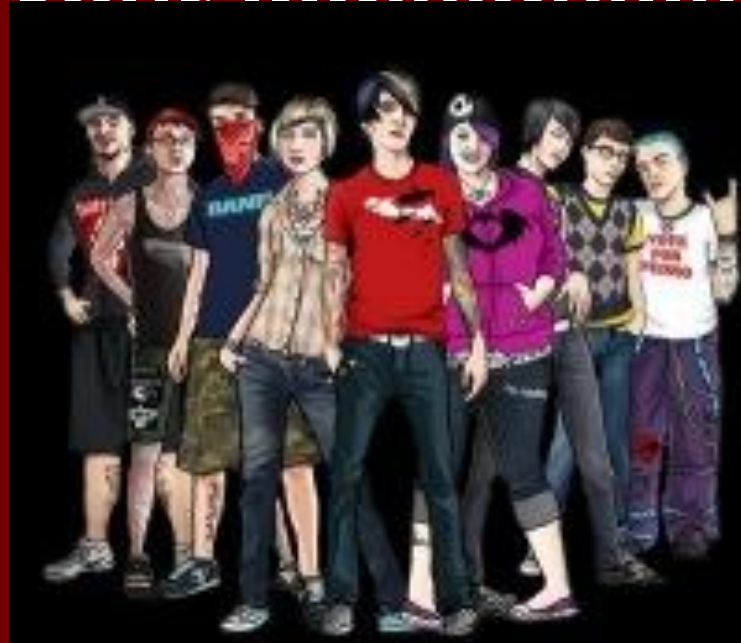




Subculture is the Way to  
Express  
Your Individuality"



# *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.

ROCKER

EMO

RAPPER

HACKER

**SUBCULTURE  
S**

BIKER

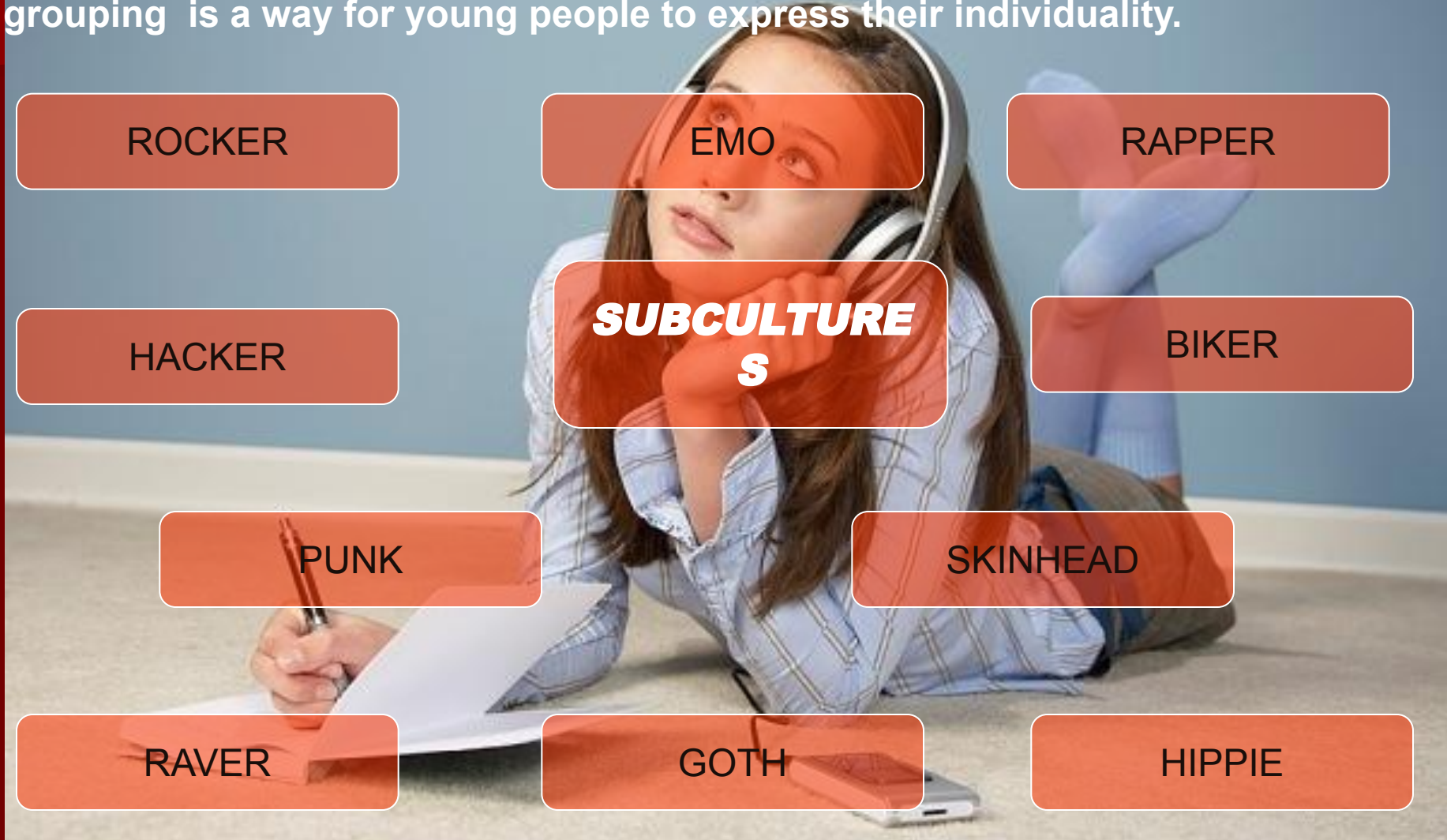
PUNK

SKINHEAD

RAVER

GOTH

HIPPIE



## **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  
different



SKINHEAD

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

## GOTH

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



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

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



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

## HACKER

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



## EMO

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

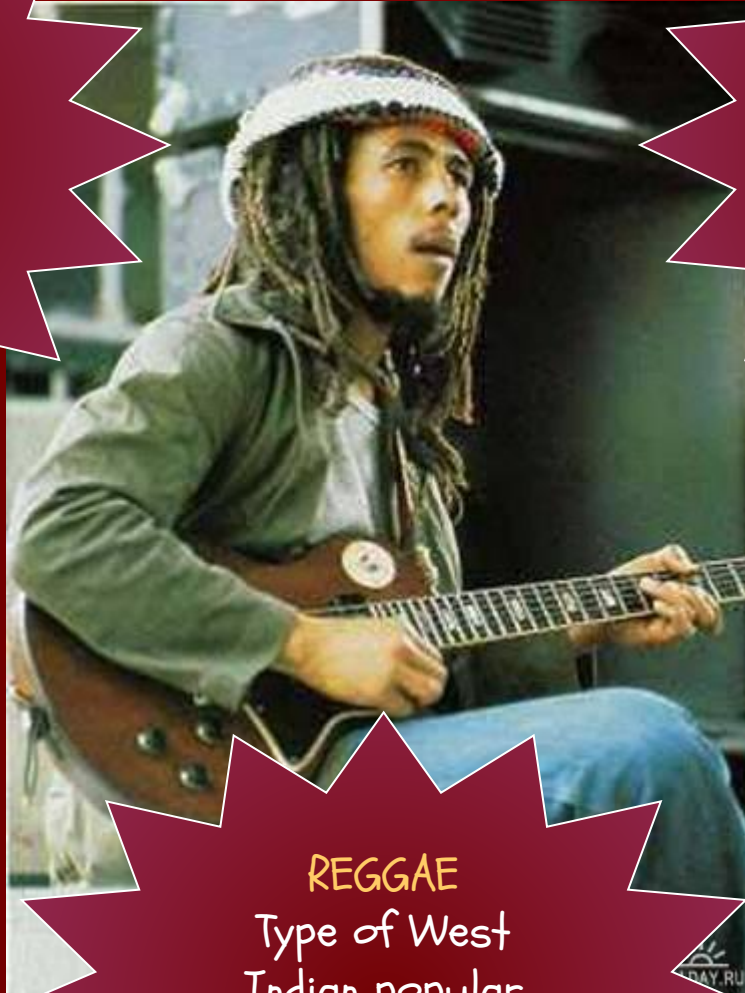
Usually simple form of rock music. The music is based on electric guitar and drums.

### 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\*RO LL

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







# List of sources

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