

SUBCULTURE

Emo

By Sergey Nechas



SUBCULTURE

- In sociology, anthropology and cultural studies, a **subculture** is a group of people with a culture (whether distinct or hidden) which differentiates them from the larger culture to which they belong.



SUBCULTURE

- ◎ Subcultures are social, with their own shared conventions, values and rituals, but they can also seem 'immersed' or self-absorbed—another feature that distinguishes them from countercultures. Ken Gelder identifies six key ways in which subcultures can be understood:
 - through their often negative relations to work (as 'idle', 'parasitic', at play or at leisure, etc.);
 - through their negative or ambivalent relation to class (since subcultures are not 'class-conscious' and don't conform to traditional class definitions);
 - through their association with territory (the 'street', the 'hood, the club, etc.), rather than property;
 - through their movement out of the home and into non-domestic forms of belonging (i.e. social groups other than the family);
 - through their stylistic ties to excess and exaggeration (with some exceptions);
 - through their refusal of the banalities of ordinary life and massification.

SUBCULTURE

- ⊙ A subculture is a subversion to normalcy. Subcultures can be perceived as negative due to their nature of criticism to the dominant societal standard. In essence, subcultures bring together like-minded individuals who feel neglected by societal standards and allow them to develop a sense of identity.

Dick Hebdige, 1978



IDENTIFYING SUBCULTURES

- ◎ Subcultures can be distinctive because of the age, race, ethnicity, class, location, and/or gender of the members. The qualities that determine a subculture as distinct may be linguistic, aesthetic, religious, political, sexual, geographical, or a combination of factors.



IDENTIFYING SUBCULTURES

- Members of a subculture often signal their membership through a distinctive and symbolic use of style, which includes fashions, mannerisms and language.



SUBCULTURE'S RELATIONSHIP WITH MAINSTREAM CULTURE

It may be difficult to identify certain subcultures because their style (particularly clothing and music) may be adopted by mass culture for commercial purposes. Businesses often seek to capitalize on the subversive allure of subcultures in search of cool, which remains valuable in the selling of any product.



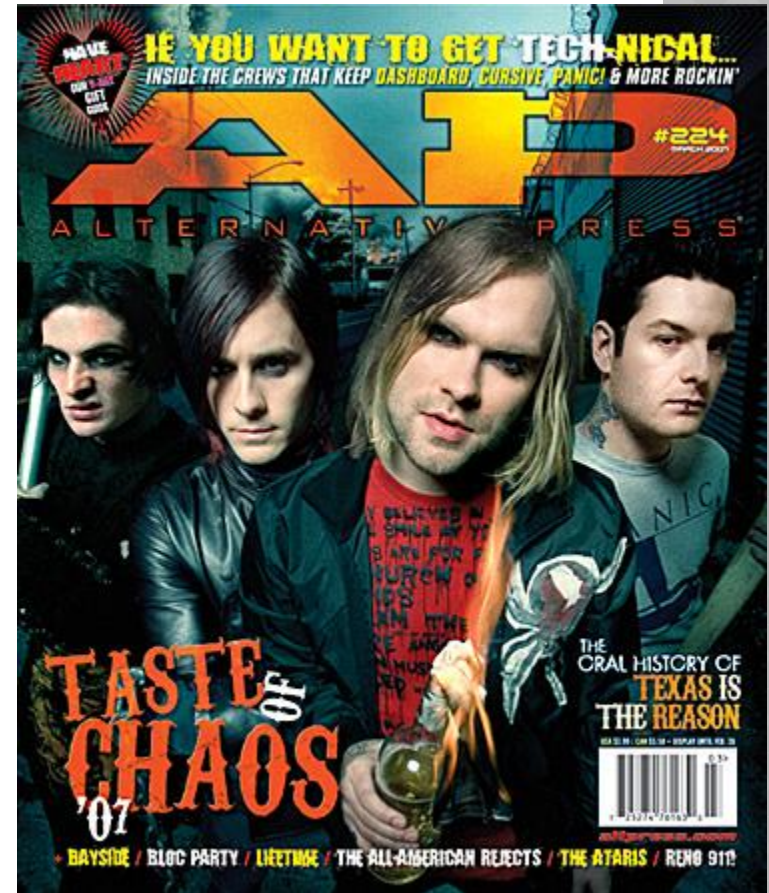






EMO SUBCULTURE

- ◉ Started out as a musical genre originating out of hardcore punk and indie rock. The musical style was originally heavy and hard, with the lyrics dealing with dark emotions
- ◉ In the 80s and 90s, bands identified as 'emocore' or 'indie emo' never quite broke into mainstream success, such as Grey Matter, Rites of Spring, Fugazi and Texas is the Reason



EMO SUBCULTURE

The term for the teenagers who listen emocore is **emo kids**. The society thinks about them as failures; they are not strong enough to hide their **emotions**, they're sensitive, shy, introverted, and often quiet. Usually, **Emo kids** like to express their feeling writing poems about their problems with depression, confusion, and anger; all because the world fails to understand them.



EMO SUBCULTURE - HOW TO LOOK EMO

› Emo Clothing

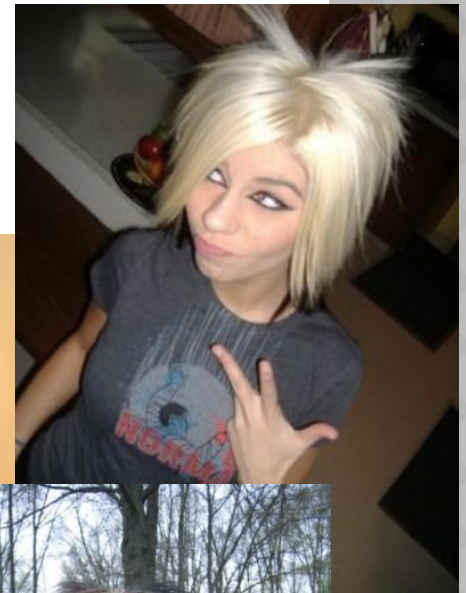
By almost all current definitions, emo clothing is characterized by tight jeans on males and females alike, long fringe (bangs) often brushed to one side of the face, dyed black, straightened hair, tight t-shirts which often bear the names of rock bands, studded belts, belt buckles, Chuck Taylor All-Stars, skate shoes, or other black shoes (often old and beaten up) and thick, black horn-rimmed glasses



HOW TO LOOK EMO

› Emo Haircuts

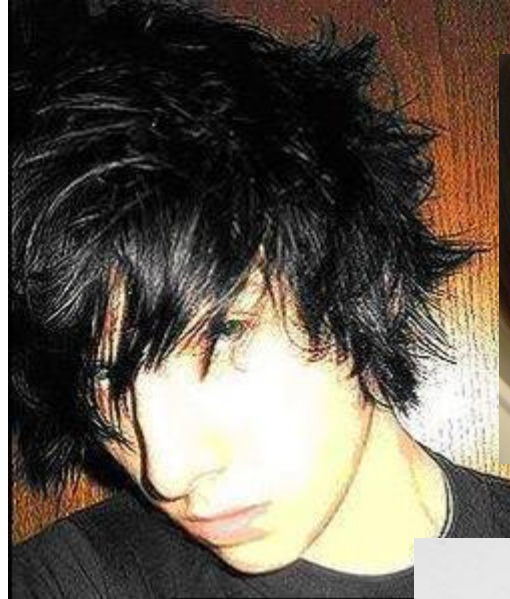
“The **emo haircuts** work best with the proper look and wardrobe, for some emo hair makes them look like gods, for some like fags.



HOW TO BE EMO

Attitude

- Attitude is everything. Typically you will be expected to be depressed and insecure. But it's more important to be sensitive and quiet. Avoid confrontation; you have to be introverted and too wrapped up in your own emotions to care about the opinions of others. But you can defend your opinions viva the internet provided you get very emotional about doing so.



Vic©BellZ Vincent©BellZ

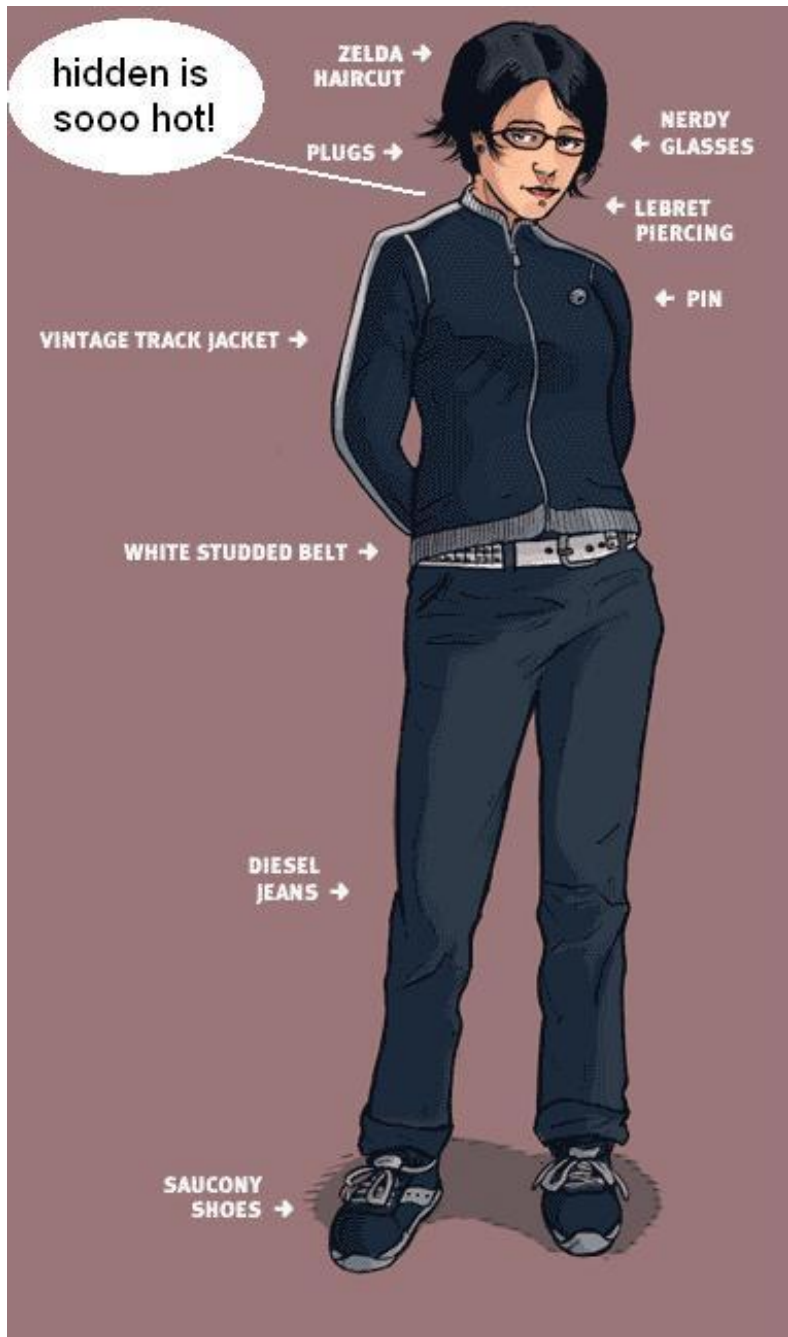
How to Dress Emo.

KaruNehor



How to be Emo in 9 easy steps!!









EMO

It's like goth, but for pussies



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