**硬币的照片

描述已自动生成**

卡通人物

描述已自动生成

**本科生期末论文**

Subculture’s Status under Globalization

姓名：\_\_\_\_\_\_马鑫\_\_\_\_\_\_\_

学院：\_\_\_\_\_信息学院\_\_\_\_

院系：\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

专业：\_\_\_\_计算机大类\_\_\_

年级：\_\_\_\_\_\_2023级\_\_\_\_

学号：37220232203780

2024 年 6 月 7日

**Subculture’s Status under Globalization**

**Abstract:** With the strengthening of global connections, some key words about subcultures such as TikTok and ACG become buzzwords in the world. And subcultures spread among people especially among teenagers. Most subcultural groups today are no longer small groups, but large groups that bring together different people from all around the world. Compared to the past, today’s subcultures are more flowing, changeable, mixed and are accepted by most countercultures and media rather than being criticized. This paper focuses on subcultures under globalization, rationally analyze their status in this era.

**Key Words:** subcultures; globalization; economy; market globalism

**1 Introduction**

According to Wikipedia’s definition,

a subculture is a group of people within a cultural society that differentiates itself from the conservative and standard values to which it belongs, often maintaining some of its founding principles. Subcultures develop their norms and values regarding cultural, political, and sexual matters. Subcultures are part of society while keeping their specific characteristics intact (Wikipedia,2024).

Under globalization, with cultural communication, the people all over the world expose to or know about subcultures. The following will expound what subcultures are like today and how they affect the world.

**2 Two types of subcultures**

When comes to subculture, there are some key words like punk, BDSM, ACG and so on. But not all of them can spread to the world and survive until now. According to previous research, they are mainly divided into two parts: the subculture theory of Birmingham School and post-subcultural theory.

**2.1 The youth subculture theory of Birmingham School**

The research objects of the theory of Birmingham School are mainly subcultures in England late 1950s to 1970s which contains Teddy Boys, Rudd Boys, Mods, Skinheads/hooligan, Hippies, lads and Punk. These subcultures all point to a common problem: class contradictions. Consequently, subcultural style is an ideological symbol, a symbol of resistance, a weapon through which working-class youth rebel against and challenge the countercultures, an imaginative representation of their own situation (Hu,2007:70). Meanwhile, this kind of challenge is imaginary, it cannot solve the fundamental problem, and this kind of resistance cannot avoid the fate of failure, and it is easy to slip into the case of co-optation (Hu,2007:70). As a result, because of this binary relationship between subcultures and countercultures, these subcultures are unable to keep up with the trend of globalization.

**2.2 Post-subcultural theory**

The theory of Birmingham School did not last long.

Since 1980s, under the influence of globalization, with the prevalence of postmodern theoretical discourses such as poststructuralism, deconstructionism, and postcolonialism, and the widespread application of online new media technology, youth subcultures have shown many new cultural symptoms, such as complexity and change, and the explanatory power of the Birmingham School subculture theory has been constantly questioned (Yan, 2019)

Under this background, post-subcultural theory was proposed by Western scholars and continues to this day. The binary relationship between subcultures and countercultures has become mixing relationship which gives subcultures chances to affect the world.

**3 The role of market globalism**

In today’s world, the formation of subculture is no longer class contradictions but consumption patterns. Therefore, market globalism as the dominant ideology of our time gives subcultures a huge opportunity to form and develop.

Take ACG subculture for example. ACG subculture is originated from Japan and spread to the world through media or export of works. Today, ACG subculture has become Japan’s second largest source of economy half of which comes from other countries. Through market globalism and cultural inclusiveness, the source of economy not only contains anime, comic and game, but also includes animation peripheral, Comic-Con, music, cosplay, theme restaurant and so on which at the same time give other countries examples to develop ACG economy. Moreover, market globalism promotes ACG profession development through importing talent from all the world.

In a nutshell, market globalism provides a steady stream of power for most subcultures.

**4. Two sides of influence**

Just as everything has two sides, the influence of today’s subcultures also has different sides.

**4.1 Optimistic influence**

In economy, subcultures give various forms of economy and greatly promote economic development and mobility. Also, under the influence of subcultures, people’s consumption concepts change a lot. They will buy products for what they love such as cosplay clothes which will increase demands and merchants’ production capabilities and costumers’ desire to consume.

In culture, on the one hand, these subcultures embody the social psychological and emotional demands of people and become an important way for people to entertain and socialize (Jiang, Chen, 2024). For example, in Halloween in Shanghai 2023, people cosplayed to different characters to entertain themselves or express their dissatisfaction about reality. On the other hand, subcultures are kinds of cultural symbols. Most people gather because of the same hobbies and forms circles. In a circle, people can get a sense of belonging and identification and talk about the same topics. When people in different circles communicate, different cultures can get mutual promotion and development. Even when comes to some subcultures, some countries and zones cannot to avoid being mentioned.

**4.1 Negative influence**

First, some companies and enterprises will enter a new circle if there is business opportunity Because the ways of subcultures spread are mostly media. As a result, according to Steger, “the crucial cultural innovators of earlier decades have become virtually extinct as they found as they found themselves incapable of competing with the media giants” (Steger, 2013:64).

Second, changing of people’s consumption concepts is not always good. Some extreme people buy products which they do not need and cause waste.

Third, among different subcultures and countercultures, contradictions cannot be avoided. When people stay in their comfort zone for too long, they may not accept other cultures so that attacks among different circles happen which deteriorate social atmosphere. And some subcultures cannot co-exist with countercultures when contradictions cannot work out so that these subcultures cannot spread to these countries otherwise political disputes happen.

**5 Conclusion**

In a word, subcultures are the products of economic and cultural globalization. No exaggeration to say, with the intensification of globalization, the economy of subcultures will steadily rise, especially in developed countries where will increase faster. Faced with influence of subcultures, how to increase positive influence and decrease negative influence is still a problem waiting to be solved.

**References**

[1]Andy,P. and K. Kahn-Harris. *After Subculture: Critical Studies in Contemporary Youth Culture*[M]. London; New York; Shanghai: Palgrave Macmillan, 2004

[2]Dick Hebdige, *Subculture: the meaning of style, 1st edition*[M]. London; New York: Routledge Press, 1979

[3]Steger, Manfred B. *Globalization: A Very Short Introduction*[M]. Oxford: Oxford University Press, 2013.

[4]蒋建国 陈小雨.中国网络亚文化的生成、演变、与社会意涵[J].新闻与写作,2024（5）：94-104.

[5]胡疆锋.亚文化的风格：抵抗与收编——伯明翰学派青年亚文化理论研究[D]. 北京：首都师范大学，2007.

[6]陶东风 胡疆锋.亚文化读本[M].北京: 北京大学出版社,2011.

[7]闫翠娟.从“亚文化”到“后亚文化”：青年亚文化研究范式的嬗变与转换[J].云南社会科学,2019（4）：178-188.

[8]郑雯 陈李伟 桂勇.网络青年亚文化的“中心化”：认知、行动与结构——基于“中国青年网民社会心态调查（2009-2021）”的研究[J].传播学研究，2005（5）：199-207.