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### **Modern subcultures and their influence on young generation**

Today the life of many young people in Ukraine as well as in other countries of the world is influenced by popular culture. The young follow certain stereotypes that are imposed on them through TV, movies, and music. In their lifestyle they try to imitate the images of their idols. Other young people are sports and music fans. They follow their idols in their tours and support them. Unfortunately they are intolerant to those who don't share their view. It's a specific aspect of the youth subculture that can't be ignored.

I think that subculture is the culture of those who are dissatisfied with their place in society. Different subcultures have their own beliefs, value systems, fashion, and favourite music. For example the subculture of Rastafairians was based on nostalgia for a lost world. They idealized Africa. Rastafairians were Afro-Caribbean immigrants in Britain. They began to wear distinctive clothes, camouflage jackets, large hats in the red, gold and green colours of Ethiopia and put their long, uncut hair in dreadlocks. They brought to us such types of music as ska, reggae and hip-hop. Many subcultures developed as a result of music fusion of black and white cultures.

There are other subcultures that are not connected with music, and have a specific ideology. For example skinheads, which wore heavy boots, jeans and braces and shave their hair or cut it very short. Skinheads dreamed about the revival of the traditional working class culture. Skinheads were identified with extreme right wing views. Among other subcultures are Hippies, Punks, Mods, Rockers, Ravers and many others. Generally they were young people with low self-respect, who did poorly at school. They opposed the traditional world in which they were settled as fiasco elements.

Subcultures are not that bad as they are thought to be. Teens want to show off. But at the same time a lot of teens think about changing the world to the best. Subcultures are mostly for young and creative. Then, I am sure, teenagers become good citizens. Some who were punks became the main editors of famous newspapers. A subculture is a way of life. It is not a fan club, it is an attributive feature of a real life.

### **Emo**

Emo movement is fashionable today. Teens change the style of emo, not knowing essence of this style. Perhaps, for some, emo are cute. They are like dolls. I think that all the "pain" came from the fact that this style became fashionable. It outshines other movements, and therefore draws attention to itself.

Emo originated from the word "emotional". "Emo" as a term was coined by the leader of the American hardcore band «Minor Threat» Ian MacKaye. According to him "emo" - "just an emotional outburst lyricism of confession in a brutal song. First emo desired positive lifestyle. Image streytedzh. "Streyteydzh" just created Ian MacKaye. Emo is a movement where there are pain, tears and sadness. Previously, it was different. Suicide was the treat emo, don't know why. Thoughts about death, suicide attempts, cut the vein. I think it hasn't sense. Previously it didn't exist. People were simply servants of their emotions. They didn't keep them in themselves and showed them. They were normal people. The best emotions were positive. People are "hunted" for the good emotions and feelings. But not for bad emotions.

Meet: emo's image. Girls: funny pigtails, plaid skirt, black and pink striped socks and sneakers. Boys: black and pink striped shirt, pants, pipes, sneakers. They have a postman's bag. They use different accessories: badges, lovely pendants, hairpins, a Palestinian black-and-pink-checked, camelot. Hair style cascade-ladder-cap. Dye their hair mostly black. Slash fringe covers half of face. Cosmetics. Black eyeliner is required as the girls, and among the guys.

Black lacquer must be. Emo does piercing. Most of the lip, eyebrows, nose. I think it is overkill. Puncture in these places isn't safe. You can touch a nerve. Or there is the opportunity to get wounds because there isn't hygiene.

Music. It is pretty sweet. Music melody, lyrics soul. Most songs about hopeless love. Lyrics were added such as "screaming" in emo-style . It translates to English as "cry". It doesn't make emo music pleasing to the ear. For example there are groups such as My Chemical Romance, Origamy, Amatory, Bring me the horizon, 30 second to marc and many others.

Emo - are the same people as we are. We are individual, so we are different. We listen to different music, we carry out different ways of life, we have different opinions. I don't agree that we must hate emo. Pushkin said: "learn to control yourself." Can't do that, why would you don't want to happen to you. They(emo) also don't want. I want to say that you infringe their rights. We live in a democratic state. Constitution is our common set of laws. It applies to everyone.

## **Hippy**

Hippy is a subculture or a youth movement that originated in the USA in the mid- 1960s. It quickly spread to other countries around the world and already in 1970s it was the era of hippies. Their mission was to bring into masses pure love, peace, unity, freedom of expression and confrontation of social norms. Hippies wanted to show young people alternative life against the background of corruption and moral crisis. Unfortunately, modern hippy movement involves those, who have no ideas or principles for life, for really hopeless characters. The origin of the word "hip" is uncertain, although by the 1940s it was a part of Afro-American slang, meaning "fashionable and up-to-date". The hippy movement was spread around the world through a fusion of rock and psychedelic music, through dramatic literature and art. Many famous musicians and actors have joined this movement, including John Lennon, Bob

Dylan, Jane Fonda, Jimi Hendrix and others. It is not difficult to look like a traditional hippy. All you need is a pair of worn-out blue jeans, some decorative chains, and long hair. However, hippy subculture had its own drawbacks. In search of happy and relaxing life, they were using various drugs and supporting sexual revolution, i.e. propaganda of free love everywhere. There were, of course, many advantages, such as refusing to accept anger, violence and war. Modern hippies are more socially active. They advocate various environmental groups and charity projects.

### **My relation to subcultures**

My relation to subculture is different. Subculture is a good thing on the one hand, because young people can join some groups and they can communicate with their friends. These young people are similar in interests and hobbies. All of them have common topics for dialogues. As a rule, they are the musical fans. It shows their unity to think in the same way.

Unfortunately, subculture influences on the man not from the best part, because majority of the members have some negative features. Usage of drugs, usage of alcohol, their behavior, which is out of the law in most cases, are some of them. They are Hippies, Punks, Goths, Bikers. Mods and Emoies are other, the better ones.

It seems to me, subculture was formed for the purpose the man would express his individuality, but it is not the only way to make it. Sport, for example, is extensible concept. I want to advise all people not to enter such groups. They should say "No!"

I want to say: "Subculture is a style of life for some people, but it's a bad style, because many young people kill themselves in most cases. So my relation to subculture is negative".