



ЯЗЫКОВОЕ ОБРАЗОВАНИЕ СЕГОДНЯ: КУЛЬТУРА, КОММУНИКАЦИЯ И ПРЕДМЕТНО-ЯЗЫКОВАЯ ИНТЕГРАЦИЯ

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The Timeline of British Informal Subcultures and their Influence on Soviet and Russian Societies

Key words: youth, informal subcultures, Great Britain, USSR, Russia, 20th century, modernity, Teds, Mods, Skins, Punks, Goths.

What first comes to your mind when you hear about subcultures? Many people older than 16 years remember the very beginning of the XXI century in Russia, when being informal was necessary to be a personality. Some people, especially teenagers, had quite specific appearance and behavior. However, what is the pre-history and origins of the subcultures, which attracted young people so much, sometimes even producing outbursts of deviant actions? Preparing this material, I undertook a limited research, having asked 130 people of different age and places of living two questions. Distribution of answers you can see in figures 1 and 2.

Figure 1. Distribution of answers to the question “Are you or your friends representatives of any subculture, informal or formal?”

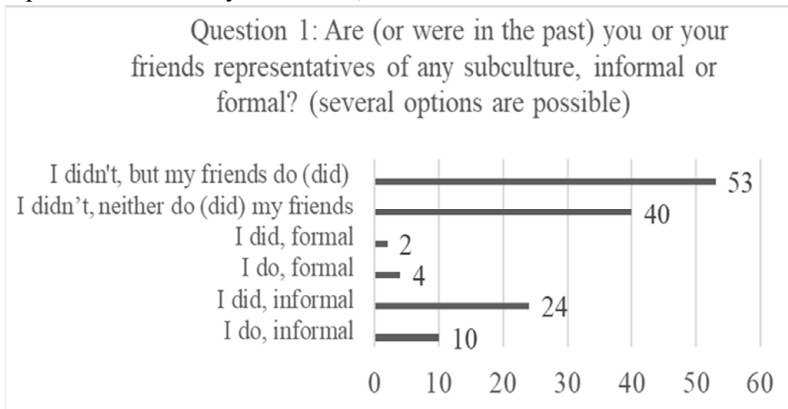


Figure 2. Distribution of answers to the question “How did you or your friends express your attitude to these cultures?”

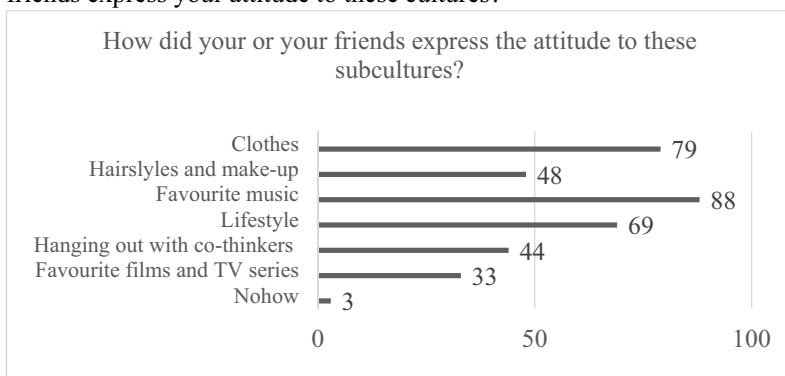
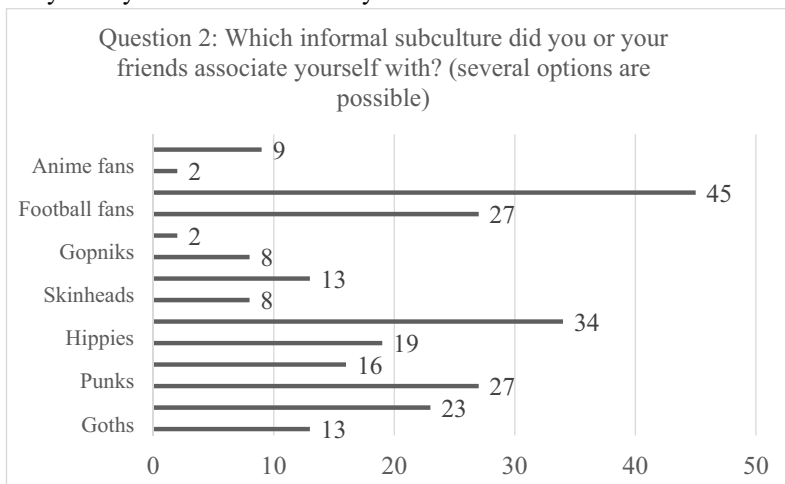


Figure 3. Distribution of answers to the question “Which informal culture did you or your friends associate yourself with?”



As it follows from the graphs, being informal was quite commonplace in the past and remains such even nowadays. Even if you were not into any subculture, anyone from your surrounding was. According to the research, the most popular informal subcultures were Rockers, Punks, Emos and football fans. The problem, however, is whether all these respondents know anything about the origins of subcultures?

Subculture is a cultural group within a larger culture, often having beliefs or interests at variance with those of the larger culture. The Chicago School explored the existence of deviant behavior and discussed deviance as a product of social problems within society. The Birmingham School added to subcultural theory,

investigating the ways in which individuals joined groups that participated in collective forms of deviance, referred to as subcultures. For contemporary theorists, the concept itself is controversial, and some align with a “post-subculture” perspective suggesting subculture no longer describes the collective activities. Sociologists continue to study subcultures in order to uncover why subcultures form, why subculturists choose to engage in deviant group behavior, and what subcultural activity can tell us about society as a whole [1][2][3].

The history of British subcultures starts with Teddy Boys’ appearance. They were young men from poor working class who dressed like Edwardian dandies, danced their famous Creep dance and played rockabilly. It was the very beginning of the rock-n-roll era, Teds felt themselves free from the society’s obligations, so in fact they were hooligans. They chased black immigrants, put up fights and were quite aggressive in general. However, Teds are memorable for us because of their impact on the Soviet young people.

Many of you may have heard about Stilyagi. They defined themselves as apolitical, cynical and indifferent to the Soviet lifestyle young people. Stilyagi used to wear colourful clothes made either abroad or by themselves. They could not buy and listen to foreign music legally, so they made their own records using old radiography images. They also used to speak their own slang. All these things were prohibited in the USSR by the government, being also thoroughly disapproved by the majority of the Soviet society. Stilyagi fought the law, but, in fact, they were a peaceful subculture. Nevertheless, the Soviet government was against their activity. Stilyagi existed from the end of the 1940s up to the end of 1960s and their impact on the Soviet society and culture was great [4].

Meanwhile, the 60s came to the UK and so did Mods. Mods are very British phenomenon. They liked to wear pretty Italian clothes, make elegant hairstyles and drive bikes. In the post-war time, after the economical collapse, many young people became richer than before, and they needed to spend money somewhere. So they did it, spending money on themselves, clothes, music and books. *The Beatles*, *The Who*, *The Kinks* were the idols of that time. Their impact on the world even had a name: “The British invasion” [7].

The popularity of the Beatles was enormous: girls and boys all over the world were raving about them. They cried and fell in hysterics the moment one of the band’s members breathed out. In the USSR there developed a specific subculture, called Beatniks. Unlike American Beatniks, they just loved one particular band and wanted to be like Paul, John, Ringo and George [4].

In the middle of the 60s in England, there was a fashion of taking drugs. It was the time, when some Mods turned out to be Hardmods (who later became known as Skinheads). Initially, they were not actually nationalists. They shaved their heads and wore messy and provocative clothes as a form of protest and to underscore their cultural asceticism. This subculture was very similar to Mods, as well as to Jamaica's rude boys. Skinheads were not really aggressive in their early days and had black young men in their crews. However, later the arriving of many labour immigrants from Caribbean islands caused a big wave of xenophobia among Skins. Neo-nazi Skins appeared in the end of the 70s and their lifestyle became very popular in the whole world. Russian Skinheads appeared in the 90s and caused many problems to the government and citizens. Massive boots, recognizable hairstyle and hand gesture became their distinguishing features [4][6].

In the late 70s, punk changed everything. The expensive creations of Vivienne Westwood and Malcolm McLaren spawned a DIY (do-it-yourself) revolution that allowed a generation to express themselves through self-cut and dyed hair, artistically ripped T-shirts, jewelry made from safety pins and dog collars and charity shop trousers, made into bondage strides. The photocopied, hand-folded record covers, posters produced on a Gestetner machine to promote bands of creative individuals, who often had not touched a working tool in their lives, were testament to an empowered youth. Punks' effect on music was very strong, their subculture spawned a lot of subgroups and the differences between two of them could be very huge. Punks in the USSR did not follow "the official" philosophy and, unlike their West co-thinkers, listened to all prohibited music, not only Sex Pistols and Ramones [4][7].

Goth culture was also born from Punk: the 80s, depressive gothic-rock and post-punk music, death everywhere and 80% of black color in the wardrobe. Thought of as a two-fingered renunciation to sparkly-eyed, perfect preppy kids, goths favoured eyeliner and a neo-Victorian style – all in black. Goth was never about being at the cutting edge of "cool", but would always coexist with the rest of the contemporary youth to say: "I don't conform". In Russia Goths became very popular in the Millennium [7].

Generally, people in our country have never been really into some subculture like their contemporaries in the West. They just wanted to dress and, perhaps, behave like them, just not to be as boring as the rest of the society expected them to be. The only authentic exception was appearance of Stilyagi [4].

After 2010, many subcultures stopped their existence in Russia. Probably, it happened because of the Internet development. Now people can learn about new music and fashion industry trends just in a second, express themselves in any way they wish. However, the main reason that caused almost complete physical disappearance of subcultures might be the globalization processes. Subcultures started mixing with each other and "normal" part of the society, so now it is not