

# *Youth cultures*



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The term “culture” can be defined as language, dress, beliefs, manners and tastes in food or music of a particular group. The concept of youth culture appeared in America in the 1950s and spread to Britain in the 1960s.

# Mods

There was the development of music and fashion industries with the orientation to the youth market. New groups of young people dressed in Italian-style and leather clothes appeared. They were called Mods.



But there were young people who were against the materialistic wealth and stressed on spiritual values. They tried to show their protest in wearing unusual clothes, hair or in other ways. Thus in the 1960s and 1970s Hippies appeared.





# Hippies

These young people usually had long hair and wore second-hand clothes. They liked to say, “Make love, not war”.

Hippies were against the Vietnam War and showed their peaceful feelings in their rock songs. Some of them are still popular – “Give Peace a Chance” and “All You Need is Love”.





# Punks



In the mid 1970s punk rock appeared. Punks were not peace loving, but full of hate. Punks often had brightly coloured hair and wore clothes that could shock people. Punk became a clothes design style and punk magazines “fanzines”, fan clubs, posters appeared.

# Rappers

As a large number of teens today watch music videos, these influence their minds. Teens watch cool Rappers, who are looking and sounding unusual and they want a piece of that image. They wear the same clothes, sing violent lyrics and feel very cool.





# RAP

Rap were born in the New York over 30 years ago. The clothes, sometimes very expensive. Rappers wear huge gold necklaces. There is also a rap language or rather a slang, used by many teens. Many rap songs make teenagers believe that money is the most important thing in the world.

# Goths

*Goths* is a subculture that appeared in the late 70-ies of XX century in the Britain. Main components Gothic is fashion and Gothic music. Gothic fashion is very diverse. By gothic music usually refers gothic rock.





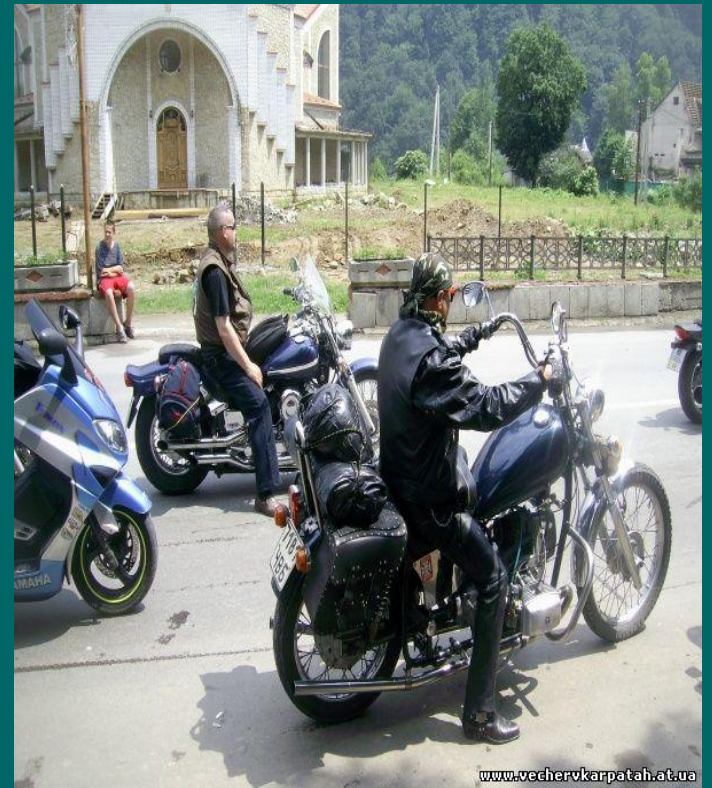
# Emo

Emo subculture is most common among teens 13-17 years. The main thing for members of this subculture are emotions. Often emo music prevails cry. Hair and nails are often painted in black. They wear black and pink clothes and shoes.



# Bikers

**Bikers** are members motoclub. Motorcycle is as integral part of the lifestyle. They have long hair. Among bikers importance has different symbols.





# Hip-hop

Hip-hop appeared in USA in the late 1970s. By the early 1990s, hip hop became a part of youth culture around the world. Nowadays hip hop is often associated with the style of music. Hip-hoppers usually speak Black English or slang.





# Skinheads

The first skinheads were not far from the culture of mods. They appeared in the 1970s. Skinheads liked beer. The appearance of skinhead is very similar to appearance mods.



# Thank you for attention!

