

Subcultures and Countercultures

Culture

- Culture is more than just the language we speak or the nationality that we are
- Can speak same language, and live in same city, and **still have different cultural backgrounds**
- Each person has a **combination of multiple cultures** that make up who they are
- No set number of cultures in the world
 - But we can recognize cultures, understand patterns of culture and cultural change, and think about how the different cultures contribute to society

Class affects culture, Culture affects class

- **Social class**
 - Division of society based on social and economic status
 - More than how much money people make, like clothes we wear, music we listen to, etc
- **Low/popular culture**
 - Cultural behaviors and ideas that are popular with most people in a society
- **High culture**
 - Cultural behaviors that distinguish a society's elite
- Think about this like the People's Choice Awards v. The Oscars



NOTE: High culture is NOT better than pop culture

Culture

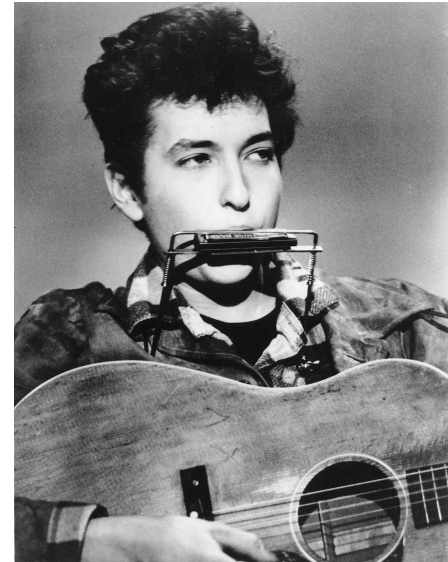
- **Mainstream culture**
 - Cultural patterns that are broadly in line with a society's cultural ideas and values
- **Subcultures**
 - Cultural patterns that set apart a segment of a society's population
 - Hipsters, for example
 - But who classifies this? Hipsters have become pretty mainstream
- The cultural groups with most power and societal influence labeled **“the norm”**
 - Groups with less power are the sub-groups



Look, when I started out, mainstream culture was Sinatra, Perry Como, Andy Williams, Sound of Music. There was no fitting into it then and of course, there's no fitting into it now.

— *Bob Dylan* —

AZ QUOTES



USA Culture

- Different cultures coming into one place
- Different models of **integration**
- **Melting Pot v Salad Bowl**
 - **Melting Pot**
 - Multiple cultures come together to form one single culture. Aspects of culture are blended together into one “American” Culture
 - Can lead to abandoning aspects of individual culture for assimilation of the American culture



USA Culture

- Different cultures coming into one place
- Different models of **integration**
- **Melting Pot v Salad Bowl**
 - **Salad bowl**
 - Multiple cultures come together, but encouraged to all keep their own traditions, not total assimilation
 - All subcultures add to the larger “American” culture
 - Languages and beliefs like carrots, tomatoes and lettuce



Where do you stand on this debate?

Ethnocentrism

- We all know this by now, but again, judging a culture based on our own culture
- **Eurocentrism**
 - Preference for European cultural patterns
 - Influenced how history has been recorded, and how we interpret other cultures
- **Afrocentrism**
 - Re-centers historical and sociological study on the contributions of Africans and African-Americans
 - Giving voice to the traditionally suppressed ideas

Multiculturalism

Afrocentrism – the dominance of African cultural patterns.



Eurocentrism – the dominance of European cultural patterns.

Multiculturalism

- Rather than see society as a homogeneous culture, this recognizes cultural diversity while advocating for equal standing for all cultural traditions
- Related to what we have been talking about for cultural relativism



Remember the 3 schools of thought?

- **Structural functionalism**
 - How each part of society functions and makes up their part of society
 - Focusing on control and cooperation
- **Conflict theory**
 - Society is a group of competing interests
 - Focuses on social inequality
 - Would see melting pot as an issue

Perspective	Usual Level of Analysis	Focus of Analysis	Key Terms	Applying the Perspective to the U.S. Divorce Rate
Symbolic Interactionism	Microsociological: examines small-scale patterns of social interaction	Face-to-face interaction, how people use symbols to create social life	Symbols Interaction Meanings Definitions	Industrialization and urbanization changed marital roles and led to a redefinition of love, marriage, children, and divorce.
Functional Analysis (also called functionalism and structural functionalism)	Macrosociological: examines large-scale patterns of society	Relationships among the parts of society; how these parts are functional (have beneficial consequences) or dysfunctional (have negative consequences)	Structure Functions (manifest and latent) Dysfunctions Equilibrium	As social change erodes the traditional functions of the family, family ties weaken, and the divorce rate increases.
Conflict Theory	Macrosociological: examines large-scale patterns of society	The struggle for scarce resources by groups in a society; how the elites use their power to control the weaker groups	Inequality Power Conflict Competition Exploitation	When men control economic life, the divorce rate is low because women find few alternatives to a bad marriage. The high divorce rate reflects a shift in the balance of power between men and women.

Remember the 3 schools of thought?

- **Symbolic interactionism**
 - Focusing on the personal interactions of people
 - Multiculturalism is the way people of different cultures can interact with each other

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Countercultures

- Push back on mainstream culture in an attempt to change how society functions
- 1960s a great example
 - Many different countercultures existing at the same time
 - People protesting the Vietnam War
 - Protests for civil rights
 - Women's movements
 - Beatniks
 - Hippies
- More than just pushback on mainstream culture, but also on politics



Beatniks & Women's Movement



Cultural Change

- Cultural change
 - This is where aspects of culture change, like pop culture being different over the years
 - Happens with or without subcultures and countercultures pushing for that change
 - Happens at different speeds
- Cultural lag
 - Some cultural elements change more slowly than others
 - US schools have summer breaks
 - This started when US was more agricultural, and kids needed to be home for the harvest
 - No reason now other than that's the way it's been

CULTURAL LAG



- Cultural lag refers to the fact that culture takes time to catch up with technological innovations, resulting in social problems.

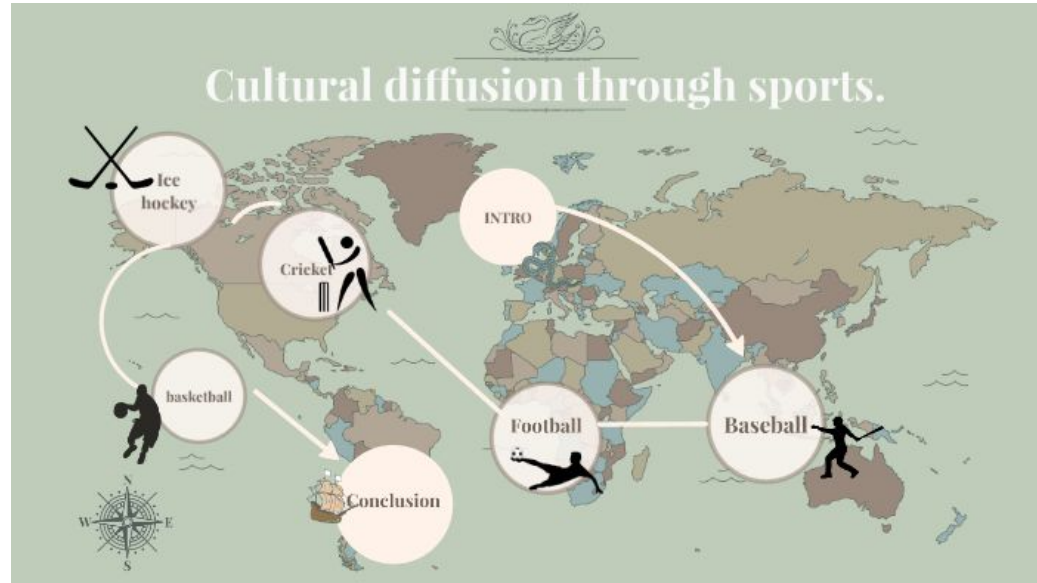
Cultural Change

- How does it happen?
 - New inventions can change culture
 - New technologies
 - Cell phones change how we socialize and communicate
 - Not just material
 - Ideas can also be created to change a culture
 - New discoveries
 - Different foods, or different productions of food can change a culture



Cultural Change

- Cultural diffusion
 - How culture traits spread from one culture to another
 - Everything from American culture is borrowed from another culture
 - Burgers - German
 - Fries - Belgian
 - Ideas of liberty and justice for all - come from French and British philosophers Voltaire, Hobbes & Locke



Take some time

- Take some time and think about 2-3 countercultures that interest you
 - Do some basic research with Google
 - Why do they interest you?

- After coming up with a few ideas, turn and discuss them with your group members!

1950s and 60s Commercials



The 1950s and 60s

- The US experienced an economic boom in the 50s and 60s
- For the first time, millions of people could afford their own house
 - New technologies allowed a variety of goods to be produced cheaply
 - Many celebrated this era, others were critical
 - They were afraid Americans were becoming mindless workers and consumers incapable of critical thought



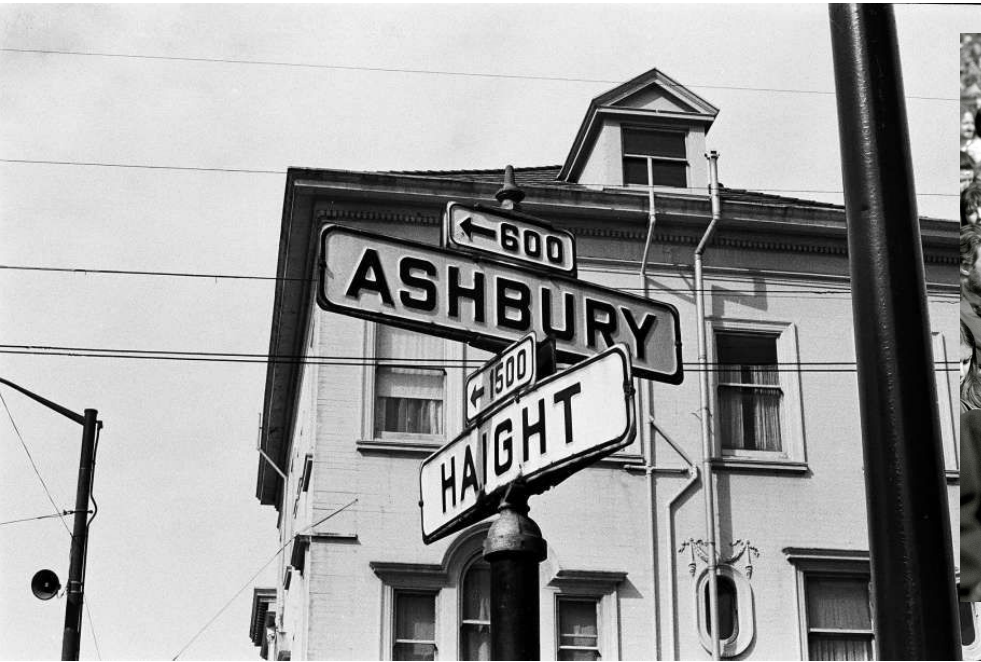
One-Dimensional Man, Herbert Marcuse, 1964

“[Today] people recognize themselves by their commodities; they find their soul in their automobile, hi-fi set, split-level home, kitchen equipment.”

“The means of mass transportation and communication, the commodities of lodging, food, and clothing, the irresistible output of the entertainment and information industries carry with them prescribed attitudes and habits. . . which bind the consumers more or less pleasantly to the producers.”

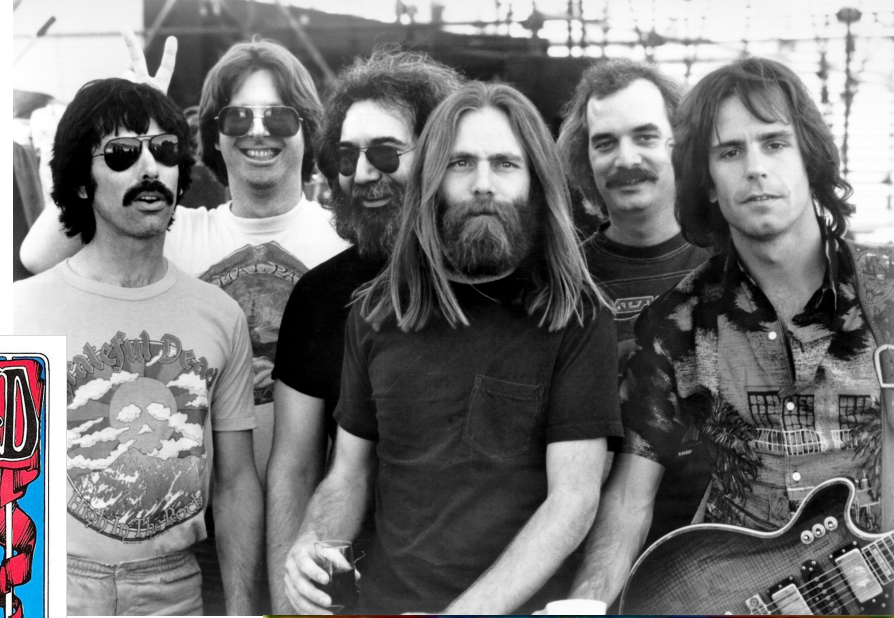
“Thus emerges a pattern of one-dimensional thought and behavior in which ideas, aspirations, and objectives that. . .transcend the established universe of discourse and action are either repelled or reduced to terms of this universe.”

Haight-Ashbury

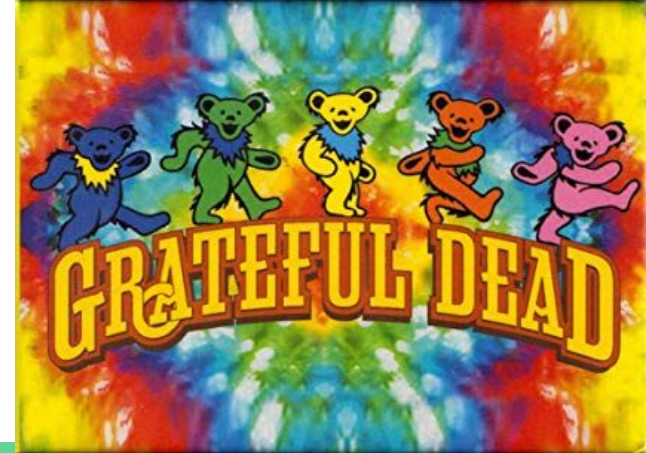


<https://teachrock.org/lesson/counterculture-in-the-1960s/>

The Grateful Dead



TICKET OUTLETS: SAN FRANCISCO THE PSYCHEDELIC SHOP CITY LIGHTS BOOKS BALLY GO SAUSALETO TIDES ROCK SHOP SANDRA MARKE
BERKELEY REDWOOD CITY THE FAIRFAX THEATRE
Cedar Alley Coffee House JOHNS VALLEY, DISCOUNT RECORDS
Orem Books, LINDSAY BOOKS, Orem Books
MENDO PARK KEPLER'S BOOK STORE



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Music in the 1960s



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