

Horlivka Institute for Foreign Languages
SHEE "Donbas State Pedagogical University"
Supervisor: Sitnyak Roman Mikolayovich.

MODERN YOUTH: MASS MOVEMENTS AND SUBCULTURES

Alevtina Borisova

(Horlivka, Ukraine)

Youth as a subject of psychological, social, cultural, ethnic and economic relations in their behavior embodies certain cultural traditions and values by reacting with other social and age groups, educational and leisure space.

Socially significant so-called «mass movements» are the most specific form of social self-organization. Growth in the number and influence of mass movements in the industrialized countries at the turn of XIX-XX centuries is an indicator of historic change in these countries to the culture / civilization of mass type. They occur in response to an unsatisfactory social situation. The paradox of mass movements lies in that, on the one hand, their participants are free to act, but on the other hand, these actions have sense only within the team.

Participants establish a group communication system through symbols and create an alternative culture or network that acts as a «separate world» in relation to the dominant society. This «separate world» of collective and individual consciousness has received a widespread name – «subculture».

In 1960 – 70s the variety of subcultures grew, and they were treated as variations of typical communities, which were formed in rejection to the mainstream.

Identity is a socio-cultural basis of the entire system of personal motivations. Based on it, a man takes his duty, his pride, his fate. In the second half of the XIX century school (initial mandatory) and the army (according to conscription) in advanced European countries were the first institutions that helped groups to overcome (cultural) differences within a society: a peasant's son and the son of the city shopkeeper could serve in the same regiment. Then the transition to a mass society was just the beginning. How to respond to subcultures?