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Post-modern society and youth subculture

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Introduction

Globalisation can be seen as an ongoing process that precedes the cultural and economic path of vast majority of the world population. Young people generally look for their place in the trajectory of society. Currently, they have almost unlimited opportunities to choose their particular lifestyles and to direct their priority efforts. The situation in globalisation gives them plenty of space to inner fulfillment. Thus also manifestations of advanced individualization can be implemented in socially undesirable areas such as increased crime, various types of addiction, etc. The young, who become the engine of sub-cultural changes and globalisation, play a specific role in those processes from the perspective of a new generation. Globalisation process affects people's lives through culture, emotions, but also via the formation of identity. Young people often get into situations where they are forced to face the process in question and address the issue of their status and integration into society through individualization.

Youth and globalisation

In the process of globalisation youth plays a considerable role. It is a coming generation and the influence of globalisation changes the personality models of young person. During the life stages of youth they experience many changes. Young people seek their place, create their value system, their attitudes and seek their personal and social identity.

Hazelyová L. notes that increases in individual and social consumption under the pressure of globalisation lead to human preferences for consumer lifestyle. Young people belong to a roup reflecting dynamism, flexibility, individuality and autonomy [Hanzelyová, 2006: 152].

Attitudes of the young to consumerism are subject to factors such as lifestyle, leisure, interests, friends, and of course the amount of pocket money and social situation of the family in which they grew up. Youth lives only for the moment, which is currently underway and its way of thinking, acting and living results from that.

This way of life that most young people live is largely different from the way of life, which the older generations have lived.

J. Smolik notes that fifty years ago the youth was understood and characterized by a sense of initiative, an effort to overcome the obstacles, being ambitious, seeking to self-sufficiency and being in opposition to prejudice and focusing on the future and romanticism [Smolík, 2010: 19].

Nowadays young people devote a significant part of their time to Internet, the press, television, radio, literature, as well as visiting the cinema. And these media offer individual behaviour patterns and influence the formation of attitudes and opinions.

"Few phenomena in the development of society strongly encourage laic and professional observers to such extent as a youth phenomenon in the modern post-industrial global society. Current research indicates inconsistency in evaluation ratings from positive (golden youth) to the skeptical - hopeless generation. There is a myriad of subject expressions that it is not

at all bad, and on the contrary - very good, to the expression type, there is a danger for young people - drugs, youth criminalization, youth gangs, etc., and thus is on the verge of society" [Kmec, 2009: 11].

Carr - Gregg, M. - Shale, E. point out four basic tasks the teens have to identify with today:- Create a reliable and positive identity. - Gain independence from adults.- Find loved ones outside the family. - Find career direction, ensure economic independence and find their place in the world.

The period in which it precisely starts and finishes cannot be completely specified. Youth will meet with these tasks already in puberty and completely balances with them in adolescence. Trying to find oneself is very complicated because the changes are very fast and they are gaining momentum. They are facing a future that is from the perspective of politics, spirituality and environment much more uncertain compared with the past [Carr-Gregg, Shale, 2010: 67].

"Youth is part of the society, which produces relatively independent social unit, practicing self worth and value system, creating their own standards, ultimately own subculture with specific manifestations. The society also considers young people to be specific social group with their own tasks in life, and reserves them specific legal and social norms and forms of behaviour and other customary obligations" [Kmec, 2009: 30].

In today's global world, young people have more opportunities and their lives are much more varied than in the past. This is a result of not only the opportunities offered by current time in science and technology, but also the context of globalisation arising new opportunities to study and work abroad, which allows a person much better education and professional development in the work area.

Youth subculture

In a society in which we live is an unwritten rule that the lifestyles of the rich are unconsciously presented as a model to younger generations through communication media. The youth of 21st century tries to be dif-

ferent from anything that relates to the adult world and shows interest in everything new and unknown trying to mimic patterns of behaviour seen in the media. The young people mimic the stars from show business and try to imitate them. They create their own generational subculture.

"A subculture is characterized as a culture that is different from the global culture by its particular values, norms, special structure, or even a way of life and behaviour of its members. Degree of diversity is in the broader interval. On one side it is a simple modification of culture and society, on the other hand, it is inconsistent with the values and norms of society" [Lachytová, 2011: 44].

J. Smolik argues that subculture can be classified on the basis of age, such as youth subculture, occupation, religion - sects, rituals, nationality, ethnicity, race, social position, interests etc. If we look at the difference, they result in tensions, conflicts and consequently they often lead to such dramatic situations as clashes with the police or among subcultures [Smolík, 2011: 34].

As the principal character of subculture are considered differences from the dominant culture, and this diversity is reflected in the specific norms, values, behaviour patterns and also the specific lifestyle of subcultures. Subculture contributes to the dominant culture and at the same time distinguishes from it.

J. M. Yinger defined term subculture in three meanings:
1.   Subculture understood as pre-culture, which preceded the emergence and existence of all cultures.
2.   Subculture considered as part of a global culture of whole society.
3.   Subculture perceived as a result of conflict of one or more groups with a global society. This conflict results in counterculture, which is close by its characteristics to subculture [Ondrejkovič, 2009: 72].

Ondrejkovič P. argues that this term was originally used in ethnography and socio-cultural anthropology. This term is primarily concerned with

material culture and symbols in social behaviour. This term was transferred by the influence of technology, science, planning and organization of production. One reason was the grouping of classroom aspects. The current stable society creates a variety of subcultures, which consists of members of a group who are identifiable through behaviour, lifestyle, vocabulary and way of spending free time. Very often the term is connected with regard to youth [Ondrejkovič, 2009: 66].

J. Smolik characterizes youth subculture as a type of subculture linked to specific ways of behaviour, its tendency to a certain value preferences, acceptance or repudiation of certain standards, lifestyle reflecting the conditions of life [Smolík, 2011: 35].

Transition of he political system in the nineties of the twentieth century led to emergence of leisure options in Slovakia for children and young people, and young people began to create their subculture.

"The component of social system of the society and hence its culture is the creation of specific subcultures of young people who become monitored both in terms of social work, but also sociology of education - hence by the sociologists, but also by social and educational workers. Time of youth is characterized indicatively in time interface between 15 and 30 years of age of an individual. In sociology it is possible to characterize this age as a transition stage of role from the period of childhood into adulthood" [Kmec, 2009: 5].

"Considering society as a whole the young are characterized as a social group with its specific position in the society. Characteristic features are social progressiveness, as well as awareness of their social status and their social views and attitudes" [Kmec, 2009: 30].

J. Smolik argues that some youth subcultures are engaged in politics. In the 1990s there was a decline of interest in political affairs and youth focused on the fun associated with leisure. Changes occurred in the late nineties when the interest was transferred in connection with the anti-globalisation movement. Subcultures of youth are a good place for the

formation of political beliefs and they actively contribute to political social-ization. Youth gets first political experiences, opinions and attitudes. A part of people dealing with youth subcultures have begun to engage in new social movements regarding racism, ecology, sexism, feminism, multicul-turalism, and anti-globalisation in relation to the war conflicts [Smolík, 2011: 103-104].

Shaping of subcultures and lifestyles in the past and present

"The concept of youth subcultures is now almost exclusively used in the plural. This fact reflects the reality that today there is no single subculture of youth. While in the 1960s and 1970s there was still a current idea of mainstream", which was on the one hand, adaptive or modified youth cul-ture conformed to the dominant culture of the society and at the same time rebellious, "authentic" subculture of the young known as "underground" culture that existed simultaneously in parallel, but today such an idea is not possible. Today there is a preponderance of "piercing" and "neo-woodstock" and "mainstream" is considered to be "minority". More and more people of non-homogeneous age are looking for a way of life of young people as their model, including external appearance. More and more de-sire flexibility of the young covertly and openly. And thus they become the original features of youth subculture as an instrument of self-control. Businesses and entrepreneurial entities lacking youthful image, flexibility and mobility, normally cannot be successful in the market. This results in the loss of young subculture at all, without age and biological differences of its members" [Lachytová, 2011: 44].

J. Smolik argues that the beginnings of the development of youth culture and subcultures began to shape especially in England and in the USA after World War II. Gradually, this occurred in all Western European countries, which in today's globalised world has the effect of expanding youth subcul-tures in other countries [Smolík, 2011: 17].

"The term subculture is often used in conjunction with youth. First of opinions speaking about youth subculture originated in the 1920s - to 1940s and were mainly influenced by the Chicago school and its studies on gangs. The approach of this institution shows trend against cultural hegemony of adult society and the creation of alternative rules and standards requiring rigorous compliance with these standards by its members" [Lachytová, 2011: 44].

Hippies could be labeled as the first best-known subculture. J. Smolik notes that hippies preached peace and love and were against violence. Hippies rejected the war in Vietnam, racism and imperialism. Members of the hippies loved life, beauty, well-being, peace, drugs and sexual promiscuity. The motto of these so-called flower children was "flower - power." The essential feature was that they refused careers, consumer lifestyle, marriage, social status. This group was characterized by the society as the group increasing divorce rates, crime, drug addiction and the growing number of single mothers [Smolík, 2011: 113-114].

Hofbauer Z. says that squatting (settling on unoccupied land, house) began to emerge in the hippies subcultures in the late sixties in the U.S. The members experimented with alternative lifestyle and at the same time they began to spread in Western Europe. It was a protest against housing policy in an effort to help socially deprived people who dealt with the crisis of housing [Hájek, Hofbauer, Pávková, 2008: 30-31].

In Slovakia, we can say that significant changes have occurred throughout society after 1989, and we have adopted to western countries in changes in thinking, behaviour and the emergence of new styles of human culture and way of life. Processes of transformation of the political and economic system in Slovakia after 1989 have been affected by the public (the older generation) so that they started to perceive youth as the most vulnerable group (by AIDS and unemployment) for the society and at the same time as a dangerous group that is subject to the pitfalls of fastest

open society - intolerance, racial prejudice (skinheads), drug addiction (delinquency, violence).

"In particular, the media tend to formulate and thus exaggerate the phenomenon of youth as a problem. The result of such an approach is that the public presents youth policy actors as those working with youth gangs, youth hanging around town, youth loving graffiti, alcohol and drugs, as young people involved in violence and crime, truants and young unemployed people, etc. (Siuralla, L2004)" [Mecháček, 2009: 59].

"Beck points out that contemporary society is in the process of individualization and diversification in a way of life, lifestyles and life situations of individuals, so to speak on a hierarchical model of social strata or classes is at least questionable. Individualization process in this respect means that in practice, now cultural patterns and lifestyles of the young are not linked essentially to the external features, such as belonging to the same class, social class, education, or occupation group. In the choice of lifestyle there are much more prevalent individual choices and decisions for specific value systems and lifestyles that are not subject to social competence" [Lachytová, 2011: 45].

Individualization of youth

The present global society is in the process of individualization and shaping lifestyles and way of life of today's youth. Young people are now much more independent, adventurous, confident with the desire to experiment with their identity and seeking their place.

Michančová S. considers the beginning of the formation of identity of a person to be an adolescent period. In this part of life youth are aware of their feelings, values, set their goals and look for their place in society. Young people want to do the same steps in life, but they are confused, are not yet mature and experience with confusion of identity, which may contribute to deviant behaviour and conflict [Michančová, 2009: 28-29].

"From the period of childhood, which is characterized by a predominance of adaptive mechanisms (acquisition roles of the child, mastering the essential elements of society, etc.), there prevails the process of personalization and individualization in the youth of 15-30 years. Young people are more aware of their needs and tasks, by which they can also define their social status. We call it a period of autonomy, responsibility towards their environment and transpersonal values as well as finding their own identity. All this is happening simply by downloading and imitating actions and behaviour of adults, but very often in conflict with them" [Kmec, 2009: 45].

Contemporary modern society offers many opportunities for young people. It brings a lot of opportunity for a much more interesting and adventurous way of life as it was in the past, but also a number of risks and social problems that arise due to globalization and individualization of youth.

L. Machacek provides three levels of juvenile social problems (Stein, G.):

a) social problems of the adolescents assimilated with adolescent problem behaviour. As a problem behaviour can be considered delinquent behaviour, violent behaviour, vandalism, youth subcultures;

b) social problems of adolescents that arise on the basis of needs and personal development. It is an unemployment, young foreigners, handicapped, young people grown up in less frequented areas with restricted access to education and leisure time activities; c) social issues that arise from the living situation that brings everyday life. These are problems in the family, partnership, school and peer groups [Mecháček, 2009: 62].

To shape the personality of youth there are involved geographical, environmental and social factors. Prochádzka M. states that the environment in which the individual develops affects their character. The urban environment provides a greater degree of anonymity in interpersonal relationships and is much more dynamic and offers many leisure opportunities and possibilities for individualization of youth [Procházka, 2012: 124-125].

"Fukuyama thinks that the current culture of unrestrained individual-ism, in which the violations become the only rule posses serious problems causing social turmoil [Ondrejkovič, 2009: 62].

1)   Moral values and social rules cease to be a means having a power to limit individual choice and become only (note PO) a prerequisite for any kind of cooperation or joint ventures.

2)   Individualism prevents them from what we call community - civil cohesive community.

3)   They want to violate the rules being unfair, unreasonable and outdated seeking the greatest possible freedom. At the same time constantly they need new rules, which however, impose the restriction on individual freedom. The society constantly flipping standards and rules in the name of individual freedom will still become more disorientated, atomized, more isolated and unable to pursue their common objectives and tasks.

Feber J. considers individual such person who lives in accordance with social norms, fundamental human rights to personal autonomy in relation to other people and equality before the law, providing spiritual, political and economic freedom of each individual. An individual has the right to cultural heritage in general and the right to their own unique individuality [Feber, 2006: 69].

J. Smolik provides eight levels of differentiation perspective on youth subcultures. The first level relates to their own identity considered as a part of a youth subculture in the ongoing perception of himself / herself as a member of the group. The second level concerns the interaction between group members. It includes negotiation, communication, thought process-es, self-awareness and understanding of symbols. This level refers to the daily emphasis on personal identity. The third level concerns the whole group and individual perception. It means to respect oneself as part of a whole. The fourth level is the impact of other group members and their identification to a particular group. The fifth level is the gathering of

groups with members of other groups and their attitudes to "foreign" groups and their negative attitudes (e.g. punks versus skinheads). The sixth level is the perception of "allied" subcultural groups within a subculture. Individual perceives the other subcultures as a supporting factor. The seventh level deals with the characteristics of national subcultures. The eighth presents youth subculture as part of a whole and as a conception of the ideal type [Smolik, 2011: 40-41].

"In the highly industrialized countries of the contemporary world there is reflected relative difficulty in terms of the integration of young people into the collective life of the majority society. It is mainly in the form of subcultures - the opposition of groups of young people to the conditions, values and norms of the so-called "adult" population. Minority youth associated in informal groups (subcultures) lives in a world of adults often on the margin, where we can incorporate such characteristic as aggressive types of conduct and behaviour in order to attract attention of the public existing outside the established social system" [Kmec, 2009: 36].

Summary

The phenomenon of globalisation brings new possibilities of manifestations of individualization, which is implemented in the transformation of values, beliefs, attitudes, lifestyles and finding a place in society. The article emphasizes the relationship of youth to society, family, consumerism and manifestation of individualization within the frame of globalization. The effects of globalization and the subsequent individualization are characterized by the positive and negative manifestations (in the creation of youth subcultures and growth of social-pathologies phenomena). Factors such as

social services and counseling, family, school, after-school facilities may have its positive impact on creation of a positive value systems and attitudinal orientation of the young generation.

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