

TEN DIMENSIONS of SUBCULTURES

(Items 1-8 are from Sebold, chapter 10)

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1. Values and Norms

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| a. Gratification (satisfaction, fulfillment, rewards, pleasures, etc.): | |
| Immediate | Delayed (mediated) |
| b. Goals for life: | |
| Collective goals, obligations | goal oriented, priority is to achieve |
| to one's group (family, clan, group, etc.) | personal success |
| c. Evaluating People, Objects | |
| Cognitive standards, objective, achievement, performance, outcomes | Specific to each situation and embedded in immanent relationships |
| d. Relationship of Persons to Nature and "Supra-Nature:" | |
| People subjected to Nature, Nature rules | Humanity controls nature, or God works through Nature and people |
| e. Relationship to Time: | |
| Present, Now, slow natural rhythms, present and future telescoped | Future orientation; planning, fast, regulated by clock, calendar; technology |
| f. Nature of Being Human | |
| Being, existential, personal, interpersonal | Doing, activity-oriented, impersonal |
| g. View of Universe | |
| Holistic: reality composed of one whole: integrated parts, universal, focus is group &/or society - not individual | Dichotomistic: life and reality composed many discrete parts, atomistic, person is focus, not group or society; disconnected |
| h. Use of Electronic and Digital Media | |
| little or no contact, little interest, | Wide variety of media use, experts in many |
| digital media (internet, mobile phones, etc.) are confusing | media, use many hours per day |

i. Nature of Authority (who are authorities in one's culture and person's response to authority)

Authority vested in rulers, "authorities,"	Diffused & scattered authorities, many
Inherited authority, definitive social	authorities, no Absolute
roles, society centered around authorities	Authority, defined
	by individuals, constantly
	changing, "my" authority, determined
	ego centrically

2. "argot" -- in-group lingo

3. Distinct channels of mass communication

4. Unique styles and fads (clothes, where shop, what to buy, how to comb hair, etc.)

5. Sense of solidarity with group (family, socio-economic status, etc.)

6. Status criteria = successful achievement, ownership & use of sub-cultures' status symbols - language, fads, values, channels of communication, identification with sub-culture

7. Influence and power of leaders, authorities, The Authority (heroes & charismatic leaders)

8. Subcultural institutionalization to meet needs

- subculture provides what main culture does not, e.g.,
 - entertainment institutions
 - youth-oriented magazines, older adult magazines, web sites
 - things to pass the time
 - divergent things to do
 - exciting things to do

9. Geography -- where people leave geographically and of almost equally important where they go to learn, hang out, work, have fun, recreate, be entertained, play, etc.

10. Use of technology -- availability of mechanical technology (cars, tram, train, bus, air planes, bicycles, etc.) and electronic and digital technology that allow people to escape (or leave) their immediate geography and go somewhere else either literally or figuratively. For example, internet, cars, bikes, skateboards, buses, planes, trains, body/surf boards, DVD's, mobile phones, texting, social networks, their own TV. station (MTV), youth oriented movies and amusement parks, video games, concerts, TV. programs, etc.