

New Subculture in Social Media

Authors : Maryam Mousivand

Abstract : Subculture is one of the important concepts in social sciences and the field of cultural studies, which falls under the huge concept of culture. In general, subculture is a kind of movement and experience of collective resistance that is manifested by a population as a reaction against the acceptance of official identities approved by custom and society. Subcultures exist in the virtual world in the new era, and they emerged in various forms, such as the emergence of a subculture under common concepts and interests in the form of sites, channels, and groups of virtual space, which will be discussed in this article.

Keywords : subculture, social media, cultural studies, culture

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