

TECH1002-18 Social Media & Technology

Lecture Ten: Fan Culture

David Bowie – Life on Mars

<https://youtu.be/v--lqqusnNQ>

Subcultural Identity

Subculture: The Meaning of Style is a 1979 book by Dick Hebdige, focusing on Britain's postwar youth subculture styles as symbolic forms of resistance. Drawing from Marxist theorists, literary critics, French structuralists, and American sociologists, Hebdige presents a model for analyzing youth subcultures. While Hebdige argues that each subculture undergoes the same trajectory, he outlines the individual style differences of specific subcultures, such as Teddy boys, mods, rockers, skinheads, and punks. Hebdige emphasizes the historical, class, race, and socioeconomic conditions that surrounded the formation of each subculture. While Subculture: The Meaning of Style is one of the most influential books on the theory of subcultures, it faces a range of critiques.

https://en.wikipedia.org/wiki/Subculture:_The_Meaning_of_Style

“Subcultural identification has always involved “the assignment of the person to a specific position in society... [and subcultures] exist to the extent that people see themselves as members of groups” (Williams, 2013, p. 28).

“The term subculture is both powerful and fragile as a designation for social identity” (Gelder, 2005, p. 12).

1950s UK Rock n Roll Music, Teenagers Dancing

<https://youtu.be/DXt0awtL2DY>

Late 1950s/ Early 1960s Teenagers Rock n Roll Dancing at Northern Social Club

<https://youtu.be/XhFFHyRbx7Y>

Bill Haley & His Comets - Rock Around The Clock (1955)

<https://youtu.be/ZgdufzXvjqw>

Beatlemania

Although pop fandom has since become more complex and more self-documenting (few Beatles fans had cameras), the tropes of Beatlemania have recurred in fan crazes from the Bay City Rollers to Bros, East 17 to One Direction: the screaming, the queuing, the waiting, the longing, the trophy-collecting, the craving for even the briefest contact. When One Direction's Niall Horan recently said of his group's fans: "They are nuts. Mostly all I see is a sea of screaming faces," he could have been any boy-band star from the past 50 years.

Teenage girl fans are still patronised by the press today. As Grant says, "Teenage girls are perceived as a mindless horde: one huge, undifferentiated emerging hormone." In an influential 1992 essay, Fandom as Pathology, US academic Joli Jensen observed: "Fandom is seen as a psychological symptom of a presumed social dysfunction... Once fans are characterised as a deviant, they can be treated as disreputable, even dangerous 'others'."

<http://www.theguardian.com/music/2013/sep/29/beatlemania-screamers-fandom-teenagers-hysteria>

The Beatles come to town - RARE 1963

<https://youtu.be/0I91CF0Cp04>

The Beatles - Beatlemania

<https://youtu.be/PQ3wT7XdsXA>

A Taste of Beatlemania in the 1960s

<https://youtu.be/7mw1D3HTGng>

Rare Beatlemania Footage!

<https://youtu.be/VLvTq6FdOj4>

“One of the basic tenants of most theories of identity is that there is a difference between how a person defines herself, and how others define her... Social identities are relatively trans-situational and enduring; they last as long as people identify themselves and others with specific groups of people. They are constructed through attaching labels that put themselves or others into categories” (Williams, 2013, p. 29).

In *Subculture: The Meaning of Style*, Hebdige argues that the styles of Britain's postwar working-class youth subcultures challenge dominant ideology, hegemony, and social normalization through symbolic forms of resistance. Hebdige focuses, in particular, on the evolution of styles in subcultures such as Teddy boys, mods, rockers, skinheads and punks. According to Hebdige, style is constructed through a combination of clothing, music, dance, make-up and drugs. Hebdige emphasizes the historical, socioeconomic, class, race, and mass media contexts of each subculture. For instance, Hebdige argues that there is a common theme underlying the white punk and black reggae subcultures; both reject British national symbolism. Although seemingly unrelated, Hebdige proves this point by outlining the similarities in their styles. [https://en.wikipedia.org/wiki/Subculture: The Meaning of Style](https://en.wikipedia.org/wiki/Subculture:_The_Meaning_of_Style)

1964: Mods and Rockers jailed after seaside riots. Scores of youths have been given prison sentences following a Whitsun weekend of violent clashes between gangs of Mods and Rockers at a number of resorts on the south coast of England. Yesterday two youths were taken to hospital with knife wounds and 51 were arrested in Margate after hundreds of teenagers converged on the town for the holiday weekend.

http://news.bbc.co.uk/onthisday/hi/dates/stories/may/18/newsid_2511000/2511245.stm

Mods and Rockers fighting

<https://youtu.be/CukwVOt8-rM>

Mods, Rockers and Moral Panics

<https://youtu.be/r61ks18Bd7I>

Ziggy Stardust Fans

In a 2003 Rolling Stone review of David Bowie's 1972 concept album *The Rise and Fall of Ziggy Stardust and the Spiders From Mars*, one critic looks back and argues that “[the creation of] Ziggy was a shrewd move because it presented Bowie, the fledgling artiste, as an established rock star.” Bowie's shrewdness, the author muses, lies in the fact that he created in Ziggy “rock's first completely prepackaged persona,” and inscribed it over his own. Whether or not Ziggy was indeed the first such persona (one asks oneself if all celebrities are not, to a degree, prepackaged personae), Bowie's self-reflexivity in attaining this level of celebrity mystique was nothing short of ingenious. <http://journal.media-culture.org.au/0411/03-rintoul.php>

A year of ch-ch-changes! David Bowie fanatic to live as his icon by wearing Ziggy Stardust wigs, going without sleep and downing energy drinks instead of cocaine. Will Brooker teaches film and cultural studies at Kingston University. He is eating, sleeping and dressing like Bowie over his 40-year career. Academic hopes it will help him understand his work from unique angle. <http://www.dailymail.co.uk/femail/article-3202625/David-Bowie-fanatic-live-icon-wearing-Ziggy-Stardust-wigs-going-without-sleep-downing-energy-drinks-instead-cocaine.html>

The Bay City Rollers had two glorious years in the sun (plus, of course, an after-life in the Sun). After years of struggle and disappointment, they finally in 1974 unleashed a series of summer-lite singles, played by session musicians, which established them as the replacements in Britain for both glam and the Osmonds. Then, in 1975, they decided to play their own instruments and made it really big: two British #1 singles and - wonder of wonders - a #1 in America, a market previously impervious to Britpop teen-fodder in the '70s. <http://www.trashfiction.co.uk/bcr.html>

Nathan Phillips Square - BAY CITY ROLLERS DAY 1976

<https://youtu.be/4IkRr50LpIE>

<http://www.theguardian.com/music/2015/sep/23/bay-city-rollers-make-comeback-after-40-years>

Sweet – Teenage Rampage

<https://youtu.be/pZkqSIHeWHE>

Music Fan Identities – Screaming Fans

Michael Jackson Fans

<https://youtu.be/V3TR7MGIIFg>

Michael Jackson dangles his baby over a hotel balcony

<https://youtu.be/9ElddJGgyg>

Five Michael Jackson fans have won symbolic damages of €1 each as a French court agreed that they had suffered "emotional damage" from the pop star's death. Played out in a court in the city of Orléans, the unusual case saw 34 fans suing Jackson's doctor, Conrad Murray, who was jailed in 2011 over the singer's death from an overdose, for the suffering they said they had endured. The court ruled on Tuesday that five of the plaintiffs – two from France, two from Switzerland and one from Belgium – had proven emotional suffering from Jackson's death.

<http://www.theguardian.com/music/2014/feb/11/french-court-awards-damages-emotional-suffering-fans-death-michael-jackson>

We see a big outpouring of grief when a celebrity or public figure dies especially on social media sites. The expression of grief is as if they were part of our family or group of friends. In a way, famous people are an extension of our friends and family. Although we don't know them and probably have never met them, they are very much a part of our lives as we know so much about them. Online we could watch where they shopped, dined and took holidays. They were readily available to us on gossip sites as well as in their day job in drama series, films and TV shows.

http://www.huffingtonpost.com/samantha-jeffries/why-do-we-grieve-when-a-celebrity-dies_b_4180576.html

Elvis Presley - Funeral Footage and Fan Reactions - August 1977.

<https://youtu.be/wMKYOnkpR6U>

When death goes viral: mourning celebrities on social media

Given that celebrities are primarily known for their public personas, it is understandable that their deaths evoke displays of public mourning. When celebrities pass away, they often attract more media attention than while alive. As a recent study concluded: "The death of a celebrity appears to strongly elevate the celebrity's status and increase the value of their products." For example, Forbes estimates Michael Jackson earned \$160m last year – compared to \$125m for Madonna, the highest-earning living celebrity – while Elvis Presley still earns around \$50m each year.

<http://www.theguardian.com/media-network/media-network-blog/2014/aug/21/robin-williams-mourning-death-celebrities-social-media-viral>

Take That Split Up - GMTV News Report 1996

<https://youtu.be/RAQ-78CyFfl>

In 1994 Claire Blake, aged 18, went to her first Take That concert - an event that was to spark a lifelong love affair with the band. In her fascinating and funny new book Mad About The Boys - My Life As Take That's Biggest Fan she describes how her obsession with the group - and Gary Barlow in particular - has led her to spend thousands of pounds following them on tour. Now 32, and studying for a degree in psychology Claire lives in Brighton with her fiancé, Ben, 25, a fellow student. <http://www.dailymail.co.uk/femail/article-1022568/Mad-boys--womans-obsession-Take-That.html>

Zayn Malik Leaving FUNNIEST REACTIONS! - One Direction Supercut Compilation

https://youtu.be/wsemK1rdi_4

Cool Fans

8 Reasons Music Fans Are the Worst

<https://youtu.be/bcJF6UjCbMM>

Latest Music News - Oasis fans angry at band's no-show at V festival

<https://youtu.be/ys6PomO1kk0>

Metallica's F1 concert cancelled, fans create chaos

<https://youtu.be/PBslpkuzYu8>

Ryan Lewis Asks Music Fans About Ryan Lewis

<https://youtu.be/p66rxHQK0qc>

Lie Witness News - Coachella 2013

https://youtu.be/W_lzYUJANfk

<http://mashable.com/2013/04/23/coachella-fans-fake-bands/#HiWYo7E6I5gS>

Justin Bieber Surprises Superfans

<https://youtu.be/qwKCazRt4MU>

Belieber: one who is an obsessive fan of Justin Bieber. Once I saw his face, I was a Belieber.

<http://www.urbandictionary.com/define.php?term=Belieber>

Lucky Justin Bieber Fan Gets to Kiss Him!

<https://youtu.be/0-gBecNhKmA>

Justin Bieber cancels concert after one song; blaming audience members

<https://youtu.be/ZKLP0IsJang>

The interest in Korean pop isn't new and the genre has had a solid fan base ever since the 1990s when the music was included on exported Korean dramas such as *First Love*. But after years of being considered both alternative and cutesy, K-pop is currently bubbling into the mainstream. For those of you with no clue where to start, here's a handy beginner's guide... <http://www.theguardian.com/music/musicblog/2014/mar/03/k-pop-music-a-beginners-guide-south-korea-sxsw>
<http://www.theguardian.com/music/k-pop>

Types of K-Pop Fans

<https://youtu.be/aiDU7xZYfK8>

Imitation – Strutting Your Stuff!

"The casual fan who treats music as a disposable pleasure is unlikely to respect the norms of any particular musical community. So for some types of music, norms are unlikely to have much effect. The pop music of the moment, for example, is unlikely to create the kind of enduring community that can form and sustain a norms system" (Raustiala & Sprigman, 2012, p. 227).

Make it Pop Fans

https://youtu.be/1PWN_MzzJks

The Killers - Glamorous Indie Rock 'n' Roll - Fan Made Music Video

<https://youtu.be/kUFtBvuT7bw>

The Undertones-Teenage Kicks

<https://youtu.be/wAtUw6Ixcis>

References:

Gelder, K. (2005). *The Subcultures Reader*. London: Routledge.

Raustiala, K., & Sprigman, C. (2012). *The Knockoff Economy: How Imitation Sparks Innovation*. Oxford: Oxford University Press.

Williams, J. P. (2013). *Subcultural Theory: Traditions and Concepts*. London: John Wiley & Sons.