The Negative Influence of Subculture on Chinese Youth' Values and Its Educational Countermeasures

Xiaoyan Dong

Yancheng Institute of Technology, Jiangsu Yancheng 224051

Abstract: Chinese society is experiencing the social transition from planned economy to market economy and her ideas, culture, values and so on are experiencing unprecedented shocks and changes. Various subcultures in different ways are influencing the formation and development of correct values for Chinese youth to different degrees, some positive but more negative. Studying the reason and embodiment of subculture on young people's values helps to avoid its negative impacts and find effective educational countermeasures to foster the correct and healthy values for Chinese youth.

Keywords: Negative Influence; subculture; Chinese Youth' Values; Educational Countermeasures

In the process of Chinese social development, subculture, as the necessary components of the mainstream culture, has penetrated into Chinese youth's daily life, affecting their thoughts, behaviors and values, some positive but more negative. This essay will focus on the unhealthy and negative effects of subculture on Chinese youth's values, exploring the deep factors why youth are affected by subculture and putting forward some effective educational countermeasures to ensure the healthy development of their body and mind.

1. Connotation of subculture

The term "subculture" officially appeared in the mid-1940s and was first used by the American Chicago School. Before studying it, it's necessary to distinguish some concepts. As an abstract concept, it is difficult to give "culture" a unique, precise and explicit definition and there are hundreds of different versions. In sociology and anthropology, it usually refers to "the way of life of a particular society or group of people, including patterns of thought, beliefs, behaviors, customs, traditions, rituals, dress and language, as well as art, music, and literature" . In any society, there must be mainstream culture, a predominant one, and subculture, a subordinate one. According to Merriam-Webster Dictionary, "mainstream culture" refers to "a culture having, reflecting, or being compatible with the prevailing attitudes and values of established society" while "subculture" refers to "the ideas, art, and way of life of a group of people within a society, which are different from the ideas, art, and way of life of the most of the society." (Collins English-Chinese Dictionary)

[5] Si Shen Exploration on the feasibility of talent training innovation mode of "school enterprise cooperation and work study combination" -- Taking Tourism and hotel management major as an example [j]Tourism Forum, 2011,4 (06): 113-117

[6] Xiangrong Zhang Analysis on the Optimization Countermeasures of the teaching mode of tourism and hotel management [j]Tourism and photography, 2020 (18): 79-80

[7] Wei Cao Research on the practical teaching mode of tourism hotel management in Colleges and universities [j]Journal of Shandong Agricultural Engineering College, 2020,37 (6): 169-171

[8] Run Ao Exploration and practice of teaching mode of Secondary Vocational Hotel Management [j]Scientific consulting (Science and technology · Management), 2019 (7): 86

[9] Ying Ma Research on teaching reform and practice of hotel management course under the background of "new liberal arts" construction [j]Journal of Luoyang Normal University, 2021,40 (11): 94-96

[10] Zhengbing Pei,Caiyun Tian Discussion on the teaching mode of hotel management courses from the perspective of the integration of Ideological and political education and professional quality [j]Modern vocational education, 2021 (50): 76-77

[11] Xiao Du Research on practical teaching methods of tourism hotel management in Colleges and universities [j]Tourism and photography, 2021 (9): 97-98

[12] Jin Chen Research on talent training and teaching reform of hotel management major in Higher Vocational Colleges under the concept of "three innovations" [j]Journal of Anhui Polytechnic, 2019, 71 (4): 82-85

[13] Lixia Jiang,Ying Liu,Hua Yang, etal Analysis of practical teaching system of hotel management major in Higher Vocational Colleges from the perspective of integration of industry and Education -- Taking Heilongjiang Ecological Engineering Vocational College as an example [j]Journal of Heilongjiang Ecological Engineering Vocational College, 2019, (5): 139-141

[14] Feng Lin Teaching innovation and practice of tourism and hotel management major in Higher Vocational Colleges [j]Contemporary tourism, 2021 (18): 87-88

[15] Wen Hua Problems and Countermeasures of hotel internship management of Tourism Management Major in Higher Vocational Colleges [j]Economic outlook around the Bohai Sea, 2020 (03): 68-69

Every country has its prevailing culture and subculture during each period. In modern China, "mainstream culture" is the socialist culture with Chinese characteristics, featuring China's core socialist values including: prosperity, democracy, civilization, harmony, freedom, equality, justice, rule of law, patriotism, dedication, integrity and friendship, which is identified and practiced by most Chinese. At present China, "subculture" includes two-dimensional culture, street culture, military fans culture, gothic culture, punk culture, LGBT/sexual minority culture, e-sports culture, otomads, superhero culture, cold weapon culture, the medieval culture, overhead culture, ancient culture, internet subculture, grass roots culture, costume play culture, fanquan culture, erc., most are not consistent with and advocated by the mainstream culture.

With the transformation, upgrading and continuous development of China's economy, the commodity economy has achieved long-term development, which has greatly developed China's social productivity level and made significant progress in social development. Material products have greatly enriched people's lives, enhanced market activity, and improved people's quality of life. At the same time, the values and consumption outlook of young people have also changed. Some young people have active thoughts, strong receptivity and thinking ability, and pursue subculture, consumption patterns, and fashion trends. Some people forget to enrich and improve their own spirit and ignore the improvement of moral quality in the process of pursuing fashion and subculture, which has affected their values, and then hinder their physical and mental health growth and development. Therefore, as the guider of young people, teachers should treat subculture correctly, help young people establish correct ideology, guide them to form correct culture worship, and then establish scientific values.

2. The causes and manifestations of the influence of subculture on young people's values

2.1 The reasons why subculture affects youth' s values

The characteristics of the youth group are active thinking, full of curiosity, and like new things. However, the level of psychological development and age will affect their behavior and judgment. Youth will pursue popular culture and fashion. Popular culture has penetrated into all aspects of youth life, deeply affecting their thoughts and behavior. Specifically speaking, it is the psychological characteristics of youth, such as curiosity, conformity, imitation and performance. First of all, the novel subculture will attract the curiosity of young people. Driven by curiosity, they will pursue popular things to meet their psychological desire; Secondly, the conformity mentality is due to the fact that the youth's thinking ability is not mature enough, the development of rational thinking is not comprehensive enough, and it is easy to be influenced by the conformity mentality. The pursuit of fashion can make them keep consistent with others, and obtain a sense of psychological security; Moreover, the imitation psychology is the common psychology of young youth. They will integrate into the group and adapt to the environment by imitating others, and the popular trend and subculture will guide their imitation behavior; Finally, the psychology of self-expression is the way for youth to seek identity, pursue personality and vent their feelings, and it is also the psychological needs in their growth process. The pursuit of fashion can meet the development needs, and also can vent their inner feelings.

2.2 Subculture Affects the Expression of Youth's Values

On the whole, the pursuit of fashion can accelerate the growth of young people, make them accept the socialized growth process early, expand their contact with society in the process of participating in fashion activities, and young people will actively participate in social life. However, subculture will have a negative impact on young people. First of all, excessive pursuit of subculture will lead to a negative impact on youth's cognitive formation.

Subculture often has the characteristics and tendency of belittling traditional local culture and accepting foreign popular culture. In daily life, subculture will be expressed in the form of diet, clothing, featured goods, movies and television, etc. These things often make youth unconsciously accept their propaganda content and identify with their advantages by virtue of their strong publicity power and novel forms . At the same time, the differences in cultures and values of different countries will also have a negative impact on the formation of young people's cognition and values, making them confused about moral judgments and value choices during the important period of physical and mental development, and have a negative impact on the cognitive development of young people. Secondly, under the influence of subculture, it will affect the formation of youth's positive emotions, and devote too much energy to the pursuit of fashion. This fanatical pursuit will lead to youth's negative psychology. In addition, youth in adolescence will have unstable emotional phenomena, which will lead to their emotional separation from the normal growth process. Furthermore, under the influence of subculture, youth's aesthetic interest, values and personality will be affected. The commercialized consumerism, materialism, hedonism and other consciousness contained in fashion cultural products will hinder the formation of youth's sound personality and affect their values . For example, in the Chinese style hip-hop culture, youth will be affected by this kind of culture in terms of aesthetics and values. If they follow the trend blindly, their values will be affected by foreign ideas, resulting in a negative attitude, which is not conducive to their growth .

3. Educational Countermeasures for the Influence of Subculture on Youth's Values

3.1 Carry out correct values guidance

Subculture is the product of social development, which reflects the increasing diversity of people's behavior and lifestyle, and integrates the diversified cultures and values of modern society. Compared with traditional culture, it is easier to attract the attention of young people, but it will bring a series of impacts on the physical and mental growth of young people, resulting in the impact on the values of young people. Therefore, teachers, as guides and educators of young people, need to conduct value education to guide them to establish correct and positive values in the face of the impact of subculture . Correct values are those that conform to the objective laws of things' development, social development trends and people's basic demands. For young people, it is necessary to establish values centered on socialist core

values, with patriotism as the main line, and with scientific spirit and humanistic spirit as the direction. The establishment of socialist ideals, the implementation of patriotism, scientific spirit and the cultivation of humanistic spirit is of great significance to the development of young people. It can help them form correct values, choose excellent subculture, and identify wrong ideas such as hedonism, consumerism, and utilitarianism. Teachers should guide young people to improve their own judgment to a certain height, ensure their healthy development, and then effectively improve their discrimination ability to help them establish correct fashion concepts.

3.2 Strengthen mental health education

The personality color of subculture will affect the values of young people. Analyzing the reasons, it will be found that subculture emphasizes individuality and publicity. Pursuing fashion can reveal its own individuality and uniqueness, which is the same as the psychological development of young people. Youth will show their individuality, and eventually tend to be consistent with the majority groups, choosing to pursue subculture . To this end, teachers should improve the mental health level of students. They can publicize the mainstream culture through multiple channels, and the school should play a leading role. Teachers should cooperate with their families, carry out education work from various aspects and angles, and guide the psychological development of students. Secondly, teachers should promote the mental health level of young people by promoting mainstream culture, publicize and promote mainstream culture, standardize popular culture, arrange young people to learn and appreciate excellent works popular with the public, and teachers should also promote the role of mainstream culture in daily teaching, use advanced culture and national spirit to educate students to meet their psychological and spiritual needs . Moreover, teachers also need to communicate with students, give full play to teachers' professional level, guide students' thoughts and feelings, create space and opportunities for teachers and students to talk, communicate with students on an equal basis, and carry out corresponding psychological guidance, so that students can reveal their true feelings to teachers. Teachers should balance students' mentality through conversation or psychological guidance, relieve students' psychological pressure, and prevent students from being affected by unhealthy subculture. At the same time, teachers can also organize some healthy activities related to subculture, properly guide the cultural discrimination and judgment ability of young people, and let young people learn to make calm judgments instead of blindly following the trend in the process of growth.

3.3 Strengthen personality education

Youth are in a critical period of personality shaping. The influence of their ideas and values during this period will have an important impact on their personality growth and development. Therefore, teachers should attach importance to the education of youth's personality, so that they can build a rational mature personality, with certain judgment ability, learn to think independently and distinguish. First of all, teachers should understand the reasons and specific manifestations of young people's pursuit of subculture. For example, most young people will be attracted by novel factors in subculture and imitate them. For example, in terms of hip-hop culture, after the localization of foreign hip-hop culture, its historical origin is inconsistent with the local culture, which will lead to the amplification of negative factors in its culture, and this negative factor will also attract the attention of young people as a novel experience. Once blindly followed, it will have a greater misleading effect on young people, and then have a negative impact on them . Therefore, such subcultures need effective supervision and guidance from society, family, school and other aspects to regulate their negative factors and prevent them from giving negative guidance to young people . Secondly, teachers should guide young people to correctly understand the value of culture, learn to balance life and subculture, and let students realize that life is the main thing, and subculture is a choice but not a necessary choice. For example, under the influence of subculture, students will show their criticism and questioning of tradition, and position their self-worth and obtain spiritual comfort through fashion pursuit, idolatry, etc. Idol worship is a normal cultural phenomenon based on youth's psychological development expertise. However, in the current era, idols are falsely packaged and publicized, which will lead to youth's excessive worship, excessive pursuit and biased cognition of individual values, thus affecting the formation of youth's sound personality. To this end, teachers need to strengthen the personality education of students, so that they can form an independent personality, appreciate excellent culture, not be easily seduced and deceived, and establish a sound and rational personality . In the educational practice, teachers can lead students to carry out voluntary activities, cultivate students' sense of social responsibility, grow students' sense of independence, and reduce the influence of conformity and blind obedience.

3.4 Carry out emotional education

Youth are in adolescence, with active perceptual thinking and outstanding emotional development. Emotional education conforms to the characteristics of adolescents' psychological development, and can achieve ideal results. First of all, teachers can use teaching activities to recommend excellent culture to students, cultivate students' aesthetic awareness, and use mainstream awareness to guide students' aesthetic level, so that they can have a certain understanding of excellent culture, learn to appreciate culture, and then have a certain emotional experience to realize the preliminary understanding of culture and aesthetics. Secondly, teachers need to introduce mainstream culture and traditional culture to young people, and explain and compare the characteristics of subculture and classic culture to students. Subculture has the characteristics of the times and will be pursued by people within a certain period of time, but will become an outdated culture one day. Subculture will reflect the society and fashion at that time, but it will also be quickly left behind by the times. The rise and fall and replacement of subculture are fast, and only the classic culture can survive. By comparing subculture with traditional culture and classic culture, teachers can enable students to clearly understand the types and concepts of culture, which is conducive to students to distinguish and choose subculture and get rid of the negative factors in subculture . At the same time, in the process of showing and explaining the excellent traditional culture of our country to students, teachers should pay attention to improving students' emotional experience, displaying the national spirit, excellent traditions and other elements contained in the traditional culture, paying attention to the patriotic education of

young people, helping them build cultural self-confidence, and establishing psychological and emotional awareness of prevention, so as to avoid being eroded by bad ideas. Furthermore, teachers should guide young people's emotional consciousness to develop in the right direction. Youth's perceptual thinking is active, and they will look for imitative objects or novel things to express their feelings or vent their pressure. Therefore, teachers should guide them to vent their emotions through appropriate ways according to this feature, help them correctly express their own wishes and emotions, develop good habits, cultivate good mentality, and then form a healthy psychology and sound personality.

In a word, young people represent a group full of curiosity and vitality. In order to reduce the negative impact of subculture factors, teachers need to analyze the reasons why young people's values will be affected at the psychological level, and then develop appropriate education strategies. Teachers should cultivate their awareness of independent thinking and improve their discrimination ability by understanding the situation of young people, conducting in-depth communication with them, carrying out emotional education, and analyzing their psychology, so that young people can establish correct cultural awareness and correct values, stay away from the negative effects of subculture, and ensure their all-round physical and mental development, healthy and happy growth.

References:

[1] Elliott, Stephen P., et al., ed. Webster's New World Encyclopedia. 9th ed. New York: Prentice Hall, 1990.

[2] Tan Leichun. Multi dimensional perspective and development review of youth hip-hop culture -- from the perspective of China's New Rap [J]. Youth Exploration, 2021 (01): 103-112

[3] Li Xu, Yu Yaoqin. Analysis on the popularity of Hip Hop in China based on the youth subculture theory [J]. Western Academic Journal, 2019 (01): 45-49

[4] Dong Xiaoyan. On the Impact of Hip Hop Culture on the Values of Chinese Youth [J]. Drama House, 2018 (34): 200-201+204

[5] Luo Denghui. Research on the Impact of Popular Subculture on Youth' Values and Countermeasures [J]. Talent, 2015 (36): 130

[6] Zhu Zhiping, Zhou Ma. The Influence of Consumer Fashion on Youth and the Intervention of School Social Work [J]. College Entrance Examination (Comprehensive Edition), 2015 (12): 197-198

[7] Han Yilin Research on the Influence of Subculture on College Students' Thought and Behavior and Countermeasures [D]. Xi'an University of Science and Technology, 2015

[8] Wu Qing A Study on Internet Subculture Communication and Youth' Values -- Taking American and Korean TV dramas watched by young college students as an example [C]// "Communication and China · Fudan Forum" (2013) - Networked Relations: New Communication and Contemporary Chinese Papers, 2013: 222-232

[9] Long Shali. Analysis on the Evolution of Trend Culture and the Change of Youth' Values [J]. Foreign Investment in China, 2012 (24): 358+360

[10] Liu Xuan Hip hop culture from the perspective of pedagogy [D]. Shandong Normal University, 2011

[11] Mao Chunmei, Chen Jialin, Zhang Yan. Discussion on the relationship between "chasing fashion" and adolescents' mental health problems [J]. Tianjin Education, 2007 (01): 35-36

[12] Roszak, Theodore. The Making of a Counter Culture: Reflections on the Technocratic Society and Its Youthful Opposition. New York: Doubleday, 1969.

[13] Ruland, Richard & Bradbury, Malcolm. From Puritanism to Postmodernism: A History of American Literature. London and New York: Penguin, 1991.

[14] Stephenson, Gregory. The Daybreak Boys: Essays on the Literature of the Beat Generation.Carbondale: Southern Illinois UP, 1990.

[15] Yinger, John Milton. "Contracultures and Subcultures". American Sociological Review, 25.5 (1960): 625-635.

Brief introduction to the author: Dong Xiaoyan, lecturer of Yancheng Institute of Technology, majoring in British and American Literature and Culture studies