A Study on the Sub-Cultural Circles of the "Z Generation" Youth

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Abstract: With the rapid development of China's market economy construction, the "Generation Z" as a typical representative of the youth group gradually becomes its social construction, the core force of development. The issue of youth subcultural circle has always been the focus of many scholars. Starting from the perspective of cultural attributes and the influence of problems, this paper systematically analyzes the situation and form of "Generation Z" youth subculture. Combined with national development and cultural system construction, optimization measures are put forward, and this paper will provide reference for the next step of work.

1. Introduction

At present, there are relatively few studies on the investigation of "Generation Z" youth subcultural circle. Based on the current situation of this problem, optimization measures are proposed, such as constructing mainstream cultural circle with the development of the Times as the theme, carrying out ideological education and spiritual inspiration with patriotism as the main part, and constructing consumption culture with healthy consumption concept as the guide. It is of certain theoretical significance to interpret the influence of subculture and the importance of the construction of mainstream culture, and to systematically discuss the main subculture forms and manifestations of "Generation Z" youth.

2. Connotation and Characteristics of "Generation Z"

With the popularization and application of the Internet and information technology, the development of the Times is gradually transforming to digitalization and intelligentization. Among them, "Generation Z" is people who were mainly born between 1994 and 2010. This generation has experienced the development and comprehensive popularization of network information, and is affected by the impact of data intelligence and information network, and has a high identification with technology products and technology consumption. At the same time, this generation is also the main beneficiaries of China's reform and opening up to the new era. From a certain point of view, youth in "Generation Z" pays more attention to their own feelings, and pays more attention to their personal experience in the form of technological networks and related products. It is also influenced by the content of information networks and related products such as instant messaging, SMS, MP3, smartphones and tablets.

The main characteristics are as follows: First, people in "Generation Z" pay more attention to the sense of experience. From the network thinking to the subjective thinking, people in this era no longer focus on "settling and coping". Instead, they form their own consumption and experience thinking, and pay more attention to their own feelings rather than the feelings of others. From the perspective of cultural attributes, youth in this era are multicultural products, who accept traditional Chinese culture and are also influenced by European and American cultures, Japan and South Korea, etc., and more identify and accept Asian and European trends of thought. They belong to a generation of trendy thinking group after the development of reform and opening up market economy. Second, people in "Generation Z" have certain rational characteristics. People in this era are in the period of the development of reform and opening up market economy and the change of the new era. Influenced by traditional culture and ideas, people in this era have certain rational thinking ability, rather than blindly chasing the wind and tide. Although they have their own characteristics, the people of this era are both open and traditional, both trendy and rational on the ideological and cultural level.

3. Main Characteristics of Adolescent Subculture

(1) Analysis of subcultural forms

With the gradual improvement of human productivity, living standards continue to improve. As the first productive force, science and technology spread its influence gradually. Subculture is explained as a kind of subsidiary culture and minority culture arising from the mainstream culture. It is mainly reflected in the form and content deviation and correspondence with the mainstream culture. In terms of cultural attributes, subculture, also known as collective culture, often has distinct representativeness and contrast characteristics. In other words, the consciousness of rebellion against the mainstream culture of class, race and gender is weakened, and instead, the culture consumption of carnival is used to resist adult culture.

At the same time, subculture is not a single and one-sided cultural category, but a non-mainstream cultural form formed under the influence of The Times, science and technology, religion, race, science and technology culture and even war. It has a certain population diffraction and representation, and plays a certain cultural coverage. In a narrow sense, there are many forms and contents of subculture, including special beliefs, characteristic beliefs, values and living habits. The characteristics of local cultural phenomena will be fully reflected. Of course, subculture is not a completely independent cultural category, but a local culture that is related to the mainstream culture and has its own characteristics. Therefore, from the form of subculture to its scope and content have distinct independence, inclusiveness and specialization.

(2) Characteristics of adolescent subculture

From the perspective of the living and working status of teenagers in "Generation Z", many of them are under the influence of serious negative subculture, leading to frequent problems in work, study and life. First of all, the main representative form of adolescent subculture is the expression of the interests of the marginalized groups. This kind of embodiment lies in the subversion of traditional culture and mainstream culture. From the perspective of life attitude and values, this subversion has the characteristics of treason, criticism and edge. Therefore, the problem also arises. This subversive criticism, rebellion and edge effect will produce serious ideological identity deviation for teenagers. This kind of deviation leads to thinking and judgment error and illusion, which also has certain influence on the development of young people's thought and sound personality. Therefore, from the analysis of the effect and influence of subculture marginal culture, it should be effectively avoided and prevented.

(3) Negative influence of subculture

Through the analysis of the negative characteristics of the subculture, it is found that it has a great impact on the young people of "Generation Z". First, extreme and non-mainstream ideological trend has emerged. Influenced by negative subculture, many young people have seriously extreme and non-mainstream ideological trend, which is mainly reflected in the aspects of spirit, body and behavior. First of all, the spiritual level is mainly carnival, relaxation and depression. Most of them are serious rejection of the mainstream culture, and have certain conflict with the mainstream culture. Without considering their own development and social development, they simply carry out spiritual opening and over-indulgence, and escape from the world in the form of carnival. Secondly, in terms of the body, this extreme and non-mainstream ideological trend is mainly reflected in self-harm or infringement of one's own body, such as tattoos and various parts of the perforation. It reflects to the mainstream values of a kind of alternative confrontation and contrast. Finally, there is a serious aberration in behavior. Most of them are weird and exaggerated, giving people a feeling of aversion and avoidance. Second, Subculture has resistance and confrontation with religious, racial, and political circumstances. Many subcultures contain a great deal of racial exclusion and confrontation. Under the influence of foreign culture and western thoughts, teenagers in "Generation Z" have developed a value concept corresponding to and resisting the mainstream ideology in China. The danger lies in the ideological disintegration from the level of political belief and national spirit, resulting in hedonism and decadent ideas among teenagers. A marginalized group of people who reject politics and ideology appear.

4. Investigation of Subcultural and Cultural Circles -- a Case Study of Teenagers in "Generation Z"

(1) Definition of cultural circles

At present, China's economic development and industrial transformation are at a critical stage under the influence of the Internet and live broadcasting. In the current epidemic situation, online economy, online industry, online trend of thought and so on all have an impact on young people. As the main beneficiary group of the market economy after the reform and opening up, the teenagers in "Generation Z" are representative in the cultural circle. From the definition level, the cultural circle is a form of cultural identity that reflects the minority to drive the public, which has the same meaning as "circle fan". In the cultural circle, the effect of small and medium-sized groups can be fully reflected. The cultural circle is not a single and one-sided concept category, but also has certain internal compatibility. For example, the fishing cultural circle represented by "fish people"; Travel culture circle represented by "Donkey Friends", etc. These are representative representations of minority culture, and create a cultural system that is led and driven by mass culture in the society. Therefore, from the perspective of cultural attribute and cultural influence, cultural circle is a kind of enlightenment thought reflecting cultural change and the emergence of new culture. From the perspective of public life, the cultural circle reflects the leadership of public sentiment and life style attitude, with both negative and positive effects [1].

(2) Investigation and analysis

Taking teenagers in "Generation Z" as an example, this paper conducts an investigation and analysis of the subcultural circle, conducts an in-depth study of the types and influences of the current subcultural circle, and finds out the negative factors that the subculture and the network era have on teenagers, so as to find out a more scientific and reasonable solution. Through the investigation and analysis, it is found that the teenagers in "Generation Z" are influenced by western culture and values, leading to certain deviations and misconceptions in ideology and political beliefs. It is very disadvantageous to China's social and economic construction and talent training for national rejuvenation. The types of subcultural circles are as follows:

First, Excessive consume cultural circle, with the continuous improvement of the economic level and people's living standards. Consumption attitudes are also changing gradually. Under the influence of network economy and western culture, teenagers have the concept of consumption first and pay later. Such excessive consumption has formed a kind of cultural circle, which seriously affects the growth of a generation [2]. Through case study and data analysis, it is found that various forms of advance consumer loans, such as campus loan and network loan, are born on the basis of the recognition of such excessive consumption cultural circles. Therefore, it is very important to change the cognitive bias and avoid the wrong idea. After investigation and statistics, it is found that 75% of the Z generation teenagers have the habit of excessive consumption and advance consumption, which gradually forms a cultural trend and circle. When it comes to network technology and online payment technology is also closely related.

Second, the pan-entertainment cultural circle, at the present stage of our country has been in a state of no entertainment and no life, many young people are entertainment oriented, to enjoyment-oriented. Pan-entertainment thoughts and influence gradually formed a kind of identity cultural circle. Pan-entertainment culture circle has a certain representativeness and influence, many teenagers are very concerned about the star entertainment and related scandals, but do not care about the social development and national affairs. There is a serious extreme change in ideology and behavior to values, and the labeling of non-mainstream, non-human and so on has a great impact on the later generation of teenagers. Let patriotism, national consciousness, the correct view of the three and so on significantly decline. It is not conducive to talent cultivation and youth education [3].

Third, the decadent culture circle of pseudo girls. Through the statistical analysis of some cases and data, it is found that some teenagers in the Z era are in the decadent ideology of pseudo girls, which is mainly influenced by western non-mainstream and the entertainment trend of Japan and South Korea. Many teenagers in the male are abnormal gender ambiguity, to the female charm and form as the pursuit of goals, deliberately hide and change their male character and behavior characteristics, in order to gain favor or personality reflected as the purpose, design can uglify personality and appearance. And highly identify with this cultural attribute, this situation has a great impact on the whole male adolescents, causing certain obstacles to their own ability and male charm. Therefore, it is imperative to transform the subcultural circles [4].

5. Suggestions for Changing Negative Thoughts and Forging Mainstream Cultural Circles

(1) Taking the development of the Times as the theme to construct the mainstream cultural circle

At present, China is in a critical period of national rejuvenation. The function and role of culture are very important to enhance national identity and cohesion. Therefore, from the perspective of long-term cultural Renaissance analysis, we should take the development of The Times as the theme, the construction of socialism with Chinese characteristics as the program and guideline, and support and innovate the mainstream culture. Only in this way can we play an important role in upholding the ideology and culture. First, take the campus and the work unit as the main body of cultural construction to guard against and avoid various negative subcultures. The spiritual value of the mainstream culture will be reflected. Second, starting from the level of guarantee and hardware, the negative subculture and anti-political sentiment should be seriously attacked, such as the intervention of western political thought, anti-society, anti-government, etc., so as not to let the marginal culture become a weapon to resist the government and political infiltration [5].

(2) Carry out ideological education and spiritual inspiration with patriotism as the main focus

In the construction of the mainstream culture system, we should interpret the patriotism and spiritual thoughts, stimulate and mobilize the patriotic thoughts and emotions of young people, and

carry out and construct the mainstream culture construction from various aspects. First, take universities, media and the Internet as the main carriers to present patriotic forms and spiritual expressions, and carry on the inheritance of red culture and revolutionary thoughts. And through the application of new media technology, such as short videos, the Internet and other forms of publicity and promotion of patriotic forms, to enhance the patriotic enthusiasm and national awareness of young people. Second, take the case as a typical example and drive mass culture in the form of red or revolutionary cultural circles through the form of network communication and propaganda. Patriotic integration of various mainstream thoughts and cultural attributes appear, such as national flag culture, military culture, industrial culture, etc. Making men more masculine and daughters more womanly have an important promoting influence on teenagers [6].

(3) Build a consumption culture guided by healthy consumption concepts

From the perspective of excessive or blind consumption, we should focus on its guidance and promotion of healthy consumption concept. First of all, with the traditional culture as the entry point, the Chinese frugality, inaction, Confucian cultural thoughts and ideas are implanted. Explain the advantages and characteristics of Chinese culture and customs, melt the influence of the entertainment and excessive consumption culture circle. Secondly, based on the social form and consumption form, we should conduct standardized education on all kinds of consumption habits and practices. To guide the young people to reasonable and healthy consumption, avoid the decadent and hedonism ideas of the West, and enhance the sense of identity of traditional culture and consumption concepts. Finally, starting from the main culture and ideology, the consumer behavior is guided under the overall environment, and the impact effect of mainstream culture on subculture is continuously enhanced, playing a certain promotion effect [7].

Conclusion: In summary, through the analysis of "Generation Z" youth subcultural circle. Integrate "Generation Z" youth with subcultural circles. It provides stage space for promoting the construction of the mainstream culture system for teenagers. In line with the current national mainstream cultural construction needs and cultural ideology implantation requirements. It mainly includes constructing the mainstream cultural circle with the development of The Times as the theme, giving priority to ideological education and spiritual inspiration with patriotism, and constructing consumer culture with healthy consumption concept as the guide, so as to lay the foundation for comprehensively promoting the ideological concept and cultural awareness of teenagers.

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