# A New Road Map for Research on Youth Subculture in Cyberspace from the Perspective of Pop Music

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## Abstract

This paper suggests a new road map for studying the youth subculture in cyberspace from the perspective of pop music, exploring the trend of the development of pop music, and interpreting its style paradigm, which is conducive to grasp the future development trend of pop music and the live track and value demands of young people. At the same time, it enriches the subculture research theory, such as Bakhtin's theory, Social mutual construction theory, and other related theories that play a particular role in promoting the perfection and development of the subculture research system. The investigation of youth subculture in cyberspace from the perspective of pop music can provide some reference for other scholars to study subculture in online popular music among youth.

**Keywords:** Youth Subculture, Cyberspace, Pop Music

## 1. Background

China is in the critical stage of reform. Under the requirements of deepening economic reform and promoting structural upgrading, economic, social, cultural, and other aspects are faced with adjustment and transformation. The old and new concepts and systems collide fiercely. Under the current new normal of development, China's economic growth is slowing down to meet the requirements of high-quality economic development. Many social problems and contradictions initially covered in the high-speed economic development are exposed, showing a significant and typical development trend. Pop music, as a position for young people to show their mentality and emotions, and to reflect their life state and life track, has also undergone many changes. Folk songs, shaomai, social shaking, and many other "network popular songs" emerge endlessly, and a large number of network celebrities occur, forming a new development trend.

Although the new hot music genre has been recognized as the representative of vulgar music by mainstream media and taken off the shelves by popular network platforms, it is undeniable that they still have many young fans and maintain strong vitality. According to statistics, the number of fans of "shaomai" celebrity MC Tianyou has exceeded 40 million, and the video click-through rate has reached 152 million times. The mainstream culture and youth subculture in cyberspace launched a tug of war for a while. Given the relationship between subculture and mainstream culture, the famous scholar Cohen believes that mainstream culture occupies a dominant position in all kinds of cultures and sets itself as culture itself. Its standards become

the standards of civilization itself. Under this premise, other subcultures are restricted by it. Culture contains particular interest demands as the concrete embodiment of group and class life track and value orientation. Therefore, the emergence of new cultural hot spots can also be seen as presenting a specific class or group interest demands and value orientation. The recent music phenomenon from the perspective of pop music contains the value orientation of the current youth groups. We should explore the current difficulties and pressures faced by contemporary youth groups and explore the deep social roots behind them.

## 2. Research Significance and Objectives

This research studies the youth subculture in cyberspace from pop music, explore the popular trend of the development of pop music, and interprets its style paradigm, which is conducive to grasp the future development trend of pop music and the live track and value demands of young people. At the same time, it enriches the subculture research theory, such as Bakhtin's theory, Social mutual construction theory, and other related theories that play a particular role in promoting the perfection and development of the subculture research system. At the same time, the investigation of youth subculture in cyberspace from the perspective of pop music can provide some reference for other scholars to study subculture. Therefore, the research has theoretical significance.

It is self-evident that young people play an essential role in society. As the mainstay of the community, youth groups are the backbone of social development and the main contributor to future growth. From the perspective of pop music, the emergence of folk songs, social shakes, network divine songs, and other music is the deep reflection of the value orientation and interest demands of young people with the help of cyberspace. In the view of pop music, this study studies the youth subculture in cyberspace, explores the current difficulties and pressures faced by contemporary youth groups, explore the deep social roots behind them, actively guides their healthy and upward development, and provides feasible development reference for them to solve the difficulties and reduce the pressure. At the same time, through the study of subculture in cyberspace from the perspective of pop music, it is of practical significance to explore the development path of subculture, coordinate the relationship between mainstream culture and subculture, and promote the comprehensive development of China's cultural undertakings.

### Research Objectives

This study mainly studies the youth subculture in cyberspace from the perspective of pop music, explores the popular trend of the development of pop music, interprets its style paradigm and the future development direction of its relationship with the mainstream culture, and reveals the reasons and conditions for its popularity, Explore the youth groups with the help of cyberspace to reflect the value orientation and interest demands, excavate the current difficulties and pressure faced by contemporary youth groups, explore the deep social roots behind it, and put forward corresponding improvement suggestions for the negative impact of youth subculture in cyberspace, and actively guide the healthy development of youth subculture in cyberspace from the perspective of pop music.

### Research Plan

In the current development situation, pop music, as the position and means for young people to show their mentality and emotions and reflect their living conditions, has also undergone many changes. The emergence of new pop music cultural hot spots can also present a specific class or group interest demands and value orientation. This study studies the youth subculture in cyberspace from the perspective of pop music explores its influence and puts forward feasible suggestions for coping with its harmful effect. This study is divided into seven parts.

The first part is the introduction, which summarizes the relevant research at home and abroad through the literature analysis method, clarifies the background, purpose, and significance of the study, and introduces the research ideas, research contents, and research methods of the study.

The second part is the theoretical basis of pop music youth subculture research in cyberspace. It mainly expounds on the concept and connotation of youth subculture, the relationship between youth subculture and cyberspace and pop music, and the specific reflection. It focuses on the theory of Subculture Capital, Bakhtin's Semiotics, Social Interaction theory, and Media Function theory.

The third part starts from the "folk song," "social shake," "Shaomai," "popular network song," and other popular songs genres, including musicing causes, production conditions, cultural phenomenon, and individual socialization function. Moreover, with the help of participatory observation and interviews, we can understand the life track and attitude of the young people or creators who love these new pop music and analyze the deep-seated reasons. Overall, the emergence and leading trend of these youth subcultures are inseparable from the background of China's social transformation and the development of network society and consumer society. The desire to release pressure and pursue equality in their image style and behavior style is the direct reason for the popularity of youth subculture in cyberspace from pop music. Through the analysis of their behavior style, we can understand the spiritual core of their formation and feel the voice of the youth group. At the same time, the youth subculture in cyberspace can get such a wide range of support, which is inseparable from its communication path. The network is the primary condition and environment of its communication, so this part will analyze the network communication path of the youth pop music subculture. At the same time, we will grasp its future development trend in this part. Its relationship with the mainstream culture in the future is mainly reflected in two aspects: incorporation and anti-incorporation.

The fourth part is based on youth subculture development in cyberspace in pop music and analyzes its impact. The emergence of youth subculture in cyberspace from the perspective of pop music has certain rationality. To a certain extent, it helps young people express their emotions and their emotional orientation and interest demands to the public, that is, to see its practical side. However, at the same time, its existence also has a specific negative impact. Due to its limitations, its development has a particularly negative effect. Many young pop music subcultures have many vulgar, three outlooks, and other colors, making the development of youth subculture conflict with the mainstream culture and hinder the formation of youth values. Through a comprehensive analysis of its impact, this study makes a scientific evaluation of youth subculture in cyberspace from pop music.

The fifth part puts forward suggestions for developing youth subculture and its negative influence on pop music. From the perspective of pop music, youth subculture in cyberspace should first determine its cultural core, show its cultural heart more acceptably, and increase emotional tension. Based on a clear sense of responsibility, we should guard against the loss of direction and create a good communication environment for our development. At the same time, we should guide these subculture symbols to promote their healthy development and get rid of short-term sensory pleasure. This part interprets whether the youth subculture in cyberspace can survive for a long time from the perspective of music and analyzes how it can break through its limitations and obtain the development status, such as "hip hop music" in the United States.

The seventh part is the summary of the complete text, comprehensively combing the views of the full text, looking forward to the related research of youth subculture in cyberspace from the perspective of pop music, and pointing out the shortcomings of this research.

**Research Ideas**

This study summarizes the relevant research at home and abroad through literature analysis, clarifies the background, purpose, and significance of the study, and introduces the research ideas, research content, and research methods of the study. The research is mainly carried out from the following aspects. First of all, the theoretical basis of youth subculture research in cyberspace from the perspective of pop music expounds explicitly on the concept and connotation of youth subculture, the relationship and specific reflection between youth subculture and cyberspace, pop music, focusing on the theory of subculture capital, Bakhtin's sign theory, social mutual construction theory, and media function theory. Secondly, starting from the hot spots of popular songs such as "folk songs," "social shake," "Shaomai," "popular network song," this study describes and analyzes the overall characteristics of the subculture in cyberspace from the perspective of pop music through the methods of interview and participatory research, and studies its causes, prevalent conditions, phenomenon, and individual socialization function. Then, based on the current situation of youth subculture development in cyberspace from pop music, this study analyzes its impact. Through a comprehensive analysis of its impact, we can scientifically evaluate the youth subculture phenomenon in cyberspace from the perspective of pop music. Finally, it puts forward suggestions for the development and shortcomings of youth subculture in cyberspace from pop music. It analyzes how to break through its limitations and achieve higher achievements.

### 3. Research Methods

Three research methods are suggested for realizing the research objectives as stipulated in the following:

**Literature Review**

Literature research refers to the formation of scientific and rational knowledge method of research object based on the research of a large number of literature. On the one hand, this study collects, collates, and analyzes the literature related to the research purpose and content

to understand the current research results, form a theoretical understanding, and lay a theoretical foundation for the later research.

**Participatory Observation**

This study will use the participatory observation method to look into the groups who are influenced by youth subculture, secretly understand the youth interaction in the process of "folk songs," "social shaking," "Shaomai," and "network popular song," master the emotional catharsis and interest pursuit exposed by youth groups and analyze its impact. Through a comprehensive analysis of its impact, we can scientifically evaluate the youth subculture phenomenon in cyberspace from the perspective of pop music.

**Interview Method**

This study investigates the youth subculture phenomenon in cyberspace from the perspective of pop music, collects relevant data, understands the psychological characteristics and emotional orientation of the group in the form of interviews, systematically analyzes its causes, prevalent conditions, phenomenon, individual socialization function, and profoundly examines its deep-seated causes, to provide a reference for the writing of this study.

**Research Focus**

The key and complex point of the study is to analyze and summarize the overall characteristics of youth subculture in cyberspace from the perspective of pop music and scientifically analyze the impact of its existence. The description of the general features involves the causes of its development, epidemic conditions, etc., including both the macro level and the micro and internal operation mechanism. Due to the limitations of research-level, time, and energy, their understanding and mastery of relevant theories are not comprehensive and in-depth, so there may be some deficiencies in the analysis of problems and the discussion of specific optimization measures, including suggestions for its future development and the reduction of adverse effects, which is also the difficulty of this study.

**Research Assumptions**

First, the role of youth subculture in cyberspace is significant from the perspective of pop music.

The emergence of youth subculture in cyberspace from the perspective of pop music has certain rationality. To a certain extent, it helps young people express their emotions and their emotional orientation and interest demands to the public, that is, to see its good side. However, its existence also has a particularly negative impact at the same time. Due to its limitations, its development has a specific negative impact. Many young pop music subcultures have many vulgar, three outlooks, and other colors, making the development of youth subculture conflict with the mainstream culture and hinder the formation of youth values. Through a comprehensive analysis of its impact, we can scientifically evaluate the youth subculture phenomenon in cyberspace from the perspective of pop music.

Second, we should acknowledge the negative influence of youth subculture in cyberspace from the perspective of pop music. From the perspective of pop music, youth subculture in cyberspace should first determine its cultural core, show its artistic spirit more acceptably, and increase emotional tension. Based on a clear sense of responsibility, we should guard against the loss of direction and create a good communication environment for our development. At the same time, we should guide these subculture symbols to promote their healthy development and get rid of short-term sensory pleasure.

**Theoretical Innovation**

There are several theoretical innovations this research plans to reach.

First, the innovation of research theme and research angle. At present, the youth subculture in cyberspace from the perspective of pop music is relatively more minor. This study attempts to describe and analyze the overall characteristics of the subculture in cyberspace from the perspective of popular music, starting with the hot topics of popular songs such as "folk songs," "social shakes," "shumai," and "network Divine Comedy," to study its causes, dissemination conditions, cultural phenomenon, individual social function, and comprehensively analyze its impact. It is a scientific evaluation of youth subculture in cyberspace from the perspective of pop music and puts forward improvement suggestions for its harmful effects. Also, It provides some references for the enrichment of related research.

The second is the innovation of research methods. In the past, most of the research on the mode of international education cooperation was carried out through case analysis and literature methods. This study attempts to use the participatory observation method to get a more profound intuitive feeling of young people's emotional appeal and value orientation, laying the foundation for this study's in-depth study.

## 4. Funding

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