

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Answer Key: Subcultural Synthesis: Pop Culture Analysis for College

Analyze the semiotics of subcultural movements and the cyclical nature of aesthetic trends within neoliberal media landscapes for final assessment preparation.

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**1. Which sociological concept best explains the 1970s UK Punk movement's transformation from an anti-capitalist statement into high-fashion aesthetics sold by designers like Vivienne Westwood?**

**Answer:** B) Commodity Incorporation

Commodity incorporation, as defined by Dick Hebdige, refers to the process by which subcultural signs (like safety pins or ripped clothes) are stripped of their original protest meanings and sold back to the public as mainstream fashion.

**2. The 'Vaporwave' aesthetic of the 2010s utilized slowed-down 1980s elevator music and early internet graphics specifically as a critique of consumer capitalism and technostalgia.**

**Answer:** A) True

Vaporwave is widely analyzed in cultural studies as a 'hauntological' genre that uses satire and sonic manipulation to critique the failed promises of late-20th-century corporate utopias.

**3. In the 2020s, the rise of \_\_\_\_\_ fashion—driven by TikTok aesthetics like 'Old Money' or 'Cottagecore'—demonstrates the rapid fragmentation of identity into algorithmic 'micro-trends'.**

**Answer:** C) Ultra-fast

Ultra-fast fashion outlets (like Shein) capitalize on TikTok 'cores' by producing hyper-specific, low-cost garments that cater to short-lived social media trend cycles.

**4. How did the 'Riot Grrrl' movement of the early 1990s use zine culture and fashion to redefine third-wave feminism?**

**Answer:** B) By reclaiming derogatory terms written on skin combined with 'kinderwhore' clothing

Riot Grrrl participants used a 'bricolage' of symbols, such as writing slurs on their bodies and wearing babydoll dresses, to subvert patriarchal expectations of femininity and assert agency.

**5. The 1920s 'Flapper' silhouette was an entirely aesthetic choice and had no measurable connection to the social liberation of women following the passage of the 19th Amendment.**

**Answer:** B) False

Name: \_\_\_\_\_ Date: \_\_\_\_\_

The androgynous, dropped-waist silhouette of the flapper era was a direct physical manifestation of newfound mobility, the rejection of Victorian corsetry, and shifting gender roles in the workplace and voting booth.

**6. The concept of 'The \_\_\_\_' suggests that mass media and film create a psychological state where spectators view women as objects to be looked at, a trend being challenged by the 'female gaze' in modern cinema.**

**Answer:** B) Male Gaze

Coined by Laura Mulvey, the 'Male Gaze' describes how cinematography and narrative structure in film often assume a heterosexual male perspective, objectifying female characters.

**7. Which film is credited with the 'Blaxploitation' trend of the 1970s, which combined funk soundtracks with narratives that both empowered Black audiences and reinforced certain stereotypes?**

**Answer:** A) Sweet Sweetback's Baadasssss Song

Melvin Van Peebles' 1971 film ignited the Blaxploitation era, which featured prominent soundtracks by artists like Curtis Mayfield and Isaac Hayes, deeply influencing urban fashion and street culture.

**8. The 'Teddy Boys' of 1950s Britain were notable for adopting \_\_\_\_ tailoring, a style originally intended for the upper class, and repurposing it as a symbol of working-class defiance.**

**Answer:** B) Edwardian

Teddy Boys wore 'Neo-Edwardian' dandy-style coats (tweed and velvet collars) as a way to subvert class distinctions via sartorial appropriation.

**9. In contemporary media, 'Camp'—as defined by Susan Sontag—refers to an aesthetic that values seriousness and realism over artifice and exaggeration.**

**Answer:** B) False

Camp is characterized by artifice, frivolity, and 'the love of the unnatural.' It celebrates the theatrical and has been a cornerstone of Queer influence in fashion and film trends.

**10. What role does 'Intertextuality' play in modern pop culture trends, such as the fashion and music found in films like Sofia Coppola's 'Marie Antoinette' (2006)?**

**Answer:** B) It creates meaning by referencing other texts, such as using 1980s New Wave music in an 18th-century setting

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Intertextuality allows creators to blend symbols from different eras (like pairing Converse sneakers with Rococo gowns) to draw parallels between historical youth culture and modern celebrity.