

# THE EVOLUTION OF **GOTH** **CULTURE**

The Origins and Deeds  
of the New Goths



Karl Spracklen  
Beverley Spracklen

EMERALD STUDIES IN  
ALTERNATIVITY AND  
MARGINALIZATION

# **THE EVOLUTION OF GOTH CULTURE**

# EMERALD STUDIES IN ALTERNATIVITY AND MARGINALIZATION

**Series Editors:** Samantha Holland, Leeds Beckett University, UK and Karl Spracklen, Leeds Beckett University, UK

There is growing interest in work on transgression, liminality and sub-cultural capital within cultural studies, sociology and the social sciences more broadly. However, there is a lack of understanding of the problem of alternativity: what it means to be alternative in culture and society in modernity. What 'alternative' looks like is often left unexplored. The alternative is either assumed un-problematically, or stands in for some other form of social and cultural exclusion.

Alternativity delineates those spaces, scenes, sub-cultures, objects and practices in modern society that are actively designed to be counter or resistive to mainstream popular culture. Alternativity is associated with marginalisation, both actively pursued by individuals, and imposed on individuals and sub-cultures. Alternativity was originally represented and constructed through acts of transgression and through shared sub-cultural capital. In contemporary society, alternative music scenes such as heavy metal, goth and punk have spread around the world; and alternative fashions and embodiment practices are now adopted by footballers and fashion models. The nature of alternativity as a communicative lifeworld is now questioned in an age of globalisation and hyper-commodification.

This book series provides a stimulus to new research and new theorising on alternativity and marginalisation. It provides a focus for scholars interested in sociological and cultural research that expands our understanding of the ontological status of spaces, scenes, sub-cultures, objects and practices defined as alternative, liminal or transgressive. In turn, the book series enables scholars to theorise about the status of the alternative in contemporary culture and society.

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**KARL SPRACKLEN**

*Leeds Beckett University, UK*

and

**BEVERLEY SPRACKLEN**

*Independent Scholar, UK*



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2018

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**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-78714-677-8 (Print)

ISBN: 978-1-78714-676-1 (Online)

ISBN: 978-1-78743-930-6 (Epub)



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