



# SUBCULTURES, BODIES AND SPACES

Essays on Alternativity  
and Marginalization

Edited by  
**Samantha Holland**  
**Karl Spracklén**

EMERALD STUDIES IN  
ALTERNATIVITY AND  
MARGINALIZATION

# **Subcultures, Bodies and Spaces**

# EMERALD STUDIES IN ALTERNATIVITY AND MARGINALISATION

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 subcultural 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, subcultures, 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 subcultures. Alternativity was originally represented and constructed through acts of transgression and through shared subcultural 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 globalization 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, subcultures, 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.

## *Titles in this series*

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Karl Spracklen and Beverley Spracklen, *The Evolution of Goth Culture: The Origins and Deeds of the New Goths*

# **SUBCULTURES, BODIES AND SPACES: ESSAYS ON ALTERNATIVITY AND MAGINALISATION**

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