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РЕСПУБЛИКИ ТАТАРСТАН

Проектно-исследовательская работа по теме

«Субкультура E-girl»

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**Short summary of the project**

The topic chosen by us for the study is quite relevant at present. The youth environment is over-saturated with various youth currents and subcultures, and most of them negatively affect "young minds." The practical focus of the study is that it will help to get acquainted with the subculture of egirls, assess the modern situation in the world, as well as give an opportunity to choose its way. In addition, the teenager will be able to avoid negative influence from a subculture by getting acquainted with its peculiarities. The goal of my project is to introduce you to a subculture like e-girl.

**Justification of relevance of the project**

At present, the problem of the influence of subcultures on adolescents is extremely pressing. Subculture is a system of values, attitudes, behaviours and life styles that is inherent in a small social community. Young people, as the most sensitive and receptive group, are the first to perceive new forms of leisure development with all positive and negative phenomena. It cannot be fully satisfied with the existing common entertainment and ways of spending time. Young people come up with their own way.

Living conditions in the modern world create the prerequisites for the integration of young people into diverse groups, movements that are a joining factor, forming a collective consciousness in these groups, collective responsibility and common concepts of social and cultural values. Thus, youth subcultures are emerging.

**Subculture**

Subcultures are values and norms different from those of the majority, and belong to a group in a wider society. In the United States, subcultures can be hippies, goths, hip-hop or heavy metal fans and even bikers - examples are endless. One area of special interest is related to deviant subcultures. This concept was first used by David Risman, a well-known lawyer and sociologist from the States. It happened in 1950. It is easy to disassemble Subculture into two components: sub - native Latin root, analogue of our "under," and culture is not difficult to translate.

Explaining what subculture is, he talked about groups of people who deliberately choose values, style, behavior other than conventional ones.

Examples of subcultures:

a) hippie

b) Rastas

a) roofers

b) diggers

а) e-girls

б) softgirls

**Who are E-girls?**

The terms egirls are slang terms for young women, respectively, who are active internet users, often stereotyped as emo-styled anime and gaming fans trying to get attention on social media.

E-girl is a cubculture that exists exclusively in the digital world. This is what stylish young people are called, whose defining qualities are that they are attractive and spend a lot of time online. Sounds like a regular influenser? But there is a difference. Traditional influensers demonstrate their real lives in the most attractive form: for example, through endless travels to exotic countries. E-girl earn popularity without leaving their rooms. Their main competitive advantage is the image created online and existing only online.

The letter "e" means "electronic." Although the term itself has existed for over a decade, the reason e-girl has only become popular now is TikTok. The app, whose wild popularity over the past year has generated plenty of slang expressions, memes and jokes, also turned out to be a window into the bedrooms of millions of teenagers where they sing, curve, laugh and cry for their impersonal audience.

Today, e-girl can simply be synonymous with youth, appeal and constant online presence. But as long as there is the internet and the people who use it, there will be electronic girls and boys - those who live in disguise as the average teenager, but whose digital entities are part of something much more complex and unusual.

**Origin**

By the 2000-10s, egirls and eboys began more specifically characterizing young people online who are interested in an emo (E for short) or other alternative (e.g., goth, skater) aesthetic, especially involving dark clothing, hair, and makeup. They also were increasingly described as interested in gaming and anime, with their looks and behaviors judged as attention-seeking.

**Their distinctive features**

What does an e-girl look like? Light green or pink hair and almost certainly bright makeup. Their make-up eyes usually come together pink, red, brick shadows, can be dark shades. Also they always have long arrows, they can also draw dots, either little hearts on the middle of the lower century. Clothes - either from stopwatch (probably from Depop, an app in which Instagram inform the sale of its stuff) or from online fast fashion stores such as Dolls Kill, which describes itself as an "online boutique for losers." E-girls wear mesh T-shirts, some striped shirt down, and top black T-shirt, colored hair clips, a la Sailor Moon skirts, chokers, chains.

**Conclusion**

During this project, I hope I 've been able to introduce you to a subculture like E-girl. Subcultures emerge because self-search and self-expression force teens to look for role models and ideals. The only problem is that these ideals can be very different, and their qualities are too contradictory to form a single full personality from them.

That is why adolescent subcultures are formed, which are a separate system of values and behaviours, that is, the zone safe for the adolescent in which he can preserve and shape his identity. Teenage subculture is some attempt to build a community of like-minded people and assert their own lifestyle. Subcultures not only enable a teenager to establish his or her rules and rituals, but also allow him or her to express himself or herself.

In the project, we described and analyzed a small number of youth subcultures and hope that our booklets will help teenagers understand whether they need such a life - a life limited by rules.

**Literature**

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