

GENESIS OF THE SUBCULTURAL IDENTITY OF THE FOOTBALL FANS

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Abstract

In the first part of the paper the author reviews the genesis of the British youth subcultures with behavior deviation for which the football addictions become an obligatory element of their identity. At the same time the author presents the theoretical framework of the study which is related to the concepts of moral panic, hybridization as well as culturological analyses of the Birmingham school. The second part of the paper examines the penetration of Western youth subcultures in the Communist Bloc and their significance and use on local ground. By means of ethnographic methods in the last part of the paper is presented in details the main object of the study – the subculture of the “casuals“ in Bulgaria and their identity which is being formed as a result of the social transformations in society as well as of the mass consumption and the means of mass communication.