

*Perspective***A brief note on dominant culture and subculture**

Alan Scot\*

Department of Sociology, University of Cambridge, Cambridge, UK.

Received: 25-May-2022, Manuscript No. GJSA- 22-56204; Editor assigned: 31-May-2022, Pre QC No. GJSA- 22-56204; (PQ);  
Reviewed: 14-Jun-2022, QC No. GJSA- 22-56204; Revised: 20-Jun-2022, Manuscript No. GJSA- 22-56204 (R); Published: 27-Jun-2022.**DESCRIPTION****Dominant culture**

A dominant culture is a cultural practice that rules within a particular political, social or economic organization, in which many cultures live together. It may refer to language, religion/culture, social significance and/or community culture. These factors are usually the norm in the whole community. One gains power by being regarded as democratic and to have a prominent presence in the fields of communication, education, art discourse, law, government and business. The concept of “ruling culture” is often used in educational discourse in fields such as communications, social sciences, anthropology and cultural studies.

In society, culture is established and directed by the most powerful people (hegemony). Traditionally, a group of people who have the ability to hold power over public institutions and to influence all public beliefs and practices is considered to be powerful. The ruling culture, or cultural foundation, is established in society by a group of people who govern the ruling ideas, values, and beliefs that become the dominant worldview of society. People from prominent cultures spread their prominent ideas about institutions such as education, religion, and politics. The ruling culture uses the media and laws to spread their ideas. In addition, the ruling culture can be deliberately developed and suppressed by minor cultures or subcultures.

The dominant culture within a particular geopolitical business may change over time due to internal or external factors, but one is often able to be strong. Antonio Gramsci suggests that the masses are in the monolithic sphere. However, the overall picture provided by Gramsci is not a static, closed

system of governing the ruling class. Instead, a progressive society, where the creation of counter-hegemonies remains a live option.

**Subculture**

Subculture is defined as a culture derived from a small group of people present within a culture that separates itself from parental culture. Usually the basic principles of parental culture are retained in the subculture. It can also be described as a group among a large group of interested people who believe in a different culture.

Small cultures have their own political, cultural and sexual norms. Subcultures are an integral part of society, and they keep certain aspects of life stable. Hippies, bicycles, Goths are just a few examples of subcultures. Subculture is considered the smallest version of the genre. Subcultures can also be seen as unpopular due to the nature of criticism at many levels of society. There are six important methods that Gilder has proposed in which subcultures can be identified. They are as follows:

- Subcultures are often negative relations to work.
- They have ambivalent or negative regard to class.
- They have an association with territory instead of an association with a property like the street or the club, etc.

**Characteristics of subculture**

As there is no generally accepted definition of subculture, the definition of subculture grows steadily. As the research of many cultural groups is combined with the umbrella of the subculture, the definition continues to grow. Some sociologists and theorists view the concept of subculture as outdated.

---

\*Corresponding author. Alan Scot, E-mail: [ascot1@une.uk](mailto:ascot1@une.uk).