Identification of the Benefits of Countercultures in Modern Society

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Abstract

Over the course of history, the establishment of norms and regulations has faced several challenges in contemporary society. This study has focused on the benefits of countercultures in the area of modern society. There are several movements that occur based on diverse social norms and their impact on different cultural human beings. Depending on different country-based movements and introducing them within their reasons, this study has implemented several countercultures. In addition, the environmental and social impact of counterculture has been discussed to identify the importance of it in modern society to protect human rights. Along with this, all the key features are also described to understand the influential elements behind the countercultures. The researcher has selected all useful and effective research key tools to lead the further process of the research paper. A "secondary qualitative data collection tool" has been identified as effective for collecting valuable data from already existing resources. In addition to this, "thematic analysis" has been chosen to extract the meaning of the collected data in an understandable manner. The right methodological tools helped the researcher to obtain the right data and information. Moreover, this study will help the readers to understand the actual benefits of countercultures in modern society.

Keywords

Countercultures, Diversity, Human Rights, Modern Society, Movements, Norms, Revolution, Society

INTRODUCTION

Background of the Study

Due to the passing eras, several types of uneven fortune, as well as movements, have become occurred in order to break the contemporary moral ethics as it disturbs the living style of lower-class people. During an irrefutable period of time, a counterculture always shows the aspirations, ethos, and dreams of a particular population [1]. Successful counterculture calls on social transformation which harms lower-class people and disturbs their identity. From the beginning of history, it has been seen that especially the youth generation who are rejected or dominated by social values and social acceptance, became engaged in movements to protest against contemporary social norms.

Different country keeps different movements based on their social structure and this has made a huge social transformation. The countercultures have brought peace and love to society by promoting equality [2]. It is considered a large part of daily life that serves positive vibes among contemporary people. All the potential changes that have been made by the counterculture have been evaluated in the below section.

Aim and objectives

The main intention of this study is to explore the advantages of counterculture in modern society and the researcher has set some objectives to lead further study. The research objectives are:

- To understand the environmental and social impact of the counterculture
- To evaluate the key factors influencing counterculture in modern society
- To identify the benefits of countercultures in modern society
- To discuss the positive and negative effects of counterculture in modern society

Overview of the scope

The countercultures can help people to understand their effectiveness to protest against unethical activities and securing human lives by transforming them. In this modern society, as an example, families that select to home school children rather than participate in the mainstream school system sometimes has found to make protest against it [3]. In addition, women-related norms also can be broken depending on this practice. Especially rural people who have limited knowledge about this will be benefited from this research paper and can understand and try to improve the societal structure. It can be brought civil rights, saving the environment, feminism, gay liberation, anti-war, and many other socially unethical activities. However, it is concerned with daily life and its practice can bring a better society and establish beneficial norms in this modern society.

METHODS

Research design

Research design is an important methodological tool that is engaged in guiding the research process to use the right path. In order to lead this research paper, the researcher has selected an ***"exploratory research design"*** as it can guide specific research issues. Due to obtaining the background information and solving the research problems, this research design is considered perfect [4]. In addition, an ***"inductive***

research approach" has been adopted to support the new concepts in the research topic. Providing flexibility in the understanding and knowledge about the research topic, an *"interpretivism research philosophy"* has been chosen by the researcher. It allows the researcher to calculate the greater recognition of the previous un-researched subject. Based on these research tools, the research becomes able to uncover subjects as well as drive new obstacles in the research topic to shed light on these. Dependent on a specific phenomenon, these research tools have become applicable to enhance the understanding of the readers.

Research type

The selection of the "data collection tool" has been identified as an important step in research as it fixes the value of the research paper. The researcher has chosen a *"secondary qualitative data collection tool"* for conducting this research paper. It includes journal articles, newspapers, websites, books, and others [5]. The researcher has used keywords to find relevant journal articles and collect informative data. However, all the relevant resources have been chosen from 2018 to 2022 to manage the reliability and freshness of the information. Thus, all the dissertation articles and fewer data articles have been rejected to keep the value of the study paper. As these already exist and are reliable, it has saved the time and money of the researcher.

Inclusion and exclusion criteria

There were some inclusion and some exclusion criteria for selecting the article in order to collect only reliable, valid and relevant data for this following study. Articles that are published before 2018 were excluded for gathering only recent data and maintaining validity of the research article. In addition to that, doctoral dissertations were excluded from the selected article as those studies can provide wrong information. Apart from that, the articles and scholarly journals that are published between "2018 and 2022" were included as well as it was made sure that all the articles were related to the specific research topic. These criteria were critical for ensuring reliability of this article.

Data analysis

Data analysis is one of the most valuable sections of the research method as it converts the raw data into an understandable form. In this research process, the researcher has chosen a *"thematic analysis"* to explore the raw data and information. It offers the researcher a more approachable form of evaluation [6]. Preparing a few themes based on research objectives, the researcher has tried to mitigate the research gaps to make it valuable. It has been proven beneficial for arranging and managing large data. The readers have become more flexible and comfortable with these themes as they are prepared based on simple and understanding language and subheadings.

RESULTS

Role of counterculture

The term counterculture describes the values and norms of a cultural group that runs against the norms, values and mainstream of modern society. A counterculture is a western culture that does not follow the rules, values and regulations of any culture rather they follow exactly the opposite of all the norms and lead exactly an opposite lifestyle. The younger generation in the United States refused to follow sociological cultures in the 1960s and from this point, the counterculture was first seen in the whole world. After the Vietnam war, the younger generation refused to follow the social norms of the older generation which forced them to become a racist. The counterculture movement has impacted society in many ways as it brought all the important aspects of life.

The counterculture movement was an anti-establishment cultural movement taken by the younger generation to break all the odd rules of society. This movement has deeply impacted society and this movement has brought all the important factors of society such as human rights, maintenance of the anti-war situation of the countries, saving the environment, acceptance of gay or lesbians in the society, feminism and many other important factors [7]. This movement goes against all the authorised norms of society and by this movement, everyone can finally express their true selves to the world and gain the confidence to face all the challenges to change the baseless rules of society.

Environmental and social impact on counterculture

The counterculture movement has had a great impact on the environment as from this movement people expressed their concerns that human beings are damaging the environment and it should be reduced over time or else the world has to face the consequences in the future. General causes that affect the environment were brought up such as war issues increasing the pollution in the environment, cutting down trees badly affects the environment, smoke from the cars polluting the air and many other factors that badly affect the environment of the whole world. In the modern age, the world is evolving with new technologies every day which are rapidly changing the environment of the whole world. Rapid changes in the environment badly impact human beings and other species of the earth. These changes in the environment create challenging situations for every species on the earth and these changes affect the spatial environment on a larger scale [8]. With increasing pollution in the environment, the world is rapidly increasing the greenhouse effects and as a result, the world is facing rapid climate change.

Besides that, many old species and animals are no longer living in the whole world and also the living years of human beings are decreased compared to previous generations. The climate of the world is rapidly changing because of environmental changes and this situation develops many other issues related to the increase of pollution in the environment. The movements of counterculture have

impacted the society of every culture and put up a situation where the so-called social norms invented by the social people need to rethink their social norms. There are different regional movements taken by the counterculture around the whole world just to change the odd social rules, norms and values [9]. This movement has created a transparent and wider viewpoint for society and made the people of society accept the basic rights of humans in society. The people in the modern age have more acceptance power than before as these various movements of counterculture have changed the social viewpoint of the public.

Key factors influencing the counterculture in the modern society

The main key factor that influenced the first counterculture was the Vietnam war in 1960, there were supporters and opponents of the war and from there the counterculture was established because the people of any society were fighting for their generic rights in society. The most recent counterculture movement is *"The Black Lives Matter Movement"* which is an anti-racist movement for basic human rights. Counterculture movements were initiated by the 19th, 18th and previous generations to fight for human rights and change the mentality of every society across the globe [10]. In the modern generation, many family members and parents try to teach their children to follow society's rules which are either baseless or rude and harsh for other communities. The counterculture is a progressive way to change the mentality of society, thus the small movements taken by the younger generation are to eliminate the odd rules of society [11].

These movements have also impacted the political society and changed the political norms and behavioural growth of the political society in any region or nation. In the 1960s and the ways that were taken to influence people and society through music and the counterculture movement, brought the genre of rock music to establish changes in society. Before these movements, there were soft beats music such as jazz, folk songs and many others, but after these movements arrived the music industry changed the form of old music and established rock music. One of the best examples of a counterculture movement through music events was the *"Woodstock Music Festival"* in 1960 [12]. There are many other key factors that have initially affected the movements of the counterculture to bring changes in society across the whole world. These movements took their place in society through events or celebrated as a festival to attract the attention of people society to let society know about the changes in a positive way.

Benefits of countercultures in the modern society

There are many benefits of the counterculture that have positively impacted society in many ways and the world is evolving with new changes. Modern society now has more acceptance power than the previous generation. The counterculture movements were established for bigger issues and the movements were wide across the world between 1960 to 1980 [13]. These movements have established many positive and distinctive approaches in society and the livelihood of the people of any region and nation. These movements have benefited many sectors of society and through the countercultures, it opens new ways of thinking and seeing the whole world [14]. The cross-cultural movement provides all the necessary cooperation that is needed to understand society and provides all the mutual facilities in a very decent way. The basic purpose of these movements is to inform about the changes that the world needs to take to maintain its social service throughout the whole world.

Cross Cultural movements are essential for the people who still struggle for their identification not as many families still can not accept gays or lesbians in many countries and there the society needs to change their social mentality. The mentality of many societies has been changed by these cross-cultural movements as there are not only musical concerts in cross-cultural movements but there are many other movements related to the antiwar movement, feminism and many others. Many countries and regions have a social culture without the acceptance of people who belongs to the LGBTQ community but in the modern age many have accepted them and the governments of many nations have legally accepted transgenders and homosexuals [15]. these changes came from all the cross-cultural movements that have benefited many people and many communities across the globe. People can openly express their feelings and choose their gender and they are no anymore afraid to express their own identity in front of the world. People are becoming anti-racist in this modern age and support each other to maintain a good communal connection throughout the whole world. People are more kind to each other and treat them as human beings and not by their caste, race or colour all across the globe.

Positive and negative effects of counterculture in the modern society

There are many positive and negative effects of counterculture in modern society and it has a great impact on people who belong from different regions and nations around the world. The main positive effect of counterculture is that people are together without the consent of their caste, colour or race but because of love and compassion around the whole world. People are together because of their common beliefs towards humanity and not believing the baseless ideas of society and their culture. This togetherness has created a communal connection between people from all around the world and with new technologies in this modern age people can connect to anybody in the world [16]. Apart from this they can react and share their thoughts over the internet and other people can get influenced by that thought in a positive way and may come forward to help each other in building a strong and positive relationship between the people of different countries.

People come together in one place through crosscultural movements to establish changes not only in society but also

in the whole world. However, the cross-cultural movements are constructed in a very peaceful way as it does not support war situations and handle the situation with love and harmony. These movements fight for love and harmony and to maintain peace in society. The people in the war do not support the war or any harmful movements for the people. These movements are celebrated as festival events to cherish the happy moments and togetherness of the people who physically appear in the movement from all around the world. However, there are some negative effects of these cross-cultural movements in this modern age as the movement does not work as well as it was first planned. Even the movements first emerged for doing good to the public but it has now turned in negative ways also as the younger generation is more volatile than the previous generation.

The younger generation is more aggressive and addicted to alcohol and consumed drugs in the name of the counterculture. Even if they conduct any movements for any good reason they become very aggressive and sometimes create violence and abuse society and show disrespect for the older generation. There is an increment in rape cases around the world as the younger generation became very vulgar and after consuming drugs they lost their consciousness [17]. Even after they fight for love and peace their ways are very vulgar, rude, disrespectful and aggressive towards the older society which has already established a very poor image of the cross-culture.

DISCUSSION

The researcher has used several secondary sources such as articles, journals and others for gathering reliable data related to counterculture. All the findings are thematically presented in the previous section which is discussed in this specific section of the study. It is identified that counterculture is an important factor in modern society which has been influenced by several factors [18]. Social factors, environmental factors and different cultural factors are influential towards counterculture across the world. There are different types of countercultures such as "counterculture of the 1960s", "Anti War movement", "Hippie protesters in the 1960s", "Civil Rights Movement", Feminism, LGBTQ2+ groups, Peer movement, Environmentalism and others. All of these counterculture movements have some specific significance in modern society which is discussed in this article.

"Hippie protesters in the 1960s" was one of the very first counterculture movements in the 60s against the "Vietnam War". The specific movement was for supporting lone and nonviolence rose by "hippies" which is a well-known group of people. This specific movement was against war and commercialism as well as establishing social norms as love and peace. Apart from that, "Civil rights movement" is another counterculture movement in the 60s which was against the discrimination between white and black people [19]. During that time, white Americans used to rule the society and other people were discriminated against due to

their black skin tone. The "Civil rights movement" was for changing these social norms and preventing discrimination. Along with that, providing equal opportunities to the black Americans as white Americans in society was the main demand of the movement.

It is noticeable that the counterculture movements have played a crucial role in changing specific social norms overall the world. On the other hand, the feminist movement is an essential counterculture movement which changed the male dominant social norms from society [20]. In India, the impact of male dominant social norms is visible from the pre-colonial times. Violence against women, sexual harassment, unequal opportunities for women, gender discrimination and others were at its high. Women were considered weak and the servants for their husbands at that time and the feminist movement was an important movement for reducing the percentage of violence against women. There were three phases of the feminist movement for providing equal rights to women, reducing violence against women and getting equal opportunities in different factors.

In addition to that, there were several environmental movements across the world for reducing global warming and the risks of environmental damages. Some of the environmental movements in India were "Chipko Movement", "Save Silent Valley Movement", "Narmada Bachao Andholan (NBA)", "Bishnoi Movement", "Jungle Bachao Andholan", "Tehri Dam Conflict" and "Appiko Movement" [21]. All of these movements were for protecting environmental aspects such as trees, rivers and others. It was noticed that environmental pollution is increasing day by day because of harming environmental aspects and the movements were to protect the aspect. All of these movements had played significant roles in values and norms of society for particular factors. Increasing concern among people regarding environmental aspects, equal rights and other factors was the major purpose of the movements.

It can be stated that the movements were not only important for the society in the 60s but also important for the modern society. Each of the movements is crucial for bringing equality, peace and love in the society. The people of modern society are more concerned about equality and the environment. It would be difficult for the people of modern age to live in a society where social norms are based on gender discrimination; people are not concerned about environmental pollution. Therefore, counterculture is beneficial in modern society and helps to bring love and peace [22]. Women are getting equal opportunities in the modern age as well as sexual violence and domestic violence against women has decreased across the world. This was possible for the movements taken in the 60s and that also led the modern society to live without any war. In short, it can be stated that the counterculture movements have been playing an important role in maintaining positive social norms, peace and love in modern society.

CONCLUSION

It can be concluded that the counterculture movement was significant to change the social norms that were not only harmful for the people but also negatively effective on the environment. There were many restrictions for women in the society of the 60s and women were not considered as equal as men as per the social norms. The feminist movement was crucial to change these specific norms and that has been beneficial for the people of modern society. In recent times, women are given equal opportunities as well as there are equal rights for women as men.

Apart from that, people were not concerned about the environment at that time and used to cut trees with cruelty for completing their basic needs. It was harmful for the environment and all the environmental movements were crucial for changing these norms in the society. In short, the counterculture movements helped the modern society to bring peace and love instead of war which made their life simple. It can be stated that the specific movements were mostly beneficial for women in the modern society to establish women empowerment in the society. Thus, counterculture is immensely beneficial to the modern age people for living in positive social norms with peace and love.

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