

## My Phan Club

What is the fastest growing category of video on YouTube? Ever heard of Michelle Phan or leopard-look eyes?

Young cosmetics gurus are now drawing huge followings on YouTube, offering tips on such things as using a business card to apply eyeliner and achieving a specific celebrity look, e.g. like Lady Gaga.

In the last three months the number of views has increased 40%. The top five sites in the **makeup tutorial sub-genre** have together generated more than 150 million views and averaged more than [600,000 a day](#).

Several videos in this sub-genre are consistently in the top 100 on YouTube at any given time.

Phan's how-to-look-like Lady Gaga video alone has generated five and a half million views. She has over 200,000 YouTube subscribers on her channel where she pushes her own line of health and beauty products under the name IQQU.

She is 22 years old.



**Michelle Phan's tutorial  
on looking like...**



**the pop-music star, Lady Gaga**

## Going Gaga!

It appears that the new Madonna/Britney Spears may have been discovered. Stefani Joanne Angelina Germanotta (born March 28, 1986) is better known by her stage name, Lady Gaga. Like Madonna and Britney she is pushing the boundaries of appropriateness further than ever, most recently by setting her breasts on fire during a performance in London.

Lady Gaga's two main hits so far are an up-tempo dance song, *Just Dance* (it's about being intoxicated at a house party) and *Poker Face* (It deals with fantasizing about a woman while being in bed with a man). In the May 2009 issue of *Rolling Stone*, Gaga stated that she is bisexual. Her MTV page is sponsored by Trojan (the condom company).

Stefani is the eldest child of Italian-American parents and attended school at the Convent of the Sacred Heart.

Like the parents of Madonna, Katy Perry, and Britney Spears, Lady Gaga's parents lost a battle with youth culture for their daughter's life. That lost battle is the story of many Christian parents today and it reinforces the need for an alternative youth culture that appeals to the young and promotes the values of the Kingdom of Heaven.

Providing a new youth culture to aid parents in raising children is part of the mission of Kairos.

## What Is Youth Culture?

The *Merriam-Webster Dictionary* defines culture as the integration of human belief, knowledge and behavior that is transmitted to succeeding generations. In plain English it is the way a group of people live out their key beliefs and attitudes as reflected in their morality, faith, rituals, manners, myth, art, dress, sports, music, and food that is then transmitted from one generation to another.

### A Life on Its Own

Youth culture is not transmitted by parents. It is a sub-culture of its own. Youth culture is, in part, **self-breeding**. Youth and those influencing youth transmit it to other youth.

Youth culture has been lived out **separately** from parent or adult **supervision** in such environments as the amusement parks of the early 1900's, the dance halls of the 1920's, the basement parties of the 1950's,

the university campuses of the 1960's, the shopping malls of the 1980's or on the internet today.

This separation is also expressed in youth culture **slang**. Slang excludes those who don't know it. Something that was "in" or fashionable was called hip, groovy, bitchin', awesome, sweet, wicked, chill or something else depending on when you were eighteen.

### A Different Set of Values

Youth culture is usually **dismissive** of adult culture, **rejecting** the influence of church, family and other institutions that pass on **morality codes**. It questions or rebels against their authority often based on the phrase "I am old enough to make my own decisions" (regardless of how old they are).

Its motivation is **pleasure not purpose or responsibility**. Girls just wanna have fun, fun, fun til their daddies take their t-birds away.

Its **primary means** of transmission have been peer environments, music, film and more recently the cell phone and internet.

**Music, dance, dress, heroes and hairstyles** define particular generations of youth and typically set them apart from those only a few years older. In youth culture fashion is volatile. Cool hairstyles, like flat-tops, duck-tails, shag, the afro, rat-tails, punk, emo and more, lasted as little as five years each. It took a bit more time to go through the turkey trot, the tango, the charleston, the lindy, boogie woogie, the hop, the twist, disco, break dancing, moshing, hip hop and so on.

Upcoming newsletters will explain when, where, why and how youth culture came into being. It will continue to point out what is happening now and what we can do to make a difference for the next generation of youth.



How long has the word *cool* been *cool*? According to the *Oxford English Dictionary* cool has been a cool, that is fashionable, word since 1933.

When did the word teenager come into use? *Encyclopedia Britannica* identified 'teenager' as a new word that was coined in 1944.

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