

# SMART

# I LOVE YOU



"SMART" is a cultural phenomenon that has a strong visual impact on the general public, mainly teenagers, using online selfies as the main vehicle of communication, with heavy make-up, colourful long hair and eccentric clothing as its characteristic symbols. Since its emergence, it has been subject to criticism, and the public has almost overwhelmingly ridiculed and attacked the "SMART" group because of their exaggerated costumes. Scholars consider the "SMART" group to be a representative of the new generation of migrant workers, an awkward "third element" outside the urban-rural dichotomy, and have generally studied it from a sociological perspective, without paying attention to the cultural dimension.

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