The Influence of Euphoria on Generation Z Youngster

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Abstract: *Euphoria*, a high-profile American TV series, has not only captivated viewers globally but has also given rise to a distinctive cultural phenomenon within the entertainment industry. This paper delves into the impact of *Euphoria* from four pivotal perspectives: The Gen Z Aesthetic, Social Issues, the Revolution of Teen Soap Operas, and Commercial Values. By conducting thorough text analysis and research encompassing the plot intricacies, character developments, and thematic exploration, the study aims to ascertain whether the series can generate unexpected influences, sparking extensive discussions on teenage life, societal challenges, and artistic expression. The findings underscore the show's profound impact, highlighting its ability to transcend traditional storytelling norms, initiate meaningful dialogues, and reshape the commercial landscape. First and foremost, the impact of *Euphoria* on the aesthetics of Generation Z. Secondly, as a series that aggressively explores modern social concerns, *Euphoria* stands out as providing a raw and uncensored take on the challenges confronting today's adolescents. Third, *Euphoria* TV shows are a new sort of entertainment and a new awareness of TV shows. Finally, the financial worth of the *Euphoria* TV series extends far beyond standard ratings measures. As *Euphoria* continues to push boundaries, it catalyzes change, fostering a global discourse that extends beyond conventional television narratives.

Keywords: Commercial benefit, Reform of TV series, Reflect social problems

1. Introduction

The impact of HBO's Euphoria has extended well beyond the confines of traditional television. It has a strong emotional impact on Generation Z, not only as entertainment but also as a shaper of cultural cognition and social dynamics. The breakthrough show not only changed the way teenagers are portrayed today, but it also had a role in redefining fashion trends, questioning social standards, altering teen soap narratives, and showcasing the industry's huge commercial significance. The honest depiction of contemporary adolescence in Euphoria ignited a fashion revolution among Generation Z. The characters' audacious, daring fashion sense has influenced the industry and grown to become a major factor in the tastes and fashion trends of today's youth. Additionally, being a major influence on young people struggling with these challenges, the show's unflinching examination of delicate social issues like mental health, substance addiction, sexual orientation, and identity struggles has prompted significant conversation and raised awareness. For example, scholar Coleman Spilde discussed the violent aesthetics of *Game of Thrones* from the cultural dimension, analyzed the influence of *The Big Bang Theory* on cross-cultural communication, and studied the influence of

Euphoria on future youth soap operas [1]. Cady Lang viewed that Euphoria's fashion symbolizes the experimental spirit of Gen Z is put forward [1]. *Euphoria* has left a deep imprint on the world of fashion, social discourse, teen storytelling, and the entertainment economy. As such, it is not only a cultural phenomenon that has changed the entertainment industry but also social perceptions and business strategies within Gen Z. Therefore, this paper discusses and analyzes the influence of *Euphoria* on the young people of Generation Z.

2.   The Influence of Euphoria on the Aesthetics of Generation Z

Wells shows the application and role of cosmetics in euphoria, since the broadcast of the second season of the series, the topic of the makeup of "Euphoria" has detonated on the global network, and major platforms have launched imitation makeup with the theme of "euphoria", once again setting off the trend of "Generation Z aesthetic revolution" [2]. The revolution was created by makeup artist Doniella Davy, who worked on two seasons of the show. Davy, director of Euphoria's makeup department, said she drew inspiration from real-life teens and social media to create the show's unique beauty makeup, such as dramatic eye sequins that resemble tears and neon eyeliner. Davy emphasized the visual impact of makeup, especially exaggerated experimental eye makeup, which allows girls to experiment with the colors of Generation Z and creativity in their eye makeup. Like the makeup design of several protagonists in the play like strong color collision, using the experience and emotions of the characters to describe the eye makeup, and using makeup to vent the emotions and personalities of several protagonists. Maddy is a very sexy, energetic girl, and her makeup is designed that way. Maddy's makeup is usually heavy, using bright colors and strong contrast to accentuate her personality traits. The look has also prompted many Gen Z to experiment with bold colors and creations on their eye makeup. Meanwhile, the aesthetic trend of the "High" look has been widely circulated on TikTok and Instagram. Lan pointed out that there are also more than 6,200 notes of "hyper makeup", which makes "hyper make up" a new traffic password for many beauty bloggers, and they have also launched video tutorials on imitation makeup in the play [3]. The influence of the Internet also played a huge role in the exaggerated beauty of the show, influencing red carpet trends, corporate makeup trends, and fashion shows. "Our society is still riddled with outdated beauty, makeup, and gender norms, and Gen Z's unapologetic ways of self-expression are breaking those norms in an unprecedented and widespread way because of the constant flow of self-propagation on social media," Davey said [1].

3.   Social Problems in Euphoria

As a series that boldly addresses contemporary social issues, Euphoria stands out as offering a raw and unfiltered perspective on the challenges facing today's youth. Through unflinching portrayals of sensitive topics such as mental health struggles, identity exploration, and sexual relationships. Instead of diluting or glossing over these issues, it digs deep into the emotional complexity to present a subtle representation that resonates deeply with the audience [4]. For example, Cassie loved her father so much since childhood, but her father left her. The tragedy of Cassie can be described as the tragedy of the absence of her father, or optimistically, that she sought others' love for herself before she learned to love herself, resulting in her losing herself in love. Nate's father was strict with him from the bottom up, and the beatings he suffered at an early age made him submissive, afraid, and in awe of his father. As an adult, he became weak and dared not take responsibility. Secondly, when Rue was born, the 9/11 terrorist attacks happened in the United States. Her parents were immersed in the panic caused by the terrorists all day, and no one cared about Xiao Ru's growth. By the time her parents react, Little Ru has been suffering from bipolar disorder in a lack of loving environment and must rely on drugs to control her emotions. Through many storylines, it is shown that the influence of the family

of origin on the children is life-long. Many scholars agree in supporting the idea that childhood is the time most affected by external impact [5]. Thus, the importance of the family becomes apparent when talking about an individual's childhood [6]. Because of this, parents should accompany, care for, and pay attention to their children during adolescence and properly educate children. As soon as Euphoria aired, it sparked discussion among viewers, encouraging compassion, understanding, and critical examination of these universal issues affecting the younger generation. Henderson's TV series' bold and clear depiction of these social issues has become a driving force to break taboos and reveal the reality faced by today's young people, making it a powerful catalyst for social discourse and reflection.

4. Revolution of Teen Soap Operas

Euphoria TV shows *are a* new form of entertainment and a new awareness of TV shows. The first episode of *Euphoria* garnered 577,000 viewers when it first aired, and it drew even more views on the network's streaming services HBO Go and HBO Now [7]. The debut received just under 1 million views by the end of the first night's measuring period. *Euphoria's* sales remained strong for the next seven weeks, thanks to a massive marketing push and consistent buzz on social media. The first season finale drew 530,000 on-air debut viewers and 1.2 million total first-night viewers plus streaming, representing a 160% increase in HBO Go and HBO Now streaming views over the series premiere night [8]. According to Spilde viewers aged 18 to 34 account for 40% of total viewers and two-thirds of the HBO streaming platform's audience. With such a high percentage of young viewers, it's not surprising that the show has been so visible on social media over the summer. In just one season, *Euphoria* has become HBO's second-most-tweeted show of all time, behind the *behemoth Game of Thrones*. Moreover, *Euphoria* stands out from the pack of teen soaps. First, the series takes an unconventional storytelling approach, telling the story through a multi-angle storyline and a non-linear timeline. *Euphoria* follows the individual storylines of the characters Jules, Cassie, Mandy, and others. This happens to be unlike similar teen dramas on network TV, where character arcs aren't filled out by writers filling out storylines for the nine months of the year. This way of telling may have changed the audience's perception of the show's structure and narrative style, thus attracting more young people to watch. Secondly, *Euphoria* boldly and truthfully presents some sensitive and complex subjects in real life, such as substance abuse, gender identity, mental health, and so on. The audience may experience a more real and close-to-life emotional experience when watching the series. For Darnell-Jamal Lisby, a fashion historian and curator, Euphoria's fashion symbolizes the experimental spirit of Gen Z. "When I see Gen Z, they are risk takers", he said [1]. They're putting it all out there. They have this unabashed confidence to be their truest selves in terms of their sexuality, in terms of their gender identity.

5. Commercial Value of Euphoria

The commercial value of *Euphoria* TV shows goes far beyond traditional ratings metrics. Its impact on advertising revenue, merchandise sales, and brand partnerships underscores its enormous commercial viability. Avid fans of the show, especially young fans, have pushed it to the forefront of the market. Advertisers compete for AD time during the broadcast, using their large and active audience to promote their products and services. HBO, for example, has invested in a new form of transgender representation that is very different from what has been done before, breaking with traditional representations in film and television. "While HBO utilizes both cable and video-on-demand (VOD) streaming services, its recent investment in trans discourses is in part a response to Netflix and Amazon Prime's successful trans programming and indicative of the competitive value trans content offers content producers in the multiplatform era [9]. In addition, the show's influence on fashion trends increased its commercial appeal. The unique and bold styles of these characters

have become fashion ICONS, driving sales of clothing lines inspired by the collection. Collaborations with fashion brands and designers have proven to be very lucrative, using the influence of the show to launch exclusive collections that have driven significant sales. In addition, the digital realm has played an important role in the commercial success of *Euphoria*. Its strong presence on social media platforms amplifies brand partnerships and product placements, facilitating seamless integration of advertising content with the show's narrative. Wirtz suggested the commercial value of *Euphoria* goes beyond traditional TV ratings, leveraging its cultural impact, fashion influence, and digital presence to drive substantial revenue streams, making it a powerful force in the contemporary entertainment business.

6. Conclusion

In general, Euphoria has significant long-term effects. First, the collection's subversive cosmetics look caused a shift in "Gen Z's" aesthetic standards. It is frequently used in business trends, fashion shows, and social media. Furthermore, Euphoria defiantly examines modern social issues, offering an honest viewpoint on the difficulties that today's youth must overcome. By exploring delicate subjects like identity, family dynamics, and mental health, the show sparks intelligent conversations that encourage viewers to be empathetic and critical thinkers. In addition, the series' unique storytelling style and candid depiction of delicate real-life subjects helped it achieve the unparalleled success of teen soap operas. Finally, the commercial value of Euphoria in terms of advertising revenue, merchandise sales, and brand partnerships is clear. The show's influence on fashion trends and its digital presence further fueled its commercial success, ushering in a new era in multi-platform entertainment.

This study has some limitations even though it examines the consequences of *euphoria*. First of all, the study mostly focused on textual analysis and research; it did not examine the audience's actual responses and impacts. Questionnaires may be utilized in the future to gain more insight into the emotions of the audience and the effects of *euphoria*. Subsequent research endeavors may investigate the impact of commercialization on creative direction, audience recognition, and program content. Lastly, even though the study discussed the relevance of *Euphoria* in relation to teenage feelings, social issues, and creative expression, further investigation is required to determine the show's precise contribution to cultural development and societal advancement. Future research could examine the show's relationship to social movements to gain a deeper understanding of its significance in societal transformation.

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