**Between pop culture and politics. New political parties and the values of the young generation of Egyptians**

The article describes political protests in Egypt from the perspective of the young activists writing on the Internet and the representatives of the new social movements. Since the beginning of the Arab Spring, it has been the youth who have had the decisive role in most of the Middle East countries. Once the opposition had achieved its main political objectives, which is to say, the removal of the autocrats from power in Libya and Tunisia and the limitation of the powers of the king in Morocco, it was only in Egypt that the protests continued. The Egyptian activists are present not only on the Web, but also on the streets of the largest cities, using not only the Internet but all the new media available and popular culture as well. For this generation, technology and culture have become not only a space for the expression of protests and political demands, but also the manner for reaching out to the rest of the society when faced with television, radio and newspapers under government control. The protest of the youth was, however, prepared by the activity of numerous non-governmental organisations which had been taking to the streets against Hosni Mubarak’s regime since 2004. The activists and the members of civic organisations alike constitute a new force, belonging to what have been dubbed the democracy advocates who were unable to compete either with the ruling National-Democratic party or the Muslim Brotherhood organisations even as recently as thirteen years ago. The latest developments in Egypt suggest that their role in the struggle for the further democratisation of that country cannot be ignored.

**Tags:** fundamentalist activism, political parties, Arab public opinion, young activists