
SCIENTIFIC REVIEW

CANCEL YOUTH CULTURE AND RESILIENCE THROUGH THE PRISM OF SOCIAL AND EMOTINAL VIOLENCE

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ABSTRACT

The phenomenon of cancel culture loosely translates to "cancellation culture". Cancel culture refers to the use of social media profiles to exclude a person from society, usually by mentioning their views that are not liked by the majority. Exclusion from society is one of the frequent forms of violence and is present among children and young people, and the consequences of this type of violence can be very serious. Cancel culture reduces tolerance and the possibility of dialogue. Any form of exclusion is not good, because exclusion is a form of violence. Resilience is driven by culturally specific and often-changing goals for youth. Cancel culture is increasingly present among young people and increasingly

present on social networks. It is actually a form of social and emotional peer violence that is increasingly indicative of the phenomenon in schools as well.

Keywords: *cancel culture, social violence, social networks, school.*

JEL classification: *Z1, D74, D91, Z13, I24*

CANCEL CULTURE OR CANCELLATION CULTURE

The phenomenon of cancellation culture began with the MeToo movement in the US, as a phenomenon of 'cancellation' of individuals because of their past actions. However, today's meaning of the term cancel culture has less and less to do with this. While during the Me Too movement this trend aimed to expose and hold certain individuals accountable for their illegal actions, today it is increasingly aimed at those whose opinions and attitudes are not in line with the mainstream social narrative. Cancel culture reduces tolerance and the possibility of dialogue. Cancel culture is used to refer to those who are perceived to have behaved or spoken in an unacceptable manner, they become ostracized, boycotted or shunned [1].

Social networks have made it possible for anyone to be able to market their opinion to the whole world in one moment. The little man suddenly acquired the incredible power of advocacy and action from the comfort of his home. At a time when the system does not solve social issues quickly enough inequality, the helm is taking over public opinion on the Internet. Cancel culture is the English term for the culture of cancellation, i.e. collective action against a person or group, most often by withdrawing support, boycotting or shaming. Although it has appeared before, the new age has made it possible to spread the popularity of cancellation to the level of "culture", and therefore it is associated with the 21st century. It usually looks like a lot of problematic individuals or groups are escorted off social networks, people stop buying their products, cancel collaborations, and the like. Moreover, it becomes controversial to say that you are "following" a terminated individual, and public figures associated with the terminated individual also risk the same treatment. The Harvard Center for Political Science conducted a survey in 2021., and the results showed the following: 64% of Americans believe that the culture of canceling has gone too far, while at the same time 82% considered it important that opinions can be expressed freely. Views on the culture of cancellation also differ between political currents – 80% of

Republicans consider it excessive, and on the other hand, 48% of Democrats.

Slightly more than a third of Americans (36%) considered cancel culture to be a big problem, 32% moderate, and 13% considered it not a problem [2].

In a paper that analyzes the experiences of victims of cancellation culture, Jusay et al. [3]. they talk about lesser-known consequences. They interviewed three participants who were victims of the cancellation culture from the Philippines in recent years. From their narratives, the authors singled out three recurring themes:

- Public reaction: victims face numerous negative messages that are not only reactions to controversial actions or attitudes, but to the victim's personality, religion, race and ethnicity, and seem to be intended to hurt or demoralize.
- Fear of public embarrassment: every appearance in public is a risk of negative evaluation.
- Cyberbullying: Sending death threats and other hateful messages is often for people who have been 'cancelled'.

The participants of this research are also connected by a significant level of stress, anxiety, trauma and depression that followed the "cancellation". They were afraid to leave their neighborhood, and social media became an unsafe place for them.

Ahuja and Kerkett [4]. they associate this with the "crowd mentality", a phenomenon proven again and again in physically close groups, where individuals, through various processes, begin to do those activities that the majority does. A special encouragement comes with the property of anonymity, and in the digital medium, where there is almost no moderation, new opportunities for various abuses are constantly created.

Cancel culture is a new phenomenon that has become popular in the last ten years on the Internet. Today's generations of social network users are very familiar with this phenomenon and use it often. Cancel culture is a global internet phenomenon that refers to the withdrawal of support for public figures or companies after they have done something problematic or offensive. This culture originated on social networks and serves as a group shaming of terminated persons. Cancellers want to actually remove a person or community from the world they want to protect from bad things. This culture has been compared to boycotts, but unlike boycotts, apologies and repentance often do not change the minds of those who terminated the person or company. Cancellation appeared on the social network Twitter and is used

there the most [5].

In many situations, celebrities have gone through the cancellation process precisely because their problematic posts were found when they were younger. Can a person then see through his fingers? There is no simple formula that determines who gets fired and who doesn't. If canceling someone does not have a justified reason for the transgression, then the culture of canceling loses its relevance [6].

There are six elements to a cancellation culture:

- 1) The most obvious element for cancellation is some act or behavior that is problematic or offensive. Usually it's some racist, sexist and homophobic outbursts on social networks. That offensive and problematic behavior must reach a large number of people who share similar principles and values about certain social issues. Otherwise, there would not be enough support and people who would participate in the cancellation. This means that the person who cancels and his behavior must be considered offensive by a large group on social networks in order for the person to lose his role in society, at work, etc.
- 2) The archive must be present or accessible to users of social networks. Given that technological monopolies possess a wealth of information through social networks and mass communications, it is almost impossible for someone who does not participate in modern communication platforms not to be terminated. Even if someone is not that active on social networks, their actions can be saved and archived at any time.
- 3) The offended party must be present in the cancellation, i.e. those who cancel. It can be just one person using social media to spread the offensive content of the person being canceled and gather the support of others so that they can cancel that person and teach the rest of the social network users to behave responsibly.
- 4) There should also be a cancellation audience. The audience must be directed against the one who has done something wrong and is accused by those who cancel that person. If it is a popular person, then the support must be even stronger. There should be a lot of shares and likes/dislikes on social media depending on the content. Sometimes there can be protests if the case gains importance.
- 5) Canceling can sometimes be a method of avoiding serious problems, criticism and ideas. In the initial phase, he may refuse to join or discuss the offensive act and advocates for abuse and removal of the individual from

the discussion, or an environment is created in which discussions are limited or almost impossible.

6) And in the end, the most important are the actions, not necessarily the

content of what is being cancelled. Those actions must be trivial, banal and typical, and sometimes they can be said years or decades before [7].

Collected data suggest that Millennials and Generation Z are the main source of activity in the cancellation culture. One of the reasons is that they are the generations that live in the digital world. Younger generations know how to effectively find their demographics, recognize current trends and have access to topics that are important to their generation. About 80% of people who participate in cancellation culture belong to millennials or generation Z [8].

CANCEL CULTURE AND SOCIAL MEDIA

Information and communication technologies, that is, the media, can have a direct and indirect impact on children and young people. That is, we can talk about direct influence when the media influence children and young people as users and recipients of media content. While indirect influence is discussed when the media influence people who are important for children and their development, as well as society and the cultural environment in which children and young people live and grow up [9].

With the rise of information platforms and social media, our every word is recorded, categorized and archived in today's world. The most harmful aspect of digital indexing and storage of public discourse is the archiving of individual values or our ethical and social reputation as reflected in society's values. In just a few clicks, everything we said or wrote on social networks can be found. Whether it's tweets, vlogs, posts or some notes and diaries that have been digitized, they can be archived on the Internet [7].

Social media was initially designed to allow individuals to engage in various forms of online interactions. Technology has strongly penetrated various aspects of society and turned into a generic term that we now call social networks. Social networks have become a powerful force in everyday life and have created the conditions for the rise of digital participatory cultures and social movements. They have brought a lot of advantages and disadvantages to modern life, from convenient online shopping to exposure to various misinformation on online platforms. Also, social networks have made it

possible for an individual to be connected with someone regardless of physical distance. However, it starts happening both when we are with someone live and when we are just online. Society has become addicted to our devices and we have replaced real life with our online lives [10].

According to the opinion of the Internet community, there are two motives on which the cancellation culture as an epideic system is based. It is the doxing of an individual or ridicule, and the second is the acquisition of social capital [7].

CANCEL CULTURE AND RESILIENCE THROUGH THE PRISM OF VIOLENCE

Although the culture of cancellation as a phenomenon is most noticeable in politics and in celebrities from the world of acting and music, in our work we will primarily focus on children and young people, because this is the most sensitive category of the population. Victims of the culture of cancellation can also be younger people who are still in the process of forming their personality, and the threats they receive, vulgar messages, insults, blackmail, exclusion from the group or blocking of profiles are also reflected in their psychological state, which is often recognized through dejection and depression [11,14]. For young people, it means a positive comment by their peers on social networks about their appearance, an event, their activity, praise, but also negative comments and insults have a negative impact on them, because at that age the opinion of others has a special importance in terms of building their personality and identity. That is why the period of adolescence is suitable for attacks via the Internet and social networks, because children of this age are the most vulnerable [12,13].

Within the culture of cancellation, we recognize three types of violence:

1. Social violence that refers to exclusion from the peer group and discrimination, and includes the following types of behavior: separating the child from others based on differences, isolation, not socializing, ignoring or not accepting on any basis, etc.
2. Electronic/digital violence, which includes sending inappropriate and offensive messages, harassing calls, sharing personal and family information with the aim of insulting a child's dignity, impersonation, using a false identity, sending pornographic content, inciting hate speech, etc.
3. Mental and emotional violence that includes: calling names, gossiping,

ridicule, intimidation, intentional neglect and exclusion from the group to which the child belongs or from group activities, with the aim of causing the child suffering or pain, spreading rumors, with the aim of isolating the child from other students etc. [11].

Precisely these types of violence indicate how dangerous the culture of cancellation is, to which we must pay considerable attention from an early age of children. It is present in the real world, but also in the virtual world, which is far more widespread today when it comes to young people and their use of various social networks, which are actually a training ground for the spread of this phenomenon.

Resilience is driven by culturally specific and often-changing goals for youth. The relationship between culture and resilience is something constructed in the sense of integrating an array of goals, and values. Thus resilience has important cultural, social, and political dimensions, beyond the consideration of economic wellbeing [15], [16].

CONCLUSION

Social media users start crossing normal boundaries and start canceling and insulting someone just for having a different opinion [17]. Cancellation culture is a global phenomenon used by young people on social networks to stop supporting public figures or institutions when they do something problematic or offensive. Cancel culture is a virtual danger for everyone, which unfortunately has unfathomable consequences both for the individual and for society in general. Despite the topicality of this issue, there are very few cases of confessions of victims of the culture of cancellation, which indicates the fact that this problem is still not given enough attention and the danger of this type of violence against children and young people is not recognized. This is precisely why we must pay much more attention to this problem, because the culture of cancellation and all its forms spread like a virus through social networks and pose a danger to all users.

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