

**CALLED OUT: A REVIEW OF CANCEL CULTURE LITERATURE AND ITS
ROLE IN THE DEVELOPMENT OF POLITICAL PERSPECTIVES
IN THE 21ST CENTURY**

An Undergraduate Thesis Presented to the
Faculty of the Department of Communication and Development Studies
Central Luzon State University

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Development Communication

by

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JUNE 2023

APPROVAL SHEET

This undergraduate thesis entitled "**CALLED OUT: A REVIEW OF CANCEL CULTURE LITERATURE AND ITS ROLE IN THE DEVELOPMENT OF POLITICAL PERSPECTIVES IN THE 21ST CENTURY,**" prepared and submitted by **LANCE ADRIAN R. CAYABYAB**, in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted


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THESIS ABSTRACT

1. Title: CALLED OUT: A REVIEW OF CANCEL CULTURE LITERATURE AND ITS ROLE IN THE DEVELOPMENT OF POLITICAL PERSPECTIVES IN THE 21ST CENTURY

1.1 Total No. of Pages: 74 Pages

1.2 Text No. of Pages: 44 Pages

2. Researcher: CAYABYAB, LANCE ADRIAN R.
3. Type of Document: Undergraduate Thesis
4. Type of Publication: Unpublished
5. Accrediting Institution: Central Luzon State University
Maharlika Highway, Science City of Muñoz
3120, Nueva Ecija
6. Keywords: Cancel Culture, Politics, Sociopolitical Participation
7. Abstract:

7.1 Rationale/Background

Cancel culture is one of the most debated concepts in recent years. In the academic sphere, published works are being retracted due to sensitivities and objections from topics that are deemed wrong by social and other digital media (Silva, 2021). Inherently, the concept is flawed as it only factors in 'politically correct' norms and 'problematic' topics and disregards the views of a person. This is especially apparent in recent years, as cancel culture has become a way to voice out people's political correctness in the digital space.

This study intended to explore and analyze existing studies, articles, and relevant works on cancel culture and its role in the development of political perspectives in the 21st century. This study is especially important because

previous studies only explored the causes and effects of cancellation on various issues like discrimination and gender. Thus, this study will be a great tool in analyzing the effects of the practice in the facet of political perspective development of people.

7.2 Summary

Cancel culture has been a recent phenomenon, as such further studies should be done in this area of interest. With this, the study aimed to identify what are the prevailing themes of cancel culture that affects political perspectives in the 21st century by scrutinizing existing research and other peer-reviewed academic works.

This study employed a systematic literature review format that aims to identify, select, and critically appraise different academic research and peer-reviewed scholarly articles to answer a specifically formulated question.

7.3 Major Findings

There were three (3) major findings in this study, namely; (1) Cancel Culture as Portrayed in Politics in the 21st Century, (2) The Role and Effects of Cancel Culture in the Political Perspectives of this Century, and (3) Contribution of Cancel Culture in the Digital Space in the Context of Politics of the 21st Century.

7.4 Conclusions

The presented literature indicated that the topic is still a relatively young field of research that leaves room for development and further examination in the future. Through careful analysis and scrutinizing, when used appropriately, cancel culture can serve as a means to call out or educate individuals or public/private entities that may have caused harm or allowed misconceptions to thrive about socially relevant issues. Though it has the power to empower marginalized groups and champion social justice, it is always crucial to validate its intentions as it has also an inseparable unethical side.

7.5 Recommendations

Based on the findings of the study, the following are the major recommendations drawn by the researcher:

1. Cancel culture through the lens of politics remains a fairly unexplored field of study, as such, further research in the topic is recommended by this study.
2. As users of online media, people should be mindful of their presence in social media. This is because people differ in their culture, beliefs, and environment they grew up on. This does not mean that they should be canceled, may it be a public figure or a private citizen.
3. This study recommends further research in exploring the long-term effects of cancel culture on individuals, organizations, and society as a whole.

BIOGRAPHICAL SKETCH

A student of Development Communication, the author, Lance Adrian Rodriguez Cayabyab values the intricacies of humanitarian development through tackling progressive reform in society. This is by utilizing his expertise in various disciplines that he developed throughout his years in the Department of Communication and Development Studies at Central Luzon State University (CLSU).

Lance is the chronologically third in the birth order of his family. During his primary school, he studied at Basa Air Base Elementary School (Floridablanca, Pampanga) and graduated in 2011, and finished secondary education at Camba High School (Arayat, Pampanga) in 2015. Meanwhile, in his Senior High School years, he graduated with honors at STI College San Fernando, Pampanga. Before enrolling in CLSU, he took up BS in Electronics Engineering at Don Honorio Ventura State University for a semester. After his enrollment at CLSU, he stayed a consistent Academic Scholar and an active student leader of the university.

His major leadership roles were when he served as a policy advisor in the Office of the Chairperson of the CLSU University Supreme Student Council (AY 2021-2022), and was elected as the Governor of the College of Arts and Social Sciences Student Government (AY 2022-2023). These roles allowed him to participate in different programs and projects and develop his sense of responsibility and community.

As a filmmaker, his expertise lies in framing stories that are oriented toward a wide array of subjects and ultimately allowed him to garner awards from competitions and events. He is also known for his skills in multiple creative areas such as graphic design and motion graphics.

In his spare time, Lance enjoys listening to music, creating short films, and participating in the community. He values creativity and freedom most, believing that we should not be bound by any shackle that inhibits our creativity.

ACKNOWLEDGMENTS

The author would like to manifest his appreciation to the people who stood with him and pushed him throughout the length of this thesis. The following would not have been possible without your relentless support.

To his adviser, Ms. Ma. Bernadeth Paguio, for her never-ending support and guidance in writing this paper. Her immeasurable patience, suggestion, and valuable insights in polishing and developing this study further were integral in the success of this research. The author will always be indebted to the help that his adviser provided and her critical criticisms in this academic facet.

To his critic, Dr. Marife De Torres, for her insightful comments and suggestions in critiquing this paper. The study would not address key points if you have not provided your expertise and knowledge. The author would like to extend his appreciation for always being available despite your hectic schedule as the department chairperson.

To Mr. Paolo Carl Soliven, for providing his knowledge and availability despite his late addition to the author's advisory committee. Your suggestions were vital in polishing this study further.

To Ms. Zorille Villaflores and Ms. Patricia Clarisse Alvarez, for helping the researcher in processing their papers and for being always critical in supervising the thesis of the fourth year students of Development Communication.

To the author's family, for providing financial support and a space to work on his paper, especially during the pandemic-ridden world. The author is eternally grateful for your never-ending support.

To his pets, Mara, for being the mischievous and naughty cat that made the creation of this paper bearable, especially during stressful times; and to Tobi, for always being a good cat, always sweet, and loving. The author misses you dearly every day.

To his friends, Mr. Earl Angelo Somera, Mr. John Patrick Gutierrez, Ms. Ellamae Santiago, Ms. Anrol Lyn Dawn Lumanog, Ms. Danielle Anne Louise Restua, Ms. Mitzi Trix Fernandez, and Ms. Kyla Nicolle Miranda for being his constant support. For sharing multiple misadventures. For always finding ways to laugh despite the grueling circumstances that each of the people in this group experienced. Each and every moment is treasured by the author.

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LIST OF ABBREVIATIONS

| Abbreviation | | Meaning |
|---------------------|---|-------------------------------|
| SDG | - | Sustainable Development Goals |
| BLM | - | Black Lives Matter |
| SJD | - | Social Justice Discipline |
| IP | - | Indigenous People |

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