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**COMMUNICATIVE PRACTICE OF THE CANCEL CULTURE  
ON THE INTERNET**

Graduate Thesis  
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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## ABSTRACT

The object of the research work is the communicative practice of the cancel culture on the Internet. The subject of the research is the demonstrations of the cancel culture on the Internet on the example of the case of J. K. Rowling's accusations of transphobia in 2019-2021. The purpose of the paper is to describe the phenomenon of cancel culture as a communicative practice on the Internet. The methodological basis of the work are the methods of analysis and synthesis, the descriptive method, and the discourse analysis.

In the process of writing the thesis, the following results were obtained: the concept of cancellation culture was defined, the role of social media and online communities in cancellation was determined, cancel culture was described as a form of online activism, the consequences of cancellation for the public personality were described, the norms of social acceptability in the context of the modern Internet space were determined, the relationship between cancel culture and other practices of online influence on individuals who violated the norms of social acceptability was determined, cancel culture on the Internet was analyzed by the example of the case of J. K. Rowling's accusations of transphobia in 2019-2021.

The novelty of the results obtained is due to the lack of knowledge of such a phenomenon of modern online culture as cancel culture. The results provide ample opportunities for theoretical and practical application in the study of the communicative practices of the modern Internet space, as well as in the formation of strategies for interaction with the audience by organizations.

These results were obtained by analyzing reliable scientific sources and conducting an independent study.

*Key words: cancel culture, communication practices of the Internet, social networks, online communities, online shaming, social media, norms of social acceptability, media personalities.*