

# IDIOMA: INGLÊS

Área 3

\* Indica uma pergunta obrigatória

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1. E-mail \*

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2. ÁREA \*

*Marcar apenas uma oval.*

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3-CIÊNCIAS HUMANAS, CIÊNCIAS SOCIAIS APLICADAS

3. NOME DO CANDIDATO \*

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4. NÚMERO DA INSCRIÇÃO \*

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5. NÚMERO DO CPF \*

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Leia o texto e responda as questões a seguir em Português. Todas as questões deverão ser respondidas de acordo com o texto. As respostas digitadas neste formulário eletrônico constituirão o ÚNICO documento válido para correção da prova.

**Cancel culture: YouTube videos on 'getting cancelled' are now their own genre and have links to the past**

by Erin Keating and Jessie Krahn, The Conversation, 2023

The explosion of user-created content on platforms like YouTube, Twitch and TikTok has unsettled traditional notions of authorship. We can try to understand relationships between authors and audiences, and their roles in the creative process, by examining how some YouTubers have addressed critiques of their public commentary after they have been "canceled". Canceling is a colloquial term applied to anything from discussion about an author with a critical tone to internet campaigns to deplatform individuals after that person does something their audience perceives as wrong.

There is much debate as to whether canceling is a real phenomenon. Jessie Krahn, one of the authors of this story, has studied these "cancellation videos" as a unique sub-genre of YouTube apology videos. YouTube apology videos feature a YouTuber unequivocally taking responsibility for one accusation.

In YouTube cancellation videos, by contrast, creators take responsibility for some of the accusations, question the validity of others and address the dynamics of social media cancellation more broadly in relation to their own situation. These videos are created in direct response to audience desire. YouTubers frame these videos as opportunities to be frank and open with their viewers, acknowledging their audiences' criticisms as worthy of engagement. However, they also critique the audiences' critiques.

Cancellation videos reveal how social media authors create their content in direct response to audience commentary and expectation. For audience members, canceling is a way to negotiate their love for authors with their own values. When an author is "canceled," audiences try to understand how they can continue engaging with the author despite their newfound knowledge of the author's perceived flaws. When, in response, YouTubers reach out to their viewers through the format their audiences came to know them in, it is a way to be publicly forthcoming and engage viewers in moral discussions. Such videos also reinscribe the boundaries that restrict audiences to only knowing authors through their video content.

Cancellation videos are examples of the ways internet video is not merely driven by the identities of popular personalities on social media, but also by the audience's responses to those personalities.

The mode of authorship seen in YouTube cancellation videos combines the intense interest in the author as a singular creator that has long dominated popular conceptions of authorship with an older model of authorship that was popular in 17th-century England, where many anonymous pamphlets and books circulated that were crafted directly around readers' desires and reading habits.

Such texts directly responded to their readers' desire for literature that invited public discussion and was socially oriented. Authors wrote to engage with the political struggles of the time, and took advantage of the new coffeehouses to circulate their ideas and boost their texts' popularity. The number of coffeehouses increased exponentially in late 17th-century London. Coffeehouses' bench-style seating made them egalitarian spaces for discussion, thus making them an integral part of the rise of democratic ideals in British society.

The rise in texts dependent upon social conversation to render them popular was directly linked to new public spaces. These spaces expanded access to news and knowledge for men (and some women) at all levels of British society.

Seventeenth-century readers had a new, more accessible forum for media consumption, and this influenced the texts being produced by authors at the time. The same can be said for social media influencers today. Examining social media creation within the complicated history of authorship spotlights how new ways of consuming media shift the relationship between author and audience.

Adaptado de <https://phys.org/news/2023-04-cancel-culture-youtube-videos-cancelled.html> (para fins educacionais).

**6. QUESTÃO 1 – Como é definido o termo “cancelamento”? \***

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**7. QUESTÃO 2 – Como funcionam os vídeos de cancelamento para seus autores? \***

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**8. QUESTÃO 3 – Qual o propósito dos vídeos de cancelamento para o público? \***

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**9. QUESTÃO 4 – Com que proposta os panfletos e livros circulavam no século 17? \***

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10. **QUESTÃO 5 – Para que serviam as casas de café e qual era a importância da disposição de seus bancos?**

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