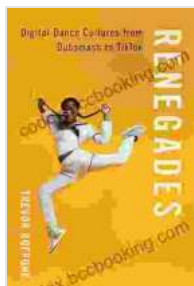


Renegades: Digital Dance Cultures From Dubsmash To Tiktok



Renegades: Digital Dance Cultures from Dubsmash to

TikTok by Trevor Boffone

★★★★☆ 4.7 out of 5

Language : English

File size : 1751 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 192 pages

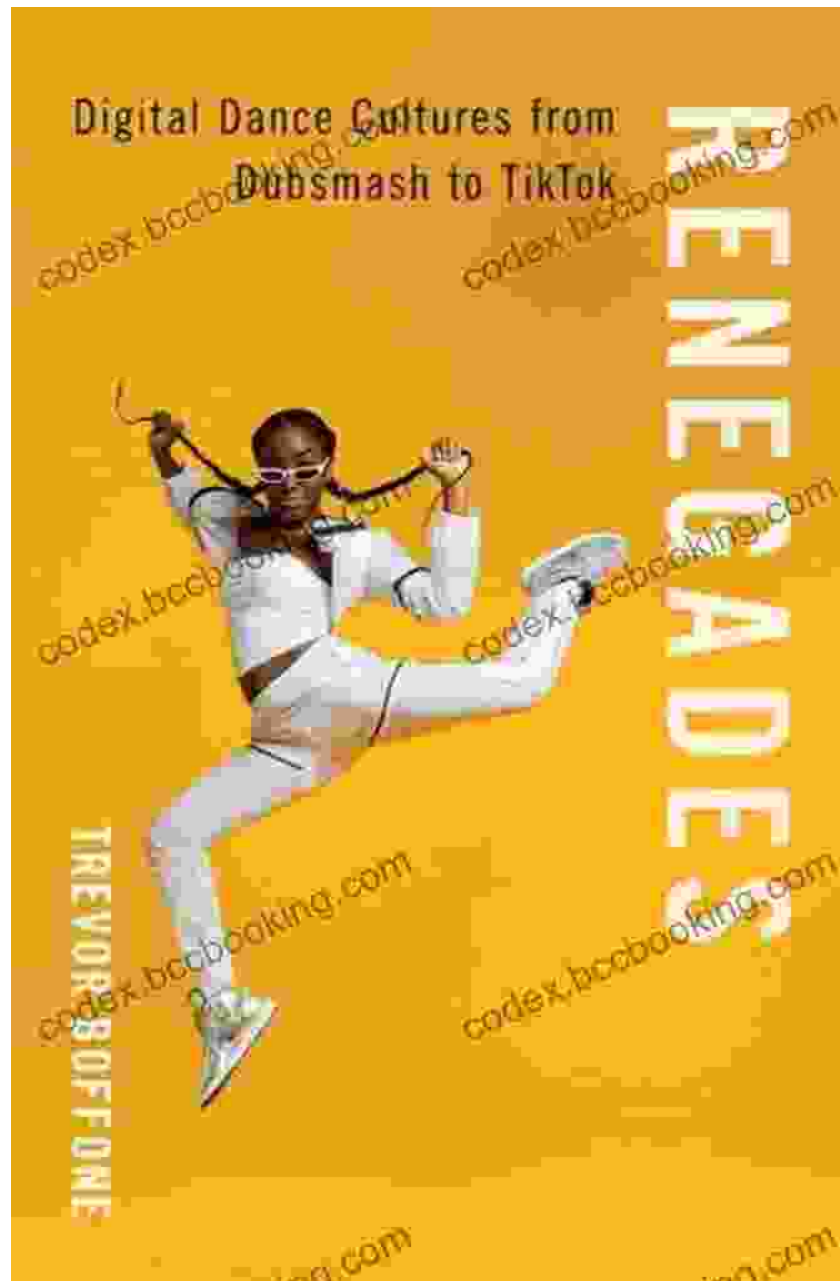
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Dubsmash: The Precursor

In 2014, Dubsmash emerged as a groundbreaking app that allowed users to create and share short lip-sync videos. Its simplicity and accessibility made it an instant hit, particularly among teenagers and young adults.

Dubsmash fostered a vibrant dance culture. Users created their own unique dance moves and routines, showcasing their creativity and individuality. The app became a platform for dance trends to emerge and spread, such as the "Whip" and "Nae Nae" dances.

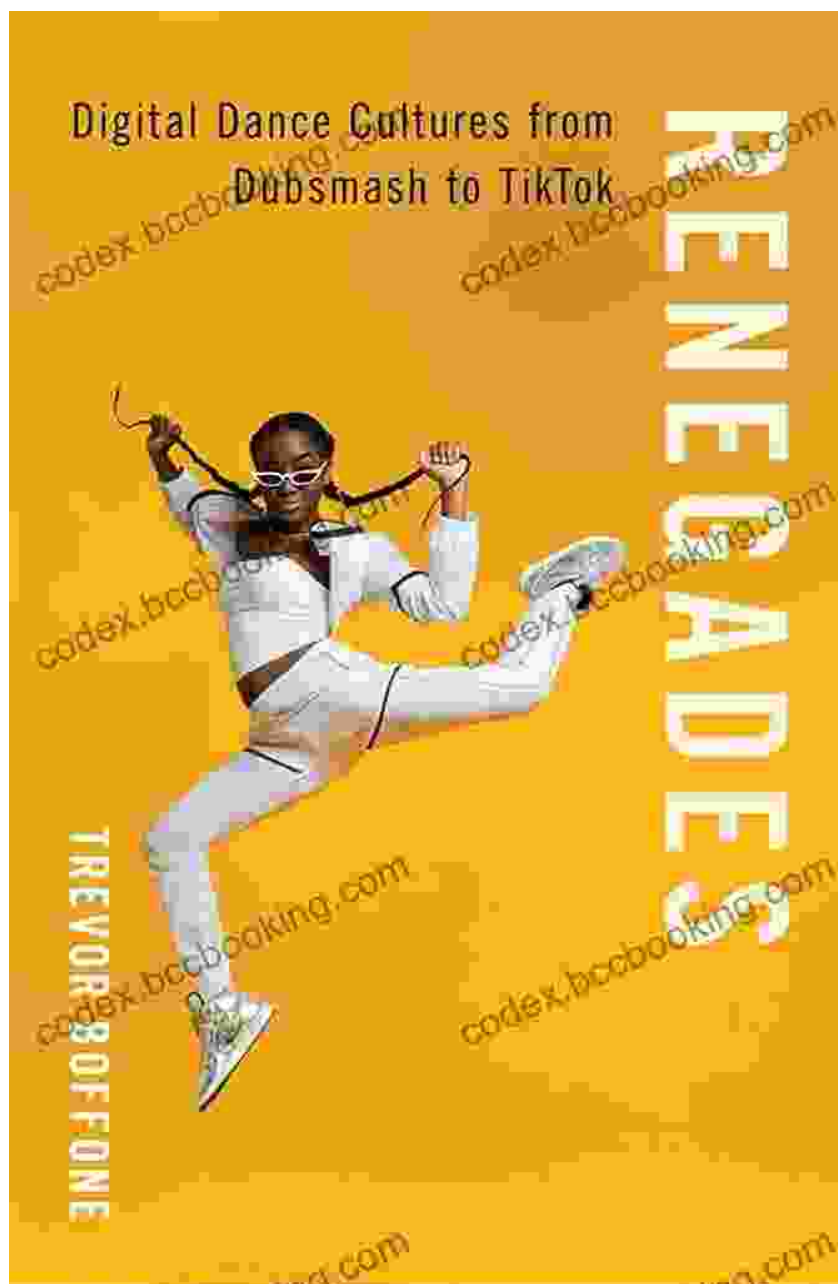


TikTok: The Global Phenomenon

Launched in 2016, TikTok quickly surpassed Dubsmash in popularity, becoming a global phenomenon with over 1 billion active users.

TikTok's advanced features and user-friendly interface made it an even more powerful platform for dance expression. Users could create elaborate dance videos with music, filters, and special effects. The app also

introduced the "For You" page, a personalized feed that showcased popular and trending dance content.



TikTok users create and share intricate and entertaining dance videos.

Digital Dance Subcultures

Dubsmash and TikTok have given rise to a multitude of digital dance subcultures, each with its own unique aesthetic and style.

- Hype House: A collective of TikTok personalities known for their high-energy and synchronized dance routines.
- Sway House: Another TikTok collective specializing in acrobatic and athletic dance styles.
- Kerala Dance Reels: A subculture originating from India, featuring traditional Kerala dance forms blended with modern choreography.
- Ghanaian Afrobeat Dance: A vibrant and energetic dance style originating from Ghana, popularized on TikTok.

Youth Expression and Empowerment

Digital dance cultures have become a powerful form of youth expression. They provide platforms for young people to showcase their talents, build communities, and experiment with their identities.

Dance videos on Dubsmash and TikTok often convey messages of positivity, empowerment, and self-love. They challenge traditional beauty standards, promote inclusivity, and encourage creativity.



Renegades: Digital Dance Cultures From Dubsmash To Tiktok is a comprehensive exploration of the captivating world of social media dance cultures.

Through vivid storytelling and insightful analysis, this book delves into the history, evolution, and impact of Dubsmash and TikTok on youth culture, dance trends, and online communities.

Renegades is a must-read for anyone interested in the transformative power of digital technologies and the ever-evolving landscape of dance expression.

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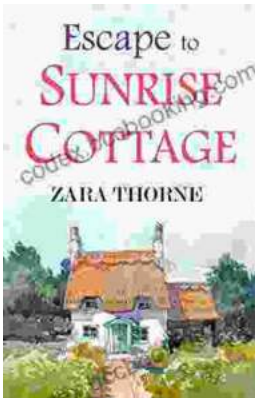
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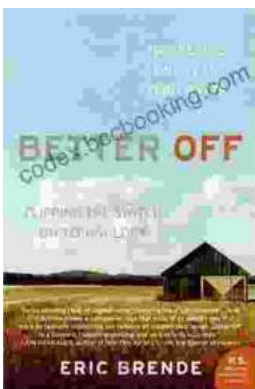


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