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# Theorizing the Cultural Politics of Public Shaming through the Spectacle of White Supremacy

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## Abstract

Variants of public shaming have become pervasive and contested as digital cameras and image-sharing have become so entwined with communication practices in everyday life. Building on the broad theme of ‘visualizing politics’, in this presentation I explore the cultural politics of online shaming. Specifically, I am concerned with the question of whether or not this constitutes-or can constitute-a type of cultural politics ‘from below’ that is compatible with progressive social movements; or, is it a form of diversion that is antithetical to a structurally-attuned sociological imagination in its focus upon identifiable individuals? I use the recent case of shaming and doxxing of participants at white supremacist rallies in the US as an entry point through which to explore such questions.

**Keywords:** online shaming, doxxing, cultural politics and digital representation, visualizing white supremacy

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