CULTURALISM

Cultural hybridity, often associated with postcolonial theory, refers to the blending and mixing of different cultural elements. In the Philippine context, this theory could be applied to understand how the country's diverse cultural influences, including indigenous, Spanish, and American, contribute to the unique and hybrid nature of its pop culture.

The word “Sinulog” means “graceful dance”, wherein it all started in 1980 with a simple dance that represents the “sulog” (or current) of a river in Cebu. With the celebration's evolution, the Sinulog Festival has become a month long tradition in Cebu.