Introduction

- Web 3.0

- Memes

- YouTube and videos

- Music videos

- Learning outcome 2. Gain a basic understanding of the three core areas (representation/consumption/production)

- Semiotic analysis of YouTube Video?

Web 3.0

- Web 1.0 first generation

- Web 2.0 participation/social networking

- Web 3.0 intelligent web

- Automatically delivering content to you that is relevant

- Making inferences and connections

- Semantic web

Meme

- Idea, behaviour or style which spreads from person to person

- Modified, refined, combined

- Internet meme – spreads from person to person via the internet

- Harlem Shake (0.36 mins)– grassroots
  - Norwegian army Harlem Shake (0.33 mins)

- Viral videos – Gangnam (3.57 mins)– corporate top down videos – Somebody I used to know

- Fox – Harlem Shake (0.36 mins)

- The Cloudy 2 Shuffle (0.32 mins)

YouTube

- Video-sharing website

- Created 2005

- Bought by Google 2006 ($1.65 Billion)

- Used by corporations and individuals

- 1.2 Billion videos streamed a day

- Examples

  - Mashups (Cassette Boy) (2.27 mins) TV clips, music videos, video blogging, educational videos etc.

Videos on YouTube

- Me at the Zoo co-founder Karim at San Diego Zoo (0.18 mins)

- July 2006 >65,000 videos uploaded everyday

- 2008 agreements with MGM, LionsGate Entertainment, CBS

- Charging for certain channels 2013

- 2013 contract with Universal Music Group

- Subscription based service

- 2015 YouTube Kids

- Innocence of Muslims

- Celebrities on YouTube

Music videos

- 1980s and 1990s – music videos on MTV underwent censorship

- Today music videos dispersed across many websites – little vetting (except copyright)

- No standard format

- Wittgenstein – family resemblances ideas can be applied

Specific music videos

- New technologies often appear in music videos

- Kaleidoscopes e.g. Beyonces 1+1, Gnarls Barkley's Crazy (3.03 mins)

- Eyes need to capture the camera

- Mouth still needs to carry the text e.g. Nicole Scherzinger's Poison (3.55 mins)

- Hyper focus on face

- Music videos are self-reflexive/intertextual e.g. Paula Abdul Rush Rush

Online TV/Film

- Netflix founded in 1997

- DVDs initially by post

- Online services by subscription

- Collaborations with

  - DreamWorks Animation (series called Turbo Fast (1.13 mins) based on film Turbo)

  - Marvel Television to produce live action series with Marvel superheroes

  - Walt Disney – Star wars: The Clone Wars

- Film produced –

  - *Crouching Tiger, Hidden Dragon II* (2.43 mins)

  - *Beasts of No Nation*

- Black Mirror 2017 Netflix series (2018 Netflix)

Implications

- Debates around artificial intelligence

- Brief moments in films, games, television show

- Media is accelerated

- Things we do, see and produce become quantified

- Stereotypes in old media may reappear in new media

Summary

- Intelligent web 3.0

- Memes – internet memes

- YouTube videos

- Music videos

- Semiotic analysis of Music Video or YouTube Video e.g.

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