

## Questions relating to YouTube

Look at the following videos and discuss the ideologies that being reinforced/challenged by these videos:

1. Mashups: <https://youtu.be/vbLGG5UGEKw> (3.25 mins) and [https://youtu.be/eIEOroWjyGU?list=PL0HEi-tuGk\\_QSzxakWp0O3o\\_lf0dIWW7G](https://youtu.be/eIEOroWjyGU?list=PL0HEi-tuGk_QSzxakWp0O3o_lf0dIWW7G) (1.39mins). Are these type of Mashups specific to YouTube and similar platforms? Are there examples that could be considered mashups in other media, perhaps before the Internet? Do they differ?
2. *Star Wars* Trailer: <https://youtu.be/Q0CbN8sfihY> (2.34 mins) and <https://youtu.be/bFvQxeMA5bc> (3.14 mins) *Later with Jools Holland* BBC2 – thinking about music videos, trailers and films, do media organisations dominate YouTube (as suggested by question 1)? Give reasons for your answer(s).
3. What about individuals who post up videos. E.g. Rosie and Rosie <https://www.youtube.com/user/RoseEllenDix> and <https://youtu.be/l7ogghRhpXA> (4.55 mins - clown make up). What are the differences between these two? When does someone become a YouTuber and or a celebrity via YouTube? How are you defining YouTuber?

**Questions relating to Vernallis, C. (2013) *Unruly Media. YouTube, music video, and the New Digital Cinema*. Oxford, Oxford University Press.**

4. Explain (and give evidence) to support the notion that YouTube is 'a space for crass commercialism and further reification of mainstream media' (Vernallis, 2013: p. 130).
  
5. Explain (and give evidence) to support the notion that YouTube 'fosters community and acts as an agent for self-expression: the site makes possible new identities, sexualities and modes of interaction' (Vernallis 2013: p.130).
  
6. Can YouTube support both viewpoints or do commercial interests tend to dominate?
  
7. What categories of video exist on YouTube (in your own words, based on your own knowledge)?
  
8. What is meant by the term prosumer? (p.130)