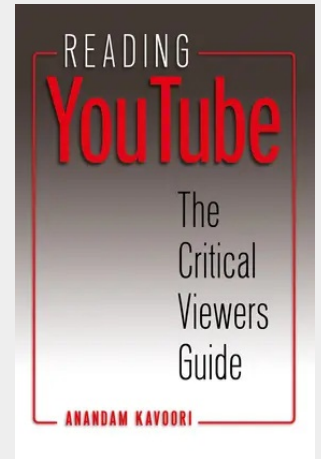


Reading YouTube

The Critical Viewers Guide

How does one make sense of YouTube? There is no reliable sample of videos on YouTube; no easily identifiable way to determine its dominant themes; no way to evaluate quality or impact; no seminal literature. Through genre analysis and digital media criticism, this book presents an accessible, yet critical introduction to reading YouTube. The book identifies certain videos by genre - from The Phenom and The Short to The Morph and The Experiment - and provides a thumbnail textual analysis of the videos - from celebrity culture to identity politics - that make up each of these genres. Each one starts with a brief summary/background followed by a theoretically informed mapping of the key issues. Designed primarily for classroom use, the book develops a conceptual language for students to use as they engage with the complex, interactive texts of YouTube and digital culture more generally.



39,15 €

36,59 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781433109799

Medium: Buch

ISBN: 978-1-4331-0979-9

Verlag: Peter Lang

Erscheinungstermin: 29.06.2011

Sprache(n): Englisch

Auflage: 1. Auflage 2011

Serie: Digital Formations

Produktform: Kartoniert

Gewicht: 300 g

Seiten: 195

Format (B x H): 150 x 225 mm

