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MEDIAESTHETICS OF YOUTUBE VIDEO (ON THE EXAMPLE OF "DANIIL POPERECHNYI" CHANNEL)

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ABSTRACT

In this study, with the help of aesthetic analysis, we considered the video by blogger Danila Poperechnyi "They are trying to shut me up". We believe that the video content on YouTube should be viewed from not only communicative positions, but also aesthetic ones. Bloggers trying to influence audience emotionally, to broadcast certain ideas.

We developed an approximate algorithm for the mediaesthetic analysis of video on YouTube. Also we used the following methods for video analysis: aesthetically-applied analysis, qualitative content analysis, quantitative content analysis.

With this approach, we identified the aesthetic techniques of the blogger and his communicative task, suggested a possible audience's reaction to the video. Using the comment section on YouTube, we were able to track the response of recipients to the video. By selecting the most popular comments, we revealed the main emotional responses to the video.

We suggest that such an algorithm and classification can help in further research of the video content on the YouTube site. A systematic approach to the analysis of videos by particular blogger contributes to the compilation and classification of the main aesthetic features of the channel. It also can reveal the aesthetic strategy of blogger.

Keywords: YouTube, media aesthetics, blogging, social media, video.

INTRODUCTION

Surprisingly, even in 2018, the aesthetic component of video content on YouTube not explored enough. Although bloggers are collecting a million audience, which is influenced not only by what they say in their videos, but also by the way they present their opinion.

When we talk about aesthetics, we are more used to think about art objects: painting, cinema, literature. However, in the last century with a huge increase of media development, there was a need for a closer look at other forms of expression of aesthetic impact. It is important to understand that now many media have become tools not only of communication, but also of aesthetic communication. The media has its own aesthetic style and its own aesthetic strategy. Media transmits not only information, but also experience, emotion, idea.

LITERATURE REVIEW

In modern understanding, the notion of aesthetics has undergone changes related to the emergence of media, Internet, etc. We are interested in the work of John Dewey "Art as Experience" [1] which includes assertion that art and everyday life (more broadly – the experience of mankind) are inextricably linked with each other. Dewey believed that any sphere of production can produce a work of art under proper conditions. For our research, this idea is important in the context of the analysis of video content on YouTube, which is created with a share of creativity and with a specific task. So, we can call YouTube a production sphere as Dewey understands it.

YouTube became the object of research by Linda Hollebeck, who examined two strategies for user interaction with media content: based on clicks (participation) or simple viewing and reading (consumption) [2]. In addition, YouTube has been studied as a site for cultural production and communication, exploring responses of viewers to content through comments section [3; 4]. It is important to mention study by Jessica Johnstone [5] about the relationship between the stellar level, production values and the participation of viewers in the context of videos about sexuality education. Johnstone discovered that the content producer is beyond the celebrity status, transforming into a person whom the audience fully trusts.

The main method for us is a qualitative content analysis. We will determine what tools the blogger uses in the video to influence the audience and what impact they have on the audience. As an example, we used the video of the channel Danila Poperechnyi "They're trying to shut me up". To analyze this video, we have developed an approximate scheme for analysis:

1. Collecting general information.
2. Analysis of the video's structure.
3. Aesthetically-applied analysis.
4. Content analysis.
5. Analysis of the recipient's response.

GENERAL INFORMATION ABOUT THE CHANNEL

The name of channel is "Danila Poperechnyi" (he is also the author of the channel), the description of the channel: "Stand-up comic, videomaker, screenwriter. Animator in the past. The author of several projects on the site "Thank you, Eva!". As well as one of the creators of the portal "DavayLayma". The number of subscribers is 1 850 496, the total number of views on the channel is 182 297 779. Specifically, the video has 1 101 902 views, 123 thousand likes, 1,4 thousand dislikes. Video description: "No more open discussion of politics in the podcast "Without the soul" and on this channel. You won, motherf*ckers. Happy New Year, sc*m!". Genre of the video defined by YouTube: humor.

ANALYSIS OF THE STRUCTURE OF THE VIDEO

The video does not contain inserts from other videos / films, which is acceptable to the maker of the video: in a humorous way to inform viewers that the channel will no longer discuss politics. Structurally, we can divide the movie into two parts. In the first part, Danila Poperechnyi tells the audience about the reasons for stopping the discussion of politics. The second part consists only of actions: Danila smashes the room with a sledgehammer. This structural separation serves to enhance the comic effect and the gradation of emotional impact (indignation is replaced by laughter, laughter is replaced by indignation).

However, to create such an effect, the blogger uses a variety of tools of aesthetic impact. We would like to consider the video structurally: separately pay attention to the first part of the video (where the blogger just talks to the audience) and the second (where the blogger smashes the room with a sledgehammer).

THE FIRST PART OF THE VIDEO (0:00 – 2:06)

First, we are going to look at portrait aesthetics and the background as important elements that give the first impression of any video. Danila Poperechnyi is simply dressed (in a gray turtleneck). Appearance emphasizes the blogger's fatigue, and also forms the first slightly repulsive and depressing impression (usually a blogger dresses in bright hoodies). The background is not a familiar blogger's home environment, but some room in the barn. Walls of white wood, painted graffiti, shelves with video cassettes, old small tv-set. All together, this sets the overall coldness of the video (the predominant colours are white, grey, black). The choice of the location is also not accidental. It emphasizes the isolation of the blogger (who was forbidden to talk about politics under threat of fabricating a criminal case).

As a musical accompaniment, blogger used light jazz music, similar to the one that sounds in stand-ups. The music that sounds to create a carefree mood eventually sounds alarming, contrasting with the general cold background of what is happening and what the blogger is saying.

Against the backdrop of such carefree music, the blogger with a smile and laughter talks about the results of 2016: Yarovaya's package, the decriminalization of beatings, the church is trying to ban abortion, bloggers are imprisoned for insulting the feelings of believers, prices in stores are rising and salaries are falling. But policemen, deputies and civil servants found millions of dollars in their pocket. The blogger uses gradation to make the viewer aware of the growing problems of modern Russian politics, but does it in the form of the same stand-up (with a smile on his face and frivolous music in the background). It is worth noting that this solution looks more profitable than the possible dramatic music and the conversation with a serious face. The emotional impact in this video was the strongest because of its ambiguity. What the blogger says is already part of everyday reality, and therefore can not be perceived dramatically. But at the same time it is a terrible injustice that can not be ignored.

If we talk about setting the frame in the first part, then the figure of the blogger is always in the middle of the frame, thereby attracting the viewer's attention (despite the abundance of details at the background). The first part of the video has two types of framing. The first is a static close-up. The head of the blogger is in the middle of frame

(used to transmit ordinary information or to show the blogger's surprise). Second is scaling the camera (slow zooming), the blogger's figure is again in the middle. This frame is used in those moments when the blogger starts talking about very gloomy things. We can say that this zooming increases the viewer's tension.

THE SECOND PART OF THE VIDEO (1:54 – 3:15)

Closer to the second minute of the video, the viewer can see most of the room. The figure of the blogger is still in the middle.

There is also a transformation of portrait aesthetics. The blogger puts on a protective helmet and special protective goggles, and also takes a sledgehammer in his hands. Here, the transformation of the internal code takes place: the appearance of the blogger from the plain and tired goes to «combat», protective. In fact, this is the transition from fatigue to anger and a burst of emotion. This change of appearance signals to the viewer that the direction of the narrative and the mood in the video will now change (also the music stopped playing).

It is worth noting the method of a «frame in the frame». The viewer can see a small old TV, which shows an interview with Milonov (a deputy who wanted to fabricate the case against the blogger). The use of the interview with Milonov is symbolic, since the first thing a blogger will do by picking up a sledgehammer is to break the TV. This action becomes the final transition from the first semantic part of the video to the second, showing the end of blogger's patience (expressed in the successive breaking of things with a sledgehammer).

The musical accompaniment in the second part of the video is Tritsch-Tratsch-Polka, Op. 214. The polka is very cheerful and high-spirited. But in the context of the video it looks as an extreme degree of the absurdity. Such a composition does not lift the mood and does not contribute to creating a comic effect. It is rather emphasizes the hopelessness of what is happening in the country.

The following phrase before the collapse of the interior of the room is important: "Apparently, it is necessary to be silenced. Dear deputies, this time you won. I humbly take a vow of silence. Happy New Year!". At this moment blogger brakes the TV, which contrasts perfectly with his seemingly cheerful mood. The blogger shows that there is no place for the New Year's miracle, there is nothing to rejoice. And in general everything is bad enough. This technique leaves the viewer feeling vexed, as if he was deceived. Again, laughter is replaced by indignation.

Subsequent shots are set in a way that the action of the wreck is left in the background, while there are inscriptions on the foreground occupying the entire screen. These inscriptions are consisting of a variety of abusive language at the government. The use of the inscriptions is justified by the storyline of the video (the blogger promises that he will take a vow of silence, so in the future he does not say anything). The background in the form of permanent destruction also contributes to increase the level of inscriptions' expressiveness.

The rhythm of the second part of the video is closely related to the rhythm of the polka (very fast). Therefore, often the change of the shot takes place simultaneously with the change of instruments in polka. Each time the shot is changing, the inscription changes

too. Also the inscription «they already hate you» becoming more and more in size with each beat of the drums (these words seem to be persistently thrown to the recipient's face).

In the final, the blogger congratulates the audience on the new year, while looking at the mirror (in fact, his reflection is directed to the audience): "Happy New Year, friends! With a new happiness!". And then he breaks a mirror with a sledgehammer in the slow-motion.

The use of a mirror with subsequent breaking symbolizes the collapse of illusions (which is why it is broken down in words "with new happiness", there will not be a New Year miracle). The slow-motion is used to capture this moment for the viewer, to stretch it and thereby give the recipient a taste of the blogger's bitterness.

The apotheosis of the video is the moment when the blogger waves his hand and the last inscription "Go f*ck yourself" appears in the frame. This concluding moment increases the absurdity and makes audience feel vexation and indignation after viewing.

REACTION OF RECIPIENTS

Having considered the methods of aesthetic impact in the video, we consider it important to analyse comments to this video in order to reveal the response of the recipients.

First, we can note the positive reaction of viewers to the video (123 thousand likes, 1.4 thousand dislikes). The number of comments is 3911.

We selected four comments with the highest positive rating for analysis. OkuLuS: "It's funny... everyone understands the situation in the country very well, but like me do nothing except the couch statements" (594 likes); Kasya Dronova: "I just already see this army of 70k that go with torches and pitchforks to win back the Danila and podcasts" (1.4 thousand likes); Experience TV - Games channel: "aircraft for 30 years and they fall, f*ck it. IGIL - f*ck it. hawthorn harvested for 70 people - f*ck it. Music clip about believers - it is not Orthodox, put him in jail" (1,4 thousand likes); Temmi_Tale: "- Plane crash? - Yes, f*ck it; - Teracts, IGIL? - Well, we'll figure it out later; - STAND-UP COMIC MADE THE SATYRIC CLIP !!!!! - GET HIM TO JAIL" (1,6 thousand likes). As you can see, the last two comments repeated the same idea and at the same time they received the greatest number of likes, being the most successful expression of the emotions from viewing by the audience. However, the others are also interesting for analysis.

We can distinguish a similar reaction in the comments - indignation. The audience's response to comic video is predictable - the annoyance on the government's actions towards bloggers. As you can see, such a reaction could be foreseen, based on the aesthetic analysis of the video. In the comments with the help of sarcasm and irony, the recipients express a negative opinion about Russian government.

CONCLUSION

Thus, in our study, using the content analysis and applied aesthetic analysis of its structure, the video of the blogger was analysed. With the help of such an approach, one

can distinguish aesthetic techniques of the author and also to presume a possible reaction of the audience to the video. YouTube provides an opportunity to monitor the response of recipients. This helps to track the main emotion of the audience from the video.

It is very important to consider video content on YouTube not only within the communication system, but also the aesthetic system. Modern bloggers are very creative in their approach to create videos, trying to convey not only message, but also emotion, mood, idea.

We believe that such an algorithm of actions and classification can help in further studies of the video content on the YouTube site. A systematic approach to the analysis of the videos by the particular blogger contributes to the compilation and classification of the main aesthetic features of the channel, the aesthetic strategy. It is important due to the future researches of blogging sphere cause we can not ignore that huge part of media resources.

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