

Assignment - Direct Address

Youtubers

Have students find examples of 5 'youtubers' who post a lot and have followers.

Why is the youtuber successful?

Critique their use of video. IE lighting, sound, background, content, ability to engage the audience with direct address.

Students create a short video blog on a specific subject. Shoe reviews or movie reviewer or video game reviewer?

This one is a bit of a stretch for me because I find it difficult to watch a lot of these youtubers.

However students seem to love them and so it's important to figure out why. If you're like me, then you might end up learning from your students in this section and might begin to understand the appeal of the youtuber. Let me know what you learn.