

Eric Martinez-Valerio

Professor Penner

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General analysis and Focused Analysis

When people think about entertainment there is a huge array of ways that people like to entertain themselves whether it be games, sports, movies and streams etc. The most common form of entertainment is YouTube as it is accessible to all audiences and there is a vast amount of content that is sure to fit everyone's liking. This genre of entertainment is especially important in today's day in age because Youtube seems to offer more information and is more versatile than cable tv which often leads people to choose Youtube over cable tv simply over the fact that it has such a friendly interface. Originally created in February 2005 Youtube was originally thought to be some sort of dating site as the slogan at the time was "Tune in Hook up", though that wasn't the case as once the air was cleared up about what the platform would be dedicated to this led people to start sharing all kinds of youtube videos and the rest is history.

Over the span of 15 years Youtube has managed to create bigger than life Youtubers that have established themselves as titans of the entertainment industry and in some cases have even become more popular than famous actors. According to the Guardian "Youtube stars aren't just popular, they are genuinely influential figures for their young fans" not only are they an influence to young people but in addition to that when asked to rate "the 10 most popular english-language celebrities" they were put ahead of some celebrities who had gained much

praise in that year as “In 2015 Youtubers took the top six slots ahead of stars including Bruno Mars and Taylor Swift”. Much of those youtubers have gained immense popularity because the viewers are able to relate to them. This is also why Youtubers have been able to surpass popularity compared to big-time celebrities. Some of the well-known Youtubers are Pewdiepie, Ksi, Smosh etc. These Youtubers have been at the forefront of youtube and started publishing videos in 2005 in its debut year. It was also in September 2005 where Youtube saw the first video reach 1 million views with Nike’s Youtube channel as it was the first time Youtube was also seen as a medium for promotion. Currently there are many Youtubers that have grown over the years since the beginning of Youtube but it is the same select few that remain on youtube and continue to reassure their place as the top tier channels.

When it comes to Youtube there are many discourse communities as each youtuber aspires to be unique and will try to separate themselves to not look generic, with that being said many youtubers will tend to fall under a certain subgroup because many youtubers like to do the same things but will add their own twist on the content their channel is able to be different from others in their discourse community.

When it comes to the discourse communities on Youtube the options are endless as there are Youtubers who are gamers, into sneakers and streetwear , comedians, up and coming musicians and so on. The discourse communities I feel that I am closer to are sneakerheads / hypebeasts and gamers, gaming though has impacted me for a longer part of my life so I feel like I reside more with gamers. The gaming discourse community is one community that has maintained my interest for sometime because when it comes to being a gamer on the youtube scene it is harder to stand out if there are many others playing the same game and catching the

eye of the viewer is the name of the game. When it comes to the gaming community the main goal is to become the best in said game ranking wise if that is not possible the other way gamers on youtube try and fulfill that goal is by trying to as you can possibly be or to be able to perform things on games that have never been done before. For example many youtubers who want to gain a mass following have gone on to play on the game that is popular at the time most of the time being shooting games or sports games. One gamer who has left his mark on the gaming world is Youtube gamer Ali-A who has managed to receive two Guinness world records under his name, one record for the "Most popular call of duty channel" and another for "Most popular call of duty channel by subscribers". This man is just one example of how he has been able to set himself apart from the youtube community from playing an immensely popular game title. Once the gamer has found the game that tends to get them the most amount of popularity they tend to try and do absurd things to complete simple objectives. As for communication Youtube videos have comment sections where the view can comment on videos, typically the comment section is where the viewer will write on how they feel about the video. This can go either way as a youtube video can receive a lot of positive feedback or a lot of negative feedback. On other occasions Youtubers tend to stream on youtube and try to communicate with its fanbase there. Streaming is a chance for Youtubers to be able to communicate with its fanbase as well as be able to "hangout" with their fanbase as though there is no physical interaction they can communicate via online chat and have fun with the youtuber. When they communicate they talk like regular people as their only real difference in communication is when they are talking about a game and there is specific language to the game that is needed to know. Otherwise when a youtuber is to headout to a press conference they are able to communicate with the audience just

fine. For someone who wants to join the gamer community there isn't much needed as a gamer doesn't have to have the most expensive things, a gamer can consist of the person with the game that they like and their ability to make the game as interesting for them or others if they choose to do so. When it comes to being a gamer there aren't many rules needed to follow and there is a reason as to why that's the case.

People who are in the gaming community often share some common traits that make it known that they are in the discourse community. When it comes to being a gamer many of them have a specific game that they will always have extensive knowledge of a certain game. In addition a gamer tends to talk about games to other peers and will later try to show off his or her skill as a way of making themselves look as if they are a professional in the other person's eyes. Going more in depth in a gamers trait is that they will tend to have a lot of consoles from prior years and will have an extensive gaming setup that tries to mimic professional gamers' setup. Though there are many other traits seen by gamers one of the most seen traits in all gamers is that they are very competitive and depending on the person they tend to carry on their said competitiveness into the real world and try to make everything a competition.

Being a gamer has a lot of perks once you are famous but with such perks there is a lot of responsibility that comes alongside with it compared to the average gamer who won't have that many rules imposed on him/ her. According to "The law of Youtubers" a youtuber can receive a "copyright strikes" if they use others content without giving credit to the original user. Now this is important because many youtubers get monetized in their videos and the ads in the video help them gain much revenue. In getting a copyright strike it leads to the video to lose its monetization and they do not get any revenue from that video. Youtubers may receive up to "3

strikes” with the 3rd strike resulting in a “termination of the channel”. Other such rules that end up in demonetization are “Do not include hate speech or verbal attacks, do not show sexually explicit content as well as do not show any graphic violence”. These are just some of the rules that are imposed on famous Youtubers. So how does it compare to a regular gamer who does not get monetized. Well a gamer that isn’t monetized doesn’t have to follow these rules but it is encouraged to be followed as the content that goes on youtube is made for everyone and it should be a great experience for anyone who is watching.

A message gamers tend to convey to their audience when it comes to entertaining their fans is always to have fun regardless of the outcome in the game. Many Youtubers are never really mad per se as they just want to make others feel like they aren’t alone. In addition to that they will always have fun with the game that they are playing as they are grateful to the fans as the fans are mainly responsible for the Youtubers success the game is the leverage that solidifies them as a gamer so they appreciate the game for being able to take them to the heights that they achieve. For many Youtubers gaming has been able to change their lives 180 degrees and to be able to thank their fans is the least that they can do to thank them for everything. They constantly remind the viewer that if it wasn’t for them watching their videos they wouldn’t be where they are. Gamers typically are very fond of their fan base because they know how it feels to be a viewer themselves, as many youtubers once saw someone who was bigger on youtube than themselves and they would aspire to be like that. So they would start and work and constantly provide content until they made it big. This makes them tend to not forget about their roots and leads most youtubers to be humble and never think themselves higher than they are. Gaming streamers will also tend to go out of their ways in order to more in touch with their fan base as

they will sometimes go to gaming conventions and get more connected with their fan base, this is usually seen as the biggest gratitude move by youtubers to give thanks to the community they have built.

Stuart Dredge has been able to show youtubers in the light that they deserved to be shown off in. The author talks about how youtubers are regular people just like us and celebrities. In addition he provides a survey on how the people who participate in the survey feel about youtubers as youtubers have more in common than celebrities ever will. In addition to that Business Insider is able to provide a more in depth explanation as to why gamers have been able to affect the gaming community that has been created since the beginning of youtube. Youtube gaming has gone through changes and some changes included the new guidelines that bigger youtubers have to follow, this is important as the rules set in place allow many youtubers to get monetized as well as encourage their fan base to interact with him and each other in order to get the most amount of revenue. This example stated earlier is the reason as to why Youtubers are always thanking the viewer and want them to comment not only for the monetization but also for the fact that they sometimes reply back to comments in order to continue to grow their fan base. When it comes to the audience that this reading is intended to, it would most likely be directed to the people who have thoughts about possibly joining Youtube in the short time. This article intends to show what it is like to be a youtuber and what else is involved when trying to separate oneself in the youtube gaming community. For instance in this article it also states how channels rely on “resources such as paid editors and production assistants” as in the article the author sits down with someone who talks to him stating how its “physically impossible to do so” when it comes to being a “creative figurehead” this isn’t meant to throw off and scare people wanting to

do youtube but it is not an ordinary task and if you want to be successful you have to be able to work hard and especially have a good support system that is willing to help the growth of the channel. When it comes to a constraint there aren't too many but one for certain is being able to talk to the biggest youtubers to get insight on what their life is like as they are always busy with content creating or they are busy with media coverage somewhere in the world and we are only limited to the answers asked by reporters which is only answers that seem to sound generic. A Youtuber should be able to freely express themselves without having any backlash from the community or any higher ups but we are in a world where everyone has become so sensitive so Youtubers must refrain themselves from saying anything that could harm their image as its everything for their reputation.

The gaming community is very important to me as it helped me deal with a lot when I was smaller. I would be able to go on youtube and look at videos by Pewdiepie and others and they would constantly be having fun so it always distracted me from whatever hardships I was going through at the time. I am grateful for the gaming community as it has been able to constantly evolve but have the same goals which are to entertain and always have fun with its fan base. When it comes to any concepts that are most important in being a gamer from the article is that no matter how easy it may seem there is a lot more to just recording yourself playing a game as a lot goes into it. For example don't expect to make it big on the gaming scene after a relatively short amount of time on being on youtube as it will not happen a lot of Youtubers get where they are due to a lot of hard work and dedication as well as being able to understand their fan base as the fans are who make or break a youtubers career and being able to adapt to the constant change in the gaming community is big. Lastly being able to connect with the audience is what resides

most in the gaming community so being able to establish yourself is what we see results for Youtubers career in the long run.

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