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## Teaching with YouTube: Online Media as Model Texts

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*Georgia Southern University*

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### Recommended Citation

James, Natalie L., "Teaching with YouTube: Online Media as Model Texts" (2016). *Student Success in Writing Conference*. 39.

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# Teaching with YouTube: Online Media as Model Texts

Natalie James, Lecturer, Georgia Southern University

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*Student Success in Writing Conference, March 11, 2016*

# Pedagogy

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- ❖ All texts gesture to texts that came before
- ❖ Models demonstrate textual features concretely
- ❖ Online multi-modal texts or multimedia demonstrate similar concepts in a variety of forms
- ❖ Online "pop" texts and media are familiar and engaging
- ❖ Online cultural artifacts (Formation video) vs. Online Model "texts"

# Practical Advantages

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- ❖ Free and always accessible
- ❖ Easy for entire class to consume at once - no photocopies, faster than reading
- ❖ Does not rely on student prep
  - ❖ Practical vs. Idealistic pedagogical issues

# Conceptual Advantages

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- ❖ Demonstrates Multimodal communication
- ❖ Models engagement with culture, politics, inquiry
- ❖ Students encounter popular media more regularly in daily life
- ❖ Bridges the gap between "academic" texts and popular media  
- teaches students how to be critical in many contexts
- ❖ Online media is often more current and relevant than "peer reviewed" texts

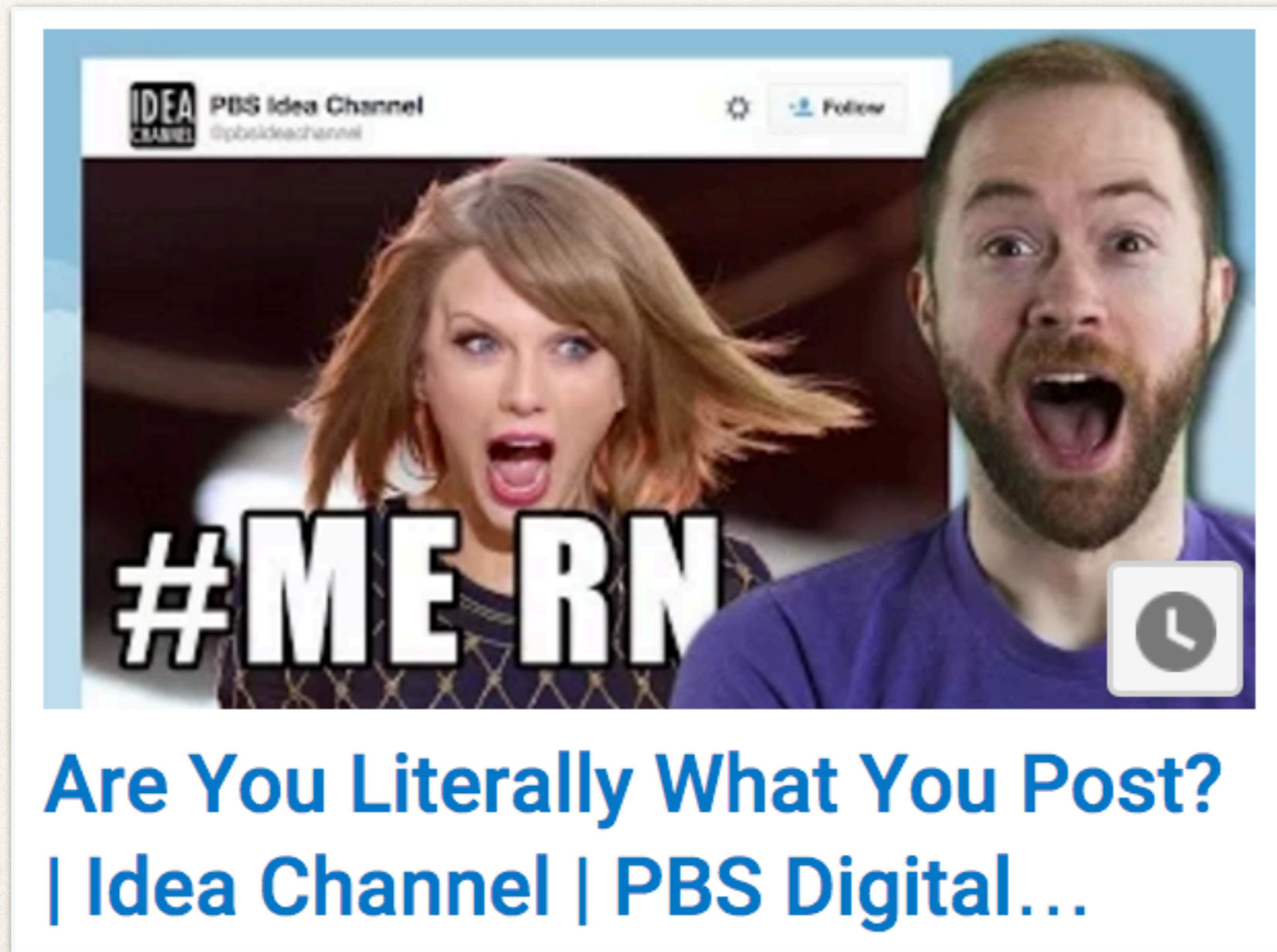
# Popular Intellectualism

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- ❖ Texts model both Form / Genre and Content
- ❖ Popular Intellectualism vs. "Edutainment"
  - ❖ Critical Thinking / Subjective argument vs. Informative
- ❖ Podcasts: 99% Invisible, Invisibilia, TED Radio Hour, etc.
- ❖ TED Talks: Argument, Evidence, Critical Engagement, Public Speaking
- ❖ YouTube creators
  - ❖ "Edutainment" - Crash Course, Sexplanations, SciShow, CGP Grey
  - ❖ Critical Engagement - In A Nutshell(?), various YT personalities, Idea Channel

# Idea Channel

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**IDEA CHANNEL** PBS Idea Channel @pbsideachannel Follow

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**Are You Literally What You Post?**  
**| Idea Channel | PBS Digital...**

# Curiosity and Inquiry - Serial

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- ❖ Models research and inquiry
- ❖ Journalist narration explains interpretation of texts / artifacts
- ❖ Explores issues of bias and interpretation
- ❖ Models source integration





# Modeling What's Possible

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- ❖ Online multimedia as supplement to traditional academic texts
- ❖ Bridging the gap between academic and popular
- ❖ Asserting the relevance of composition skills in new media

# Thank You!

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## ❖ Resources:

❖ [www.serialpodcast.org](http://www.serialpodcast.org)

❖ <https://www.youtube.com/user/pbsideachannel>

❖ [www.ted.com](http://www.ted.com)

❖ <http://www.npr.org/podcasts/510307/invisibilia>

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