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# YouTube Video Essays as Critical Remixed Scholarship

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**Recontextualized  
Knowledge: Available  
Designs of the YouTube  
Video Essay**

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# **Academia is a culture**

**We “encode” knowledge  
within our cultural practices**

“ Is it acceptable – in terms of, for example, ethics, funding, or social utility – for social science to be expressed and articulated solely through the channels of somewhat exclusive academic discourse?”

(Douglas & Carless, 2013, p. 55)

# The video essay boom

Hour-long YouTube videos are thriving in the TikTok era. Their popularity reflects our desire for more nuanced content online.

By Terry Nguyen | Mar 9, 2022, 8:00am EST

Image: Matt Patches for Polygon  
(2023)



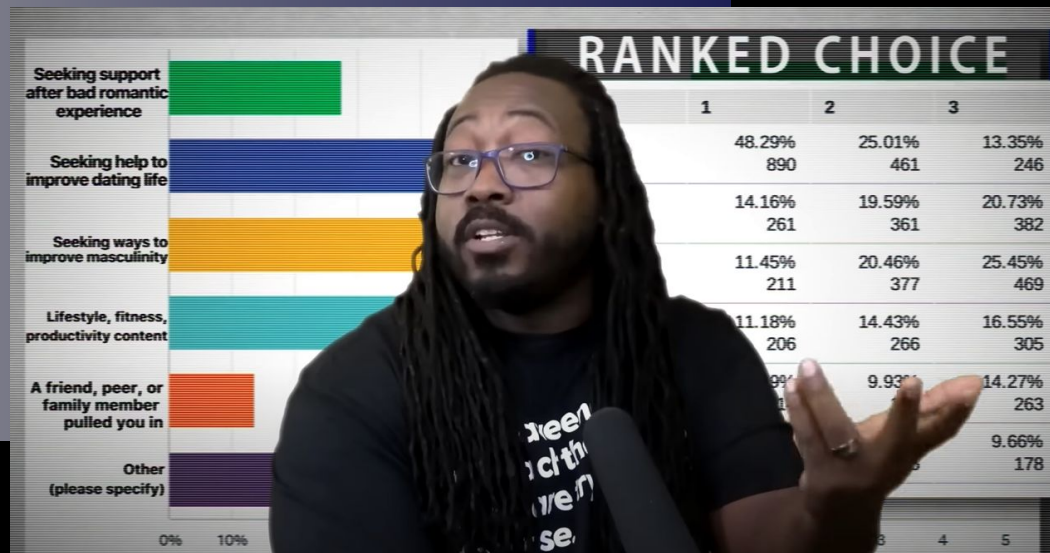
**Video essays: A  
growing  
semiosphere**

*Engagement >  
Virality*

Long-form

Performed spoken  
discourse

Multimodal



(Still from F.D. Signifier, 2024)

## Guiding Questions

**How does  
this practice  
work?**

Etic: Linguistic &  
multimodal  
analysis; empirically  
describing the  
format

**Why is this  
practice  
popular?**

(More) Emic: Internet  
culture,  
“recontextualization”

(E.g. Bezemer & Kress, 2008)

**Thank you!**

**References**  
**(hyperlinked)**

**Let's connect!**

