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Genre Analysis

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The Things you do not Notice in a Makeup Tutorial

YouTube is growing everyday due to people aspiring to shares there ideas and creativity. Youtuber's share everything from food, music, acting, there personal lives, games, health, fitness, interviews, hair and even makeup tutorials. The makeup tutorials shown on YouTube are meant to help the audience get an understanding of how to achieve a certain look. In these videos the Youtuber's effort is recognized by how they organize the video for the audience. Many of these tutorials can go from everyday makeup looks to making you look like someone who belongs in a haunted house. Regardless of the look that they are going for in the video, the way the Youtuber explains how the look was achieved, if they decide to explain at all, will make a difference in how the audience takes in the information. Even with makeup looks that are somewhat similar in style, you can find many differences on how the information is presented to you. Some of youtubers such as PrettyPrettyJayy, one of the Glamtwinz334, and Smartista Beauty, have similar styles or makeup looks yet all presented the information in a different way. Regardless of who the person is, the way that a YouTube video is organized plays an important role ^{in what?} along with other factors that appeal the audience and kept them focused on the youtubers.

Good point

In PrettyPrettyJayys "Get Ready With Me- Cat Eyes Grey Lip" video she show us how she get ready for the day which includes her makeup look. In the beginning it seems as if the youtuber is provided the audience with a visual and some small text to help the audience

of what?
what kind?

Superimposed on
the screen?

explain what we do see - simply a speed-up video of her applying her make-up (and occasionally dancing!) 2

instead

understand small things in the video. Although the savvy youtuber did include a small quantity of text to explain certain things such as her breakout from sleeping with her makeup on, she failed to expound on the products she used, the process she went through, or the address the audience period. She ensured that she showed the audience exactly what she was trying to accomplish, with slim to no explanation.. PrettyPrettyJays sped up the video to ensure that the audience did not watch a drawn out video, which signifies how she cares for the audience sake of time. Due to her caring for the audience's sake of time, she neglected the essential point, which was to teach the audience about the look they aspire to achieve. Even with the products listed in the description of the video, they do not know where they can get the products utilized in the video or when they were used in the video.

In one of the Glamtwinz334's (Kelsey) videos, she gives us a video and a vocal explanation of how she achieves her look in her "Zendaya Inspired Fall Makeup Tutorial". This video gives the audience the chance to understand how she got the look without them having to sit through a long video or be left confused. The youtuber found a way to do both by speeding up the video and providing voice-overs, which helps her explain what was going on in the video. What makes this video even better is the fact that she explained the process of how she achieved the look from the ground up. Also, she was capable of providing the products used not on in the video but in the description along with links to where you can find the exact products, links to her social media as well as the links to the background music in the video. Doing this provides a sense that she cares about the audience that is the reason she provided multiple ways for her fans or audience to be able to reach out to her. She even makes different comments in the video about how she feels about certain products the audience as suggested in comments under previous videos.

✓

she verbally tell us what is going on them or hold up the camera.

SmartistaBeauty's videos shows that she wants the audience to connect to her and she wants to give them the impression that she open for conversation in her "My Everyday GoTo Makeup Tutorial". She explains what it going on in the video in real time so she can talk through each step instead of doing a voice over or not explaining anything at all. This allowed the audience to get a feel of her personality and who she is as a person because she had a discussion as she explained her makeup process. The audience would be clearly able to understand her before they understand the other two youtubers. Not only did the youtuber provide visuals and explanations, she provided the audience a very detailed description to where they can find the products used as well as the products that she mentioned that worked exceptionally well. Although she provided a video that was more personal and in depth, she neglected the fact that youtubers do not want to sit and watch a video for twenty with the youtubers constantly go off the topic.

Good point ✓

minutes

It is clear to see, that many factors play a key role in how the Makeup Tutorials are constructed. Organization plays a key role in the YouTube videos, which not only helps the audience but also gives them a sense that they put some effort into their videos. Unlike other types of videos that are produced on YouTube, makeup tutorials are some of the most popular and require organization that helps the audience visually. In conclusion, the effort put into YouTube beauty tutorials is extremely evident based on the organization of the youtubers videos.

Revision



Genre Analysis
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The Unnoticeable features of a Youtube video

Youtube is growing everyday due to people aspiring to shares their ideas and creativity in food, music, acting, there personal lives, games, health, fitness, interviews, hair and even makeup tutorials. The makeup tutorials shown on Youtube are meant to help the audience get an understanding of how to achieve a certain look. In these videos, the Youtuber's effort is recognized by how they organize the video for the audience. Many of these tutorials can go from everyday makeup looks to making you look like someone who would belong in a haunted house. Regardless of the look that they are going for in the video, the way the Youtuber explains how the look was achieved, if they decide to explain at all, will make a difference in how the audience takes in the information. Even with makeup looks that are somewhat similar in style, one can find many differences on how the information is presented to you. Some of youtubers such as PrettyPrettyJayy, Kelsey (one of the twins from Glamtwinz334), and SmartistaBeauty have similar styles or makeup looks, yet all presented the information in a different way in terms of the pace, the information that they provide, and the verbal communication during the video.

When looking at a Youtube, video many people may not pay much attention the pace that is used to take in and digest the information that is being provided. The pace can play a large role in a video because some people may not be able to understand the content if its too fast. Yet, if the video is too slow, the audience may become uninterested and click on another interesting thumbnail. Some youtubers find themselves speeding up the videos for the sake of time. They do not want their audience to sit through a 30 minute video, when it can be sped up to 15 minutes

and the audience to get the point. In PrettyPrettyJayys "Get Ready With Me- Cat Eyes Grey Lip" she sped up the video so fast that the audience or viewers could not get a good understanding of what she is trying to do. She hops right into the tutorial with high speed. Then you have the videos that are sped up to the perfect speed. In Kelsey's "Zendaya Inspired Fall Makeup Tutorial" video, she sped the video up, including only the parts that were essential for the audience to get a perfect visual of the makeup process for the achieved look. SmartistaBeauty's "My Everyday Go To Makeup Tutorial" video was a long video, but the only difference was that it was in Real Time. The video was uncut and the audience not only got a chance to see look in detail, but they also got a chance to see how the look actually took to be achieved. The odd part about all of this is that the times of these videos are too far off from each other. PrettyPrettyJayys video was nine minutes and seventeen seconds, Kelseys video was eleven minutes and seven seconds, and SmartistaBeauty's real time video was twenty minutes. This goes to show how much time is actually invested by each other these YouTubers for three different looks. Times' roles in how these videos are constructed can be very vital.

The information in the video, I believe, is the most important part of the video. If the Youtuber does not provide the audience of any information, the video will basically be useless. It is almost like saying, "Hey, watch my video but remain confused for the majority of it especially if you suck at makeup from the door." Leaving the audience clueless can make them stray them away from the Youtuber's video. On the other hand, providing the audience with too much information can lead them to believe that the aspired look can be hard to achieve. In PrettyPrettyJayy's video, she provided absolutely no information along with a sped up video. The combination of the two can make hard for the audience to follow. Kelsey's video, in my opinion, was the best when it came to providing the right amount of information. She went into

detail about the products she used and how she used the products to achieve the desired look. She provided information in the video as well as in the description along with links to where the audience could find the products online. SmartistaBeauty's video was the most elaborate video possible. It provided information that was needed as well as information that wasn't need such as some of the products that she liked but didn't use to achieve the look she is aspiring. In her description she did do the same as Kelsey but she also did provide those items that she did like but she did not use.

In the Youtube videos, it seems like the audience would prefer that the youtuber talk to them about things that they go through in their personal lives. They want to build a connection between the youtuber and themselves. The audience does not want to feel as if they are speaking to a stranger. As said before, the PrettyPrettyJayy said nothing verbally. Yet, one thing she did do was textually talk about something the audience may have preferred not to see. On the screen as PrettyPrettyJayy swiftly applied makeup in her video, she writes "Excuse my breakouts from sleeping with my makeup on." She apologizes for her flaws or blemishes in hopes that the audience will understand her current situation. This shows that she is concerned with what her audience will say about her. In Kelsey's tutorial, she expresses how forgetful or how oblivious she was to the look she was going for. As Kelsey is involved in her process, she says "Now I'm just going to be smoking out that eyeliner just to give it a little bit more of a smoked out look because I didn't notice that Zendaya's look was very, very smoky." She reveals that even she doesn't notice certain things about the look she is going for and is willing to correct it so that the audience can get the correct look she promised to provide. SmartistaBeauty's communication with the audience, I believe, was the most personal and entertaining. She talked about how she was being stalked by some creepy dude and in fear circled her block about 2 times until he was

gone. "If I go missing, refer the police to this video" SmartistaBeauty said playfully.

SmartistaBeauty actually took the time to have a scintillating conversation with her audience about all the process as well as things she experiences in her everyday life. Any viewer can gain a sense of family or friendship from the Youtuber. This was the unique quality that SmartistaBeauty had that neither of the youtubers obtained. The one thing that many people do not notice about the communication of youtube is the comment section as well as the social media the youtuber provides. Yes, a youtuber replies to comments and connection to viewers via facebook, twitter, and Instagram make them seem friendly. Yet, depending on the youtuber it can also seem weird. In some cases it may seem like the youtuber wont connect in the video but via social media. In other cases the viewer may feel open to contact the youtuber. For instance, if a viewers asks, "what concealer did you use?" The YouTuber may refer the viewer to the description or simply reply. If a viewer asks a personal question such as the Youtubers relationship status or where they live, the Youtuber most likely would not reply, but if their risky enough to disclose that information with a stranger, they just might reply.

The upshot of all of this is that, the qualities of a youtube makeup tutorial varies. The essential qualities of a makeup tutorial are the speed or pace, the information provided, and the communication between the audience and the youtuber. Unlike other types of videos that are produced on youtube, makeup tutorials are some of the most popular and require that the youtube puts in effort to make the video more appealing. In conclusion, the effort put into Youtube beauty tutorials is extremely evident based on the pace, information and communication.