Reflect & Write: Video blogging and Voyeurism

Text: Mike Miliard, “I Like to Watch: Video Blogging is Ready for Its Close-up”

Envision Connection: Read in conjunction with Chapter 14, “Snapshots of the Ordinary”

Background: In this article, Mike Miliard, a staff writer for the Boston Phoenix, discusses the phenomenon of video blogging—or vlogging—popularized by Internet sites such as YouTube. Vloggers use Webcams to capture home video that they then post online for a mass audience. This article first appeared in the Boston Phoenix in December 2005.

Reflect & Write

• Does Miliard assume a tech-savvy or low-tech audience? How can you tell this from his different rhetorical decisions in this article?

• As part of his article, Miliard follows up the first section of his article with a series of examples of personal video blogs. How does this strategy enhance or undermine the strength of his argument?

• Consider video blogging in relation to online photo sharing like Flickr. How do the two operate in similar ways to represent reality? How do they differ?

• Write: Visit YouTube (http://www.youtube.com) and watch three video blogs—you may want to search using your college or university name to see if any of your classmates have video blogs. Now write a column for your school newspaper in which you provide your perspective on the new vlogging phenomenon.