

Annotation essay



**ASSIGN
BUSTER**

Johnson JohnMs. Nancy HallWRC 1023September 20, 2013Better Videos Through Criteria.

It has only been a few years since the emergence of YouTube. The world of videos has truly changed the way people spend their time surfing web, it is mainly because of the unlimited access that people receive when they visit the site. When people enter YouTube, they can see the world through the videos captured by others around the world. YouTube has millions of videos and in it there are videos that are just pointless. For a video to be effective, it has to have a message first, have a subject, and then it needs to have an original idea to take the unique thought to the audience in an effective manner; educational, entertainment and clarity is the second part that would make the viewers attached till the end.

Out of millions of videos that are available to the audience, there are only a few thousand videos that are effective in conveying their point in making the video. When looking at the center thought of videos it has no message to the audience, there are no thoughts or points that the maker wants to get across the viewer. When a video is blunt there is no pull factor that will keep a viewer interested in watching the video any longer. When the video has a direction the viewer will stick with the video because they are always pulled into the suspense of what will happen next and want to know the way it will end.

In most cases there is a subject, but if the subject does not have a message to send out there is no proper usage of it, thus terminating it without use. The audience will not stick around just because the video has a direction to

go, it also needs an attention-grabbing subject that will lead the audience to the promise land. The viewer watching the video has probably seen hundreds of videos before having seen this particular video, so the subject has to do a great job in leading the audience to the thought. The originality is what every viewer is...