

Unit 3: Video Article

Peer-reviewed journals are one of the main mediums through which scholars share the knowledge they've produced with others within (and without) their field. To publish in a journal is to formally take your place within the conversation surrounding your research topic. In this unit, you will compose a scholarly video article for submission to the *PIT Journal*. This will present two seemingly contradictory challenges: you must deepen your conference paper's analysis, and present your results in a compact, accessible format. An article requires more research and a higher level of formality than a conference paper; this means you'll need to engage with more sources and develop the nuances (not necessarily the length, but the **focus**) of your argument. For example, if your conference paper covered three angles of a topic (economic, moral, and historical), now's the time to dive into **one**. Although everyone will participate in the submission and review process facilitated by the journal, those students who excel at responding thoughtfully to the critiques of their peers and editors, and who make judicious decisions about how to revise and improve their work, will have the best chance of being published. This unit's feeders are meant to help you become familiar with Camtasia video editing/screencasting software, and also to help you practice arguing via visual rhetoric.

- **Download Camtasia** for PC or Mac here **NO EARLIER** then 3/23 (it's a 30-day free trial!): <https://www.techsmith.com/camtasia.html>
- **Camtasia tutorials**: <https://www.techsmith.com/tutorial.html>
- **Media Resource Center (MRC)** (if you need help with non-Camtasia software, or want to learn/use a camcorder): <http://library.unc.edu/house/mrc/>
- **Models: Kyle Kallgren's video essays**: <https://www.youtube.com/user/oancitizen>
- **Kairos**, an online, open-access multimedia journal: <http://kairos.technorhetoric.net/17.3/praxis/lueck/study.html>
- **For science-related topics**: The *Journal of Visualized Experiments (JOVE)*: <http://libproxy.lib.unc.edu/login?url=http://www.jove.com/>
- **PIT Journal article** (traditional essay, not video): <http://pitjournal.unc.edu/node/1772>

Genre	Purpose	Audience	Role	Rhetorical Situation
Video Article	Share the results of your research with other scholars; explore the deeper nuances of your topic; produce a lasting contribution to your field	Specialists in your field and other interested academics	Expert in your field	You have worked hard and spent time researching a topic, and now you believe you've discovered something noteworthy. You wish to share this by publishing it in the <i>PIT Journal</i> . By composing a video article, you will take research you've done and convert it into a significant contribution to your field. This will be useful in any profession with a knowledge base to which you're expected to contribute: medicine, science, business, etc.

FEEDER #1: 30-second ad

Use Camtasia to compose a 30-second (max) advertisement for any product of your choice, factual or fictional. Goals:

- Help you get familiar with the Camtasia software
- Practice fitting a significant amount of information into a very brief space
- Use visual rhetoric to persuade your audience
- Focus deeply on one topic
- Play with Camtasia!

What to do:

1. Use Camtasia to record clips from various sources online, such as YouTube; you can also record video yourself using your phone or a camcorder (available for borrowing in the SITES Lab—Greenlaw 314—and the [Media Resource Center](#)).
2. Use Camtasia to edit your footage and create your **30-second ad**.
3. Export your movie as an MP4 file by going to Share/Export in Camtasia. This may take a little while, so don't leave it until right before class.
4. Access our Sakai page and click the "Mediacore" tool in the left sidebar. Upload your MP4 file here, being sure to choose "Feeder 3.1" as its "Collection." Add whatever description and tags you'd like. **No citations are necessary this time.**

Videos uploaded to Mediacore are visible to our whole class. We'll watch all of your ads in class, peer-review them together, and then watch your revised versions.

DUE: Monday, March 28 (draft); Wednesday, March 30 (final version)

FEEDER #2: Clip archive and justification

Your second feeder has two parts:

1. **Clip archive:** Use Camtasia to collect clips (of whatever length you need) from across the internet, from a camcorder, your phone, etc. You won't use all of these clips in your final video, but you'll have a reservoir of footage to draw from. Save this as a "project" in Camtasia, so when you start your video article, you'll have all your footage to draw from.
NOTE: Please use footage found online *only for this class* (which includes Sakai). As long as you don't share it outside of our educational context, it's considered "educational fair use" and we don't have to worry about copyright infringement. I repeat: **DON'T** post your videos publicly.
2. **Justification:** Write a roughly one-page (double-spaced, not including the Works Cited) explanation of how you'll use at least 3 of the clips you've collected. This should justify your use of these clips: how will they illustrate or further your argument? Please also give an overview of your video: how will it be organized? What specific element of your topic will you be focusing on? How will you link your footage together?

At the end of your justification, please add a Works Cited page for your clips. **Here's how to cite clips in MLA style:**

Author's Name or Poster's Username. "Title of Image or Video." Media Type. *Name of Website*. Name of Website's Publisher, date of posting. Medium. date retrieved.

Example:

Shimabukuro, Jake. "Ukulele Weeps by Jake Shimabukuro." Online video clip. *YouTube*. YouTube, 22 Apr. 2006. Web. 9 Sept. 2010.

Remember to cite any audio you use, too! See this page for how to cite sound recordings and other common sources: <https://owl.english.purdue.edu/owl/resource/747/09/>

DUE: Monday, April 4 (draft: submit a Works Cited including citations for at least 5 clips to your Sakai dropbox); Wednesday, April 6 (final version: submit a one-page justification, double-spaced. At the end of the document, add a Works Cited including citations for at least 8 clips). Note: you're only submitting a Word document; you do NOT need to submit your actual footage at this point.

UNIT PROJECT: Video Article

The video article is the culmination of the research you've done throughout the semester. This is your chance to explain the most interesting thing that you've discovered, how you've discovered it, and why the results are important to your field! Your video article must be 5-6 minutes long.

You will need to convey your research in this video (some of the foundational context and info you've already used in your conference paper, but also info from one or two new sources). There are two ways you can do so:

- Record your own voice as you read a script (which you can place over video clips, or you can film yourself speaking)
- And/or, add text to your video. You can use titles, or actually record yourself typing a pre-prepared script.

Remember, your clips can also help you make your argument. You can switch between own voice and that of your clips, as needed.

There aren't fixed, rigid conventions in this new genre, so be creative! Give your viewer a brief overview (a few sentences) of the research you've done so far and where it's led you, then develop in detail one aspect of your project. Complete the following steps:

1. Make a free [Vimeo](#) account.
2. Use Camtasia (or another video editing/screencasting software you're comfortable with) to create your **5-6 minute video article**. Draw from your clip archive, and also feel free to find new material.
3. Export your movie as an MP4 file (by going to Share/Export if you're using Camtasia). This may take a little while, so don't leave it until right before class.
4. Upload your finished MP4 to your Vimeo account. Then, access our Sakai page and click the "Mediacore" tool. Upload your MP4 file here as well, being sure to choose "Unit Project 3" as its "Collection."
5. In the "Description" text box when you're uploading your video to both Vimeo and Mediacore, please paste a Works Cited for your video. **This should contain at least six secondary sources, IN ADDITION TO citations for your media clips, some of which you can paste from your second feeder. At least one of these secondary sources should be new (not previously cited in your conference paper).** Please write these citations in MLA style (see examples above).

More models: Although this is not a genre with rigid, tried-and-true conventions, watching models can help you understand how past authors have used the potential of video to make arguments and/or convey research.

Ranked from most to least essay-like (and so probably most to least useful):

<https://www.youtube.com/user/oancitizen> (*These are the closest models to our assignment*)

<https://vimeo.com/kevinblee>

<http://kairos.technorhetoric.net/17.3/praxis/lueck/study.html>

<http://kairos.technorhetoric.net/20.1/disputatio/miles/index.html>

<http://libproxy.lib.unc.edu/login?url=http://www.jove.com/>

DUE: Wednesday, April 20 by midnight (final video article, with Works Cited pasted into the "Description" field, uploaded to your Vimeo account and to Mediacore via Sakai) Please also add your video's link to [our wiki page](#).