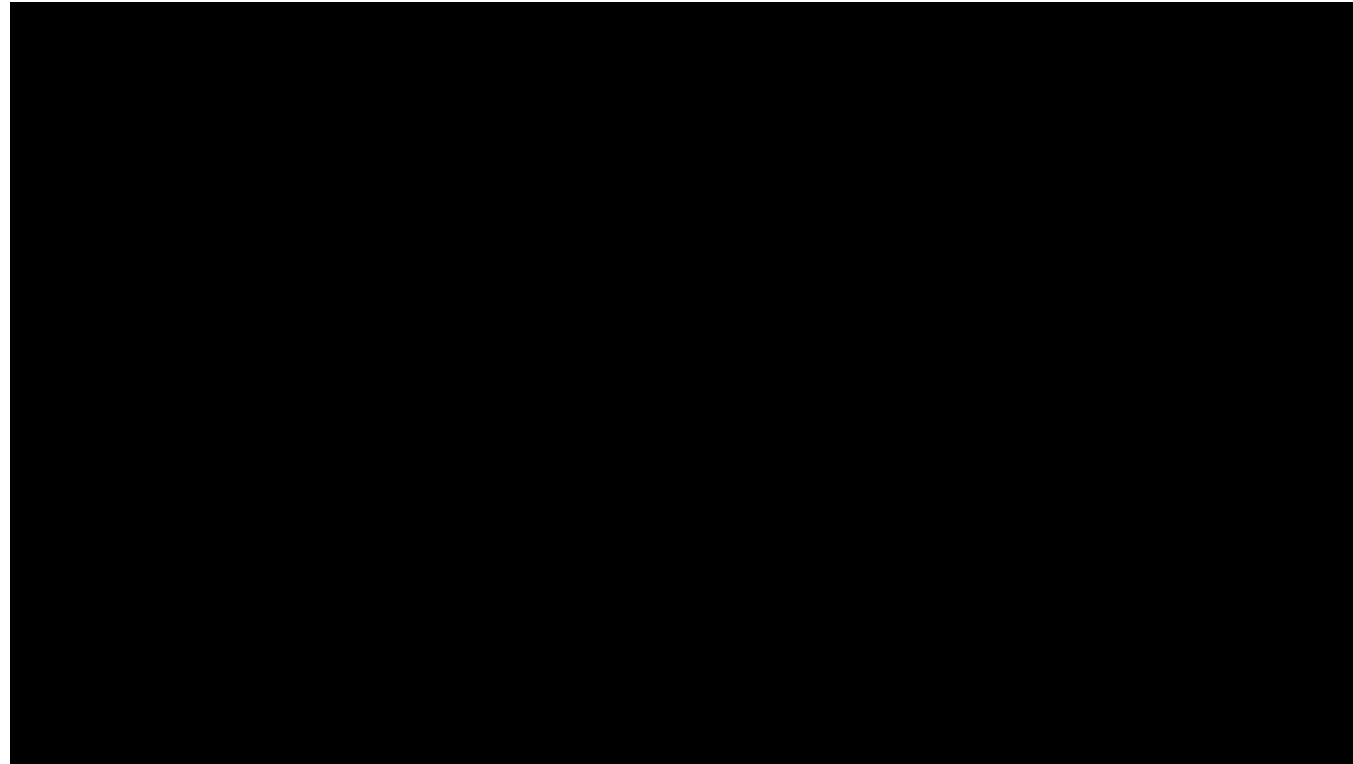


# Becoming a booktuber

Or on how to create a reading community

What is being a librarian/ documentalist/  
archivist? The case of Josep Coll.



**What is intertextuality?**

# Intertextuality

**Intertextuality** is the shaping of a text's meaning by another text. It is the interconnection between similar or related works of literature that reflect and influence an audience's interpretation of the text.

Intertextual figures include:

[allusion](#), [quotation](#), [calque](#), [plagiarism](#), [translation](#), [\*pastiche\*](#) and [parody](#).

# Allusion

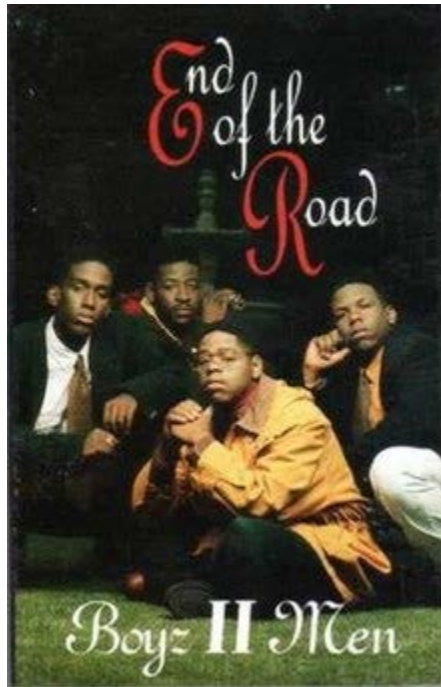
- *The Good Place* – ep. 3
- Tahani: “In fact, tomorrow I'm actually going door-to-door to make sure that every single person in this entire neighborhood is keeping calm and carrying on.”



a motivational poster produced by the British government in 1939 in preparation for World War II

# Allusion

*The Good Place* – ep. 6

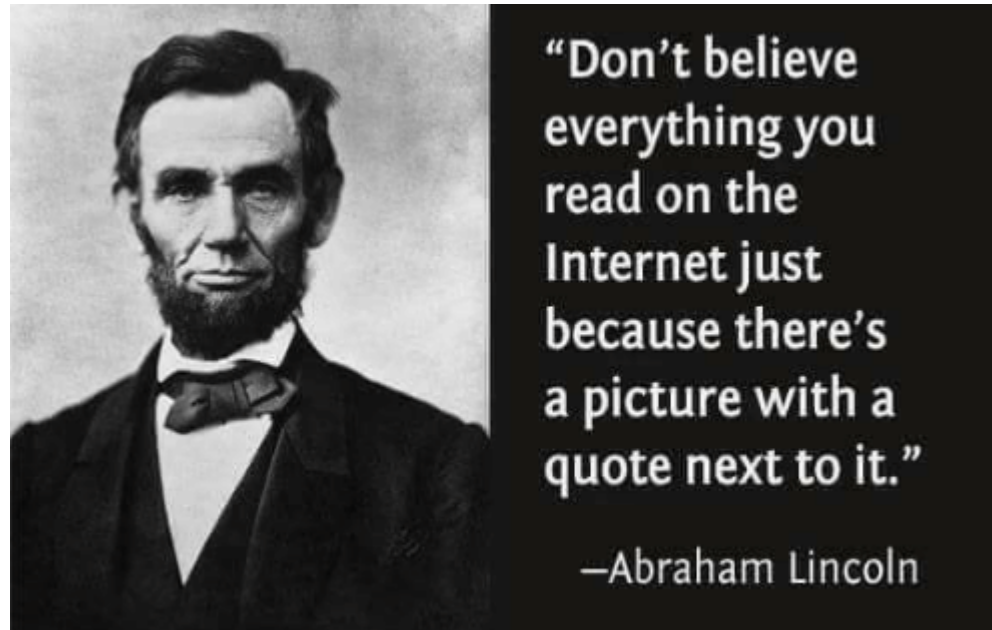


Eleanor: 'Feels like the end of the road.'  
"End Of The Road," Boyz II Men, karaoke.'

# Quotation

- Citation to the original source.
- Misquotations:

“Elementary, Mr Watson” (wrongly attributed to Sherlock Holmes)



# Calque

- Types: phraseological, loan translation, syntactic, morphologic, and semantic

F. ex.: The computer mouse was named in English for its resemblance to the animal. Many other languages have extended their own native word for "mouse" to include the computer mouse.





# Plagiarism

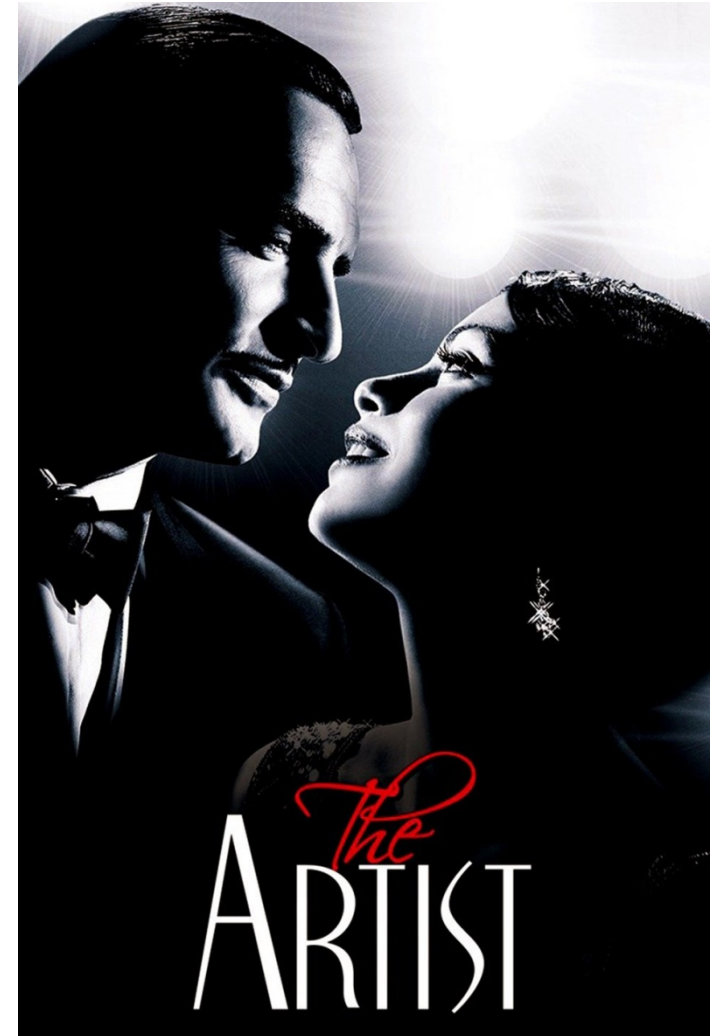
- “wrongful appropriation” and “stealing and publication” of another author's “language, thoughts, ideas, or expressions” and the representation of them as one's own original work

# Translation

- Equivalent target-language text, with paraphrasis and fidelity issues

# Pastiche

- Work of visual art, literature, theatre, or music that imitates the style or character of the work of one or more other artists.
  - Queen's 'Bohemian Rhapsody'
  - filmmakers pay homage to another filmmaker's style and use of cinematography, including camera angles, lighting, and mise en scène



Dir. Michel Hazanavicius (2011)

# Parody

- a work created to imitate, make fun of, or comment on an original work—its subject, author, style, or some other target—by means of satiric or ironic imitation

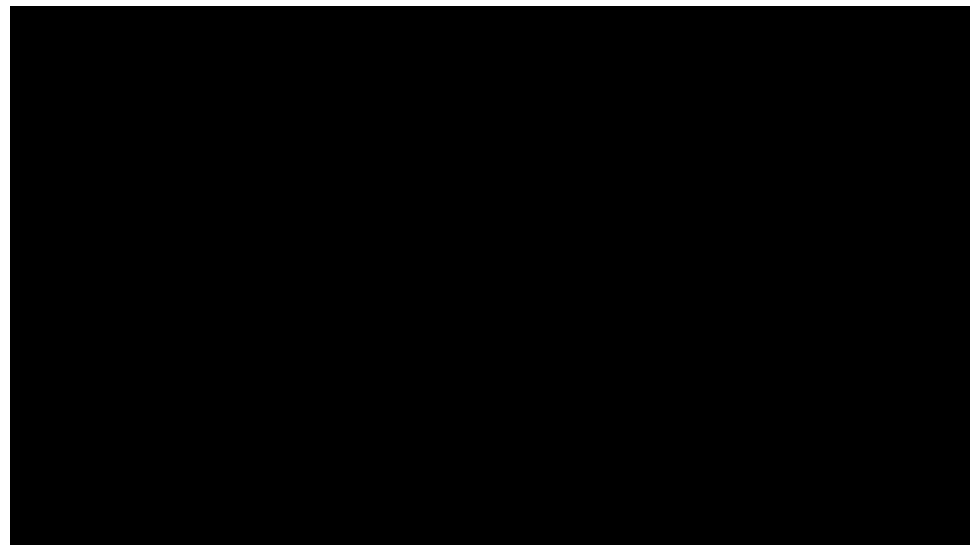


Source: [Jack Taylor / Getty](#)

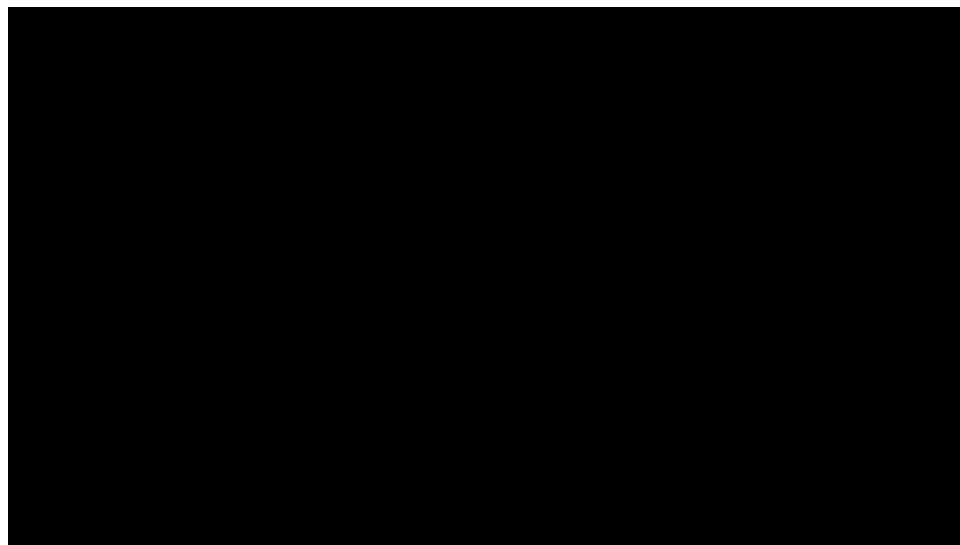
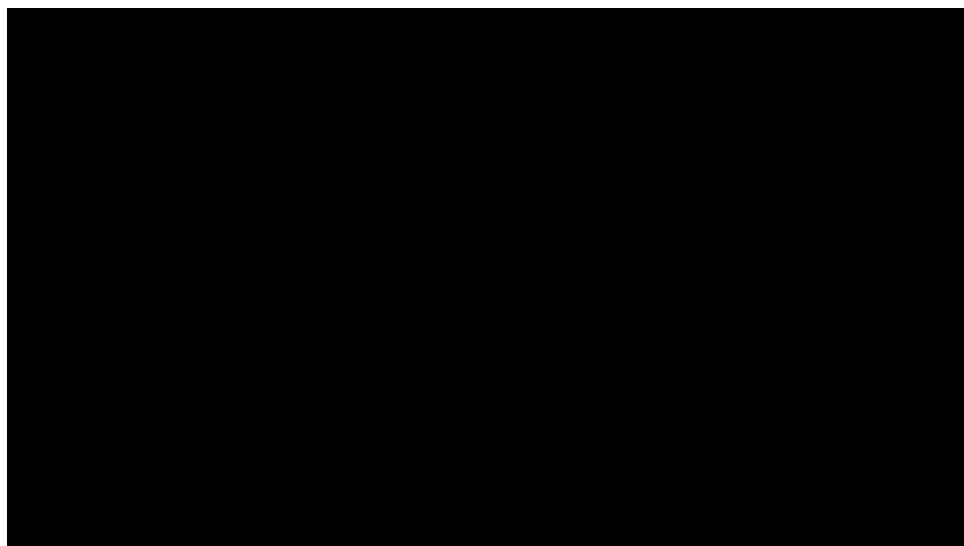


Source: [Anne Chaudoir](#)

From commercials



From viral videos



# From music videos

- [James Franco and Seth Rogen – ‘Bound 2 Spoof’](#)
- <https://rutube.ru/video/6ce49a8241770a41b1f908ac065d1a31/>  
(03:10 - #)

# Intertextuality

Intertextuality is a literary device that creates an 'interrelationship between texts' and generates related understanding in separate works. These references are made to influence the reader and add layers of depth to a text, based on the readers' prior knowledge and understanding.

Intertextuality is a literary discourse strategy utilised by writers in novels, poetry, theatre and **even in non-written texts** (such as **performances** and **digital media**).

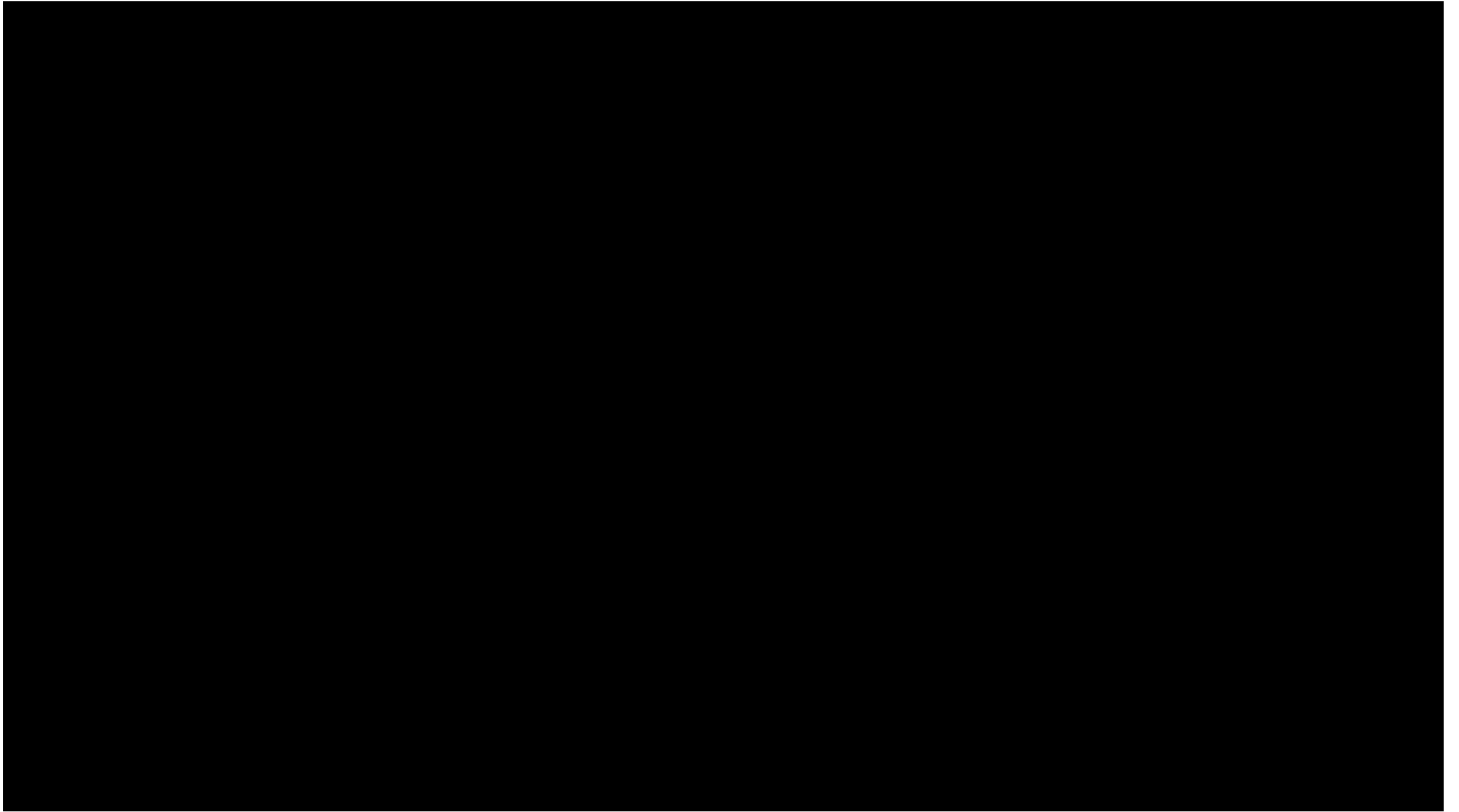
Examples of intertextuality are an author's borrowing and transformation of a prior text, and a reader's referencing of one text in reading another.

Florence + the Machine



BETWEEN TWO LUNGS





[‘Between Two Lungs’ on Genius.com](#)

# 'Between Two Lungs' on Genius.com

[Intro]

(Ooh ooh ooh ooh ooh ooh ooh ooh ooh)

Between two lungs it was released

The breath that carried me (ooh ooh)

The sigh that blew me forward (ooh ooh)

[Pre-Chorus]

Because it was trapped

Trapped between two lungs

It was trapped between two lungs

It was trapped between two lungs

[Chorus]

And my running feet could fly

Each breath screaming, "we are all too young to die"

[Verse 1]

Between two lungs it was released (it was released)

The breath that passed from you to me (passed from you to me)

...

Likely a reference to Hermes, the Olympian God with winged sandals "made by the god Hephaestus of imperishable gold" and allowed him to fly "as swift as any bird."



[The god Hermes depicted on a red-figure Athenian vase with his winged sandals and his Caduceus staff in his hand]

Upvote

1 Share

# Between Two Books



Source:

[https://twitter.com/flo\\_tweet/status/1039074453911687169](https://twitter.com/flo_tweet/status/1039074453911687169)

## Videos



Florence Welch  
Reading New York  
Poem For Polly

Penguin Books UK  
YouTube - Jun 14, 2018



Florence Welch reads  
William Blake

Owlet  
YouTube - Sep 22, 2016



Florence Welch reads  
from Useless Magic

Waterstones  
YouTube - Jun 29, 2018

## Images for florence welch reading



→ More images for florence welch reading


Report images

# Between Two Books

[Florence + The Machine fan club](http://www.florenceandthemachinefanclub.com/between-two-books.html)

<http://www.florenceandthemachinefanclub.com/between-two-books.html>

Pinned Tweet

 **Between Two Books** @BetweenTwoBooks · Jul 23

here's a look back at all 34 of the brilliant books we've read as a club since forming 6 years ago! florence recommended 'opposed positions' as our first ever choice back in 2012 ❤️📖📚

1. 'Opposed Positions' by Gwendoline Riley (Florence)
2. 'The Ice Age' by Kirsten Reed (Florence)
3. 'Your Voice in My Head' by Emma Forrest (Florence)
4. 'Why Not Say What Happened?' by Ivana Lowell (Emma Forrest)
5. 'Their Eyes Were Watching God' by Zora Neale Hurston (Florence)
6. 'Songs of the Dragons Flying to Heaven and Other Plays' by Young Jean Lee (Jeremy O. Harris)
7. 'A Confederacy of Dunces' by John Kennedy Toole (Florence)
8. 'The Great Gatsby' by F. Scott Fitzgerald (Florence)
9. 'The Marriage Plot' by Jeffrey Eugenides (Florence)
10. 'The Day of the Triffids' by John Wyndham (Isa Summers)
11. 'The Goldfinch' by Donna Tartt (Florence)
12. 'Not That Kind of Girl' by Lena Dunham (Florence)
13. 'Heartburn' by Nora Ephron (Florence)
14. 'I Will Never Be Beautiful Enough To Make Us Beautiful Together' by Mira Gonzalez (Florence)
15. 'Birthday Letters' by Ted Hughes (Florence)
16. 'Just Kids' by Patti Smith (Florence)
17. 'Night Power: The Life and Art of Val Mayer by Maria Miketich, Susana Jones (Florence)
18. 'The Wind-Up Bird Chronicle' by Haruki Murakami (Isa Summers)
19. 'Finn and Freddie' by Lauren Goell (Florence)
20. 'Jah' by Anayiah Walker (Florence)
21. 'Bene' by Lisa Daley-Ward (Anayiah Walker)
22. 'Yank Love' by Katherine Dean (Isa Summers)
23. 'The Bear That Came From the Woods' by Tegan Baker (Isa Summers)
24. 'The Descent of Man' by Gregory Perry (Florence)
25. 'In Praise of Shakespeare' by Jonathan Tevendale (Gregory Perry)
26. 'Last Exit to Brooklyn' by Hubert Selby Jr. (Shirley Khan/But For Ladies)
27. 'How I Am' by Jonathan Safran-Fore (Nick Cox)
28. 'The Lesser Bohemians' by Thomas McCarthy (Between Two Books)
29. 'Too Much and Not the Mind' by Diego Chaves-Ribe (Tad Gattamora)
30. 'The District' by Amy Lippert (Florence)
31. 'The Accusator' by Maggie Nelson (Greta Gerwig)
32. 'The Empathy Exams' by Leslie Jamison (Between Two Books)
33. 'On Being' by Joan Cash-Oates (Fiona Apple)
34. 'The Lottery City' by Olivia Laing (Florence)

2 26 155

<https://twitter.com/BetweenTwoBooks/status/1021514018018799618>

# Why are Booktubers needed?

- Reading is mostly an individual activity, yet we live in an interactive world



- 20% increase in sales in en Amazon (2017)
- Interest arisen among teenagers and the youth
- Reading and learning fostered
- New formats, new tools → a plus besides instructional learning
- Discussion with (un)known people

# Related booktuber vocabulary

- *Booktube*: community literary channels on YouTube
- *Vlog*: a videoblog
- *Viewer and subscriber*: people who watch and follow your videos
- *Book hauls*: inspired by the *videohauls*, when you go and buy books and then you do either a post, vlog, or any other form of social media posting about what new **books** you bought
- *Book tag*: tag for special topics, with challenges, curiosities, discussions...
- *Bookshelf tour*: a visit around the booktuber's library
- *Unboxing*: opening a box of newly arrived books in front of the camera, aka IMM - *In My Mailbox*.

# Related booktuber vocabulary

- *Wrap up*: comments on the books read in a given amount of time: a week, a month, during the summer...
- *TBR: To Be Read*, books you are going to read soon
- *Bookathon*: Reading marathon
- *Wishlist*: the list of books that you'd like to have asap
- *Top*: list of books following your likes or dislikes





...THE BEST BOOKS OF 2017...

90,882 views • 8 months ago

The top ten best books I read this year! Let's chat ppl.

The Books:

Tower of Dawn: <http://bit.ly/2CrOg2k>

Nevermoor: <http://bit.ly/2CsYwHB>

READ MORE

Uploads [PLAY ALL](#)



Top 5 Books I Read This Summer!

19K views • 2 days ago



September TBR!

26K views • 6 days ago



GIANT August Wrap Up!! (I Read 8 Books!)

30K views • 1 week ago



HUGE BOOKSTORE BOOK HAUL!!

36K views • 1 week ago



READING VLOG: Book Shopping + Defeating a...

31K views • 1 week ago

Recommendations [PLAY ALL](#)



Top 5 Favorite NON FANTASY Books of 2018! (So far..)

PeruseProject ✓



Books I LOVE But Don't Talk About!

PeruseProject ✓



Top 5 Favorite Books Of the YEAR! (So far)

PeruseProject ✓



Must Read Summer Book Recommendations!!

PeruseProject ✓



Top 5 Books I Read This Spring!

PeruseProject ✓

# Ten tips to become a booktuber



Image: YouTube "Atrapada entre letras"

- 1. Just do it (properly!):** Think thoroughly what you are going to shoot, what you are going to say, and how you are going to share it.
- 2. Practice.** Get used to speaking alone, in front of the mirror or elsewhere. Do not memorize.
- 3. Make a difference.** Be original, be yourself.
- 4. How to start?** The easiest way is with a **booktag**, rather than with a **review**.
- 5. Brandname.** Create an identity that defines you. It's important that it relates to you as a human being. Check it hasn't been taken already.
- 6. Image.** Bear in mind lighting, frame and background.
- 7. Edition.** Good quality. BUT **in our case**, no cuts, just **one** shot.
- 8. Inspiration.** Watch other videos to get inspo from them. Alternatively, think of contents you would like to see yet you don't find anywhere else.
- 9. Dynamism.** No tedious videos. No longer than 7 minutes.

# Further tips

- Loving communicating: enthusiasm, display your communication skills (good articulation, look at the camera, get your message across, intonation...)
- Netiquette & interaction
- Be prepared for criticism

Be yourself;  
everyone else  
is already taken.

- Oscar Wilde -

# Book tags

- [Book tag #1: El juego literario de las frases](#)
- [Book tag #2: Las enfermedades de los libros](#)
- [Book tag #3: Juzgar un libro por su portada](#)
- [Book tag #4: La hamburguesa de libros](#)
- [Book tag #5: Tu vida en libros](#)
- [Book tag #6: Portadas elementales](#)
- [Book tag #7: La cena literaria](#)
- [Book tag #8: Criaturas, seres y mundos fantásticos](#)
- [Book tag #9: El sacrificio de libros](#)
- [Book tag #10: Un libro...](#)
- [Book tag #11: Harry Potter](#)
- [Book tag #12: Redes sociales](#)
- [Book tag #13: Criaturas de la noche](#)
- [Book tag #14: Libros deseados](#)
- [Book tag #15: Control remoto](#)
- [Book tag #16: Opiniones impopulares](#)
- [Book Tag #17: Arte literario](#)
- [Book Tag #18: Inside Out](#)
- [Book Tag #19: Árbol de Navidad](#)
- [Book Tag #20: Reedición de portadas](#)
- My top 5 romantic/thriller/mystery/saga/comic... books
- My top 5 book-to-film adaptations

# Book tags

- [The rapid fire booktag:](#)

- Paperback or hardback?
- Online or in-store book shopping?
- Trilogies or series?
- Heroes or villains?
- A book you want everyone to read?
- Recommend an underrated book
- The last book you finished
- Used books, yes or no?
- Top three favorite genre
- Weirdest thing you used as a bookmark?
- Borrow or buy?
- Characters or plot?
- Long or short book?
- Long or short chapters?
- Name the first three books you think of.
- Books that make you laugh or cry?
- Our world or fictional worlds?
- Do you ever judge a book by its cover?
- Audiobooks: yes or no?
- Book to movie or book to TV adaptation?
- A movie or TV adaptation you preferred to the book?
- Series or standalone?

# Book tags

- [Get to know me through my books](#) ('Life in books' tag)
  - Count your age along your bookshelf. Which book did you land on?
  - Pick a book that represents a destination you'd love to travel to.
  - Pick a book that is your favorite color.
  - Which book do you remember most fondly?
  - Which book did you have the most difficult time reading?
  - Which book in your TBR pile will give you the biggest sense of accomplishment when you finish it?



# Book tags

- [Remote control](#) (originally in Spanish)
  - A book you quit reading because you didn't like it
  - A book you liked so much that you talk about to everyone
  - A book you are ashamed you read
  - A book you've read in a foreign language with the help of a dictionary
  - A short book you reread over and over again
  - How often do you reorganize your bookshelves?
  - A book you were recommended and that gladly surprised you
  - The first book in a saga that you liked more than the rest of the saga



# Book tags

- [The cliché book tag](#)

- A book that wasn't or couldn't be better than the movie
- A rags to riches or riches to rags story
- A parent child relationship that you love
- A great book that needs a better cover
- A book you hate that everyone loves
- A book that made you a better person for having read it
- A book with a disabled character or actual blind love
- A book that is bad but you just don't want to admit it
- Your favorite contemporary book
- A book you don't want to read in case it's bad

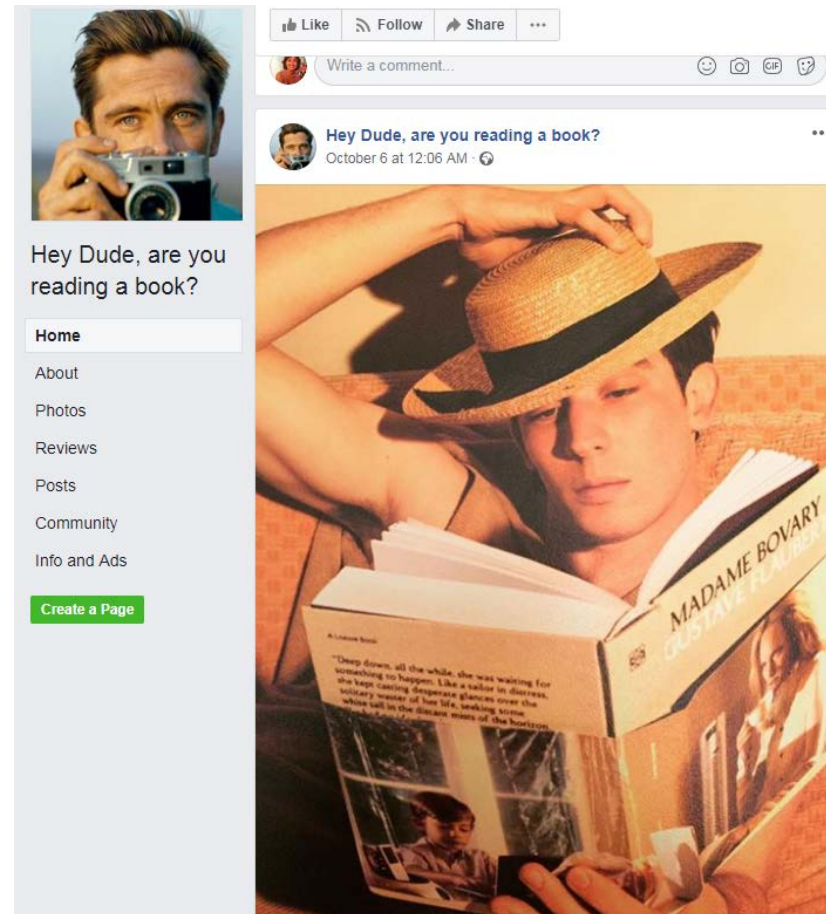
# Book review

- Title, author, year, translation and cover
- Genres and subgenres
- Plotline
- Key topics of your book of choice
- Book structure: both plot and book organization
- No spoiler about the end but about the kind of ending it has.
- Analyze the coherence and cohesion of the book
- Literary value
- Link your reading experience with the pleasure (or lack thereof) created by the book **in YOU**.
- Give it a grade (e.g. 5 out of 5)
- Check film review Moodle for further materials/vocabulary to analyze works

# Sources of inspo

- Booktube: on YouTube
- Bookgram: on Instagram
- Booklr: on Tumblr
- Bookbloggers and Bookvloggers

# It's a female's world...



[Source](#)

# Examples: compare and contrast

- Background/Setting/Frame/Clothing
- Speaking style/Body language
- Video edition (post production)

## Single booktubers

1. [My Favourite Books I Read Because of Booktube](#) [00:00: - 01:34 // 06:56 – 07:09]
2. [A Guide to Independent Bookshops in Edinburgh](#) [00:00 – 00:50]
3. [TMI TAG| BOOKTUBE EDITION](#) [00:00-02:15 // 07:33-07:47]
4. [Best Books I've Read Because of Booktube](#) [0:00 – 02:04 // 10:04-10:17]

# How are we going to do our task?

Individually or, ideally, in groups of two or three:

- Choose a book tag, a selection of books, or a book to review. Highly recommended to **choose a topic of your interest** (link with creativity).
- Choose an appropriate **setting**, prepare the **props/books**, bear in mind **clothing, sound quality** and **lighting**.
- Prepare the **essential technical information** about the book(s)/audiovisual product: genre, author, year, translations (if necessary).
- **No reading**. Just hold some support for key terms/figures/guidelines, if needed.
- **Introduce** the speakers (you yourself or by others): one of you could act as a radio host and have invited speakers/booktubers.

# How are we going to do our task?

- Make the discourse yours and interact with your partners as if you were participating in a natural conversation (e.g. as in a radio talk show). Hence the **sense of propinquity, belonging and sharing knowledge**.
- Find **things in common/** interact **naturally**.
- The video should last around 4 and 5 minutes (if 2 people), 5 and 6 minutes (if 3 people) distributed equally among the speakers. If individual, around 3 mins.

# Technicalities

- Stick to the **length** instructed. Time your speech.
- Choose an **appropriate setting**, prepare the props/books, bear in mind clothing, sound quality and lighting.
- Set the video as public or unlisted. **Not private.**
- **Allow comments.**
- Choose a **meaningful title** for your video. Bear in mind **capitalization.**
- Write a short, **concise description and hashtags** for the video.
- Choose a **relevant category.**
- You might want to **post-produce** it (not so as to hide/omit mistakes, just to **add supers**)



Be yourself;  
everyone else  
is already taken.

- Oscar Wilde -

**Bear in mind articulation, pace, emphasis, intonation.  
Overact only if it is your choice of persona.**

# *El got d'aigua* ('Basket Beat') [02:36 – 05:45]

<http://www.ccma.cat/tv3/alcanta/el-got-daigua/basket-beat/video/5790145/>



# Group discussion on books/book tags in pairs or threes

- [Baileys Prize 2016 Winner Prediction |with Lauren & Sanne | \[00:22-03:13\]](#)
- [TAYLOR SWIFT BOOK TAG! \[00:00-01:50\]](#)
- [Chatting Tropes with Julia Sapphire \(My First Booktube Collab!\)](#)  
[00:00 -01:59 // 11:59-12:57] (gag reel at the end)

# Edit your video (if you wish)

- <https://filmora.wondershare.es/editor-de-video/>
- <https://www.kizoa.com/Video-Editor>
- <https://www.wevideo.com/>
- <https://spark.adobe.com/make/video-maker/>
- <https://aulacm.com/programas-edicion-videos/>

In any case, remember it should not be cut. It should be all in just one shot, though you might want to edit your video. Otherwise, you will be penalized for not following the instructions.

# Video sharing

1. Copy-paste the url to your video in the corresponding Moodle task (see Technicalities slide).
2. Your teacher is going to open an unlisted YouTube channel/list where all the videos will be shared for peer-evaluation.
4. Peer evaluation of two videos of your interest (**analyze those by the classmates you share some creative interests with**) following the elements of the rubric within deadline:
  - 2 positive aspects
  - 2 aspects to improve
  - closing positive comment

# Evaluation rubric

	3	2	1	0	Punctuation
<b>Task requirements</b>	Complies with all the duration, technicalities, title and description, and audiovisual quality requirements.	The video is a bit too long or too short but no more than 20%. Most technicalities considered. Good audiovisual quality.	The video is more than 20% longer or shorter than required. A few technicalities disregarded. Acceptable audiovisual quality.	The task requirements have mostly not been followed in any way.	
<b>Voice clarity, pronunciation and intelligibility</b>	Clear voice and constantly audible. Mostly appropriate pronunciation / intonation / intelligibility.	Sometimes voice quality is lost. Occasional problems with pronunciation / intonation / intelligibility.	Voice is not so clear or audible. Some pronunciation/intelligibility problems.	Voice quality needs a great deal of improvement. Pronunciation/ intonation/ intelligibility impede communication.	
<b>Narration pace</b>	Pace and voice help the audience get involved in what is being told.	Occasionally, the pace is too fast or too slow, yet the viewer still gets involved.	The pace doesn't help to get the video aim. The audience can't get involved consistently.	There is not a clear intention in the use of the narration pace.	
<b>Use of language</b>	Grammar and vocabulary are correct and contribute to a clear development, and to the genre style.	Some isolated grammatical or vocabulary error that doesn't hinder communication. Appropriate language considering the genre.	Grammar and vocabulary are appropriate but mistakes get the audience distracted. Not so appropriate genre style.	Systematic grammatical or vocabulary errors. Inappropriate or too simple vocabulary. Inadequate regarding the genre.	

# Evaluation rubric

	3	2	1	0	Punctuation
<b>Quality and relevance of images/props used</b>	High quality images, backdrop or props. They enrich the narrative as they are meaningful.	Images/props/backdrop are of high quality but merely descriptive.	Medium quality images/props/backdrop and merely descriptive.	Low quality images/props/backdrop or irrelevant, or no props at all relevant to genre.	
<b>Depth of analysis</b>	The analysis shows deep understanding of what is being told.	Interventions are rather shallow.	Only some occasional critical comment.	Hardly or no depth in the analysis.	
<b>Interest &amp; emotion</b>	The booktuber is successful in convincing the audience to go read the book.	The booktuber awakens interest but not feeling of going and reading the book.	The booktuber's discourse is merely descriptive. Hardly any convincing intention.	The booktuber doesn't awaken any interest whatsoever.	