

Humorist Study

Part 1: Analysis

Tana Mongeau is an American influencer and YouTuber who heavily uses blue humor in her “storytime” series to capture the attention of her viewers and entertain them. “Storytime” is a group of videos on her YouTube channel in which she recounts crazy events from her life - this includes everything from horrifying experiences at hair salons to being stalked by crazy fans. Both the absurdity and sarcasm with which she presents herself are humor tools that have brought her up to 5+ million subscribers across various social platforms. These storytimes grew her following rapidly and gave her the opportunity of a personal reality show called MTV: Tana Mongeau Unfiltered. Entertaining aspects of her content, which have personally made me a follower of hers for years, include how brutally honest she is when it comes to sharing stories (which often includes self-deprecating humor), sarcastic one liners, and the absurdness of her experiences. She often brings her friends on camera to add to her stories or tell parts of it in their own words. The entertaining, sarcastic relationship she has with her friends greatly contributes to her reality show. She also puts out other types of content, such as challenges or conspiracy theories. However, she rarely needs collaborations to be entertaining, and many of her viewers find her content most amusing when it solely consists of her in front of a camera, telling a story. This is a huge reason why her podcast, in which she candidly spills the tea on the drama in her life, is so popular. The entertainer who inspired her to start making videos, named Shane Dawson, is also incredibly funny himself, and is the second humorist whom I will be analysing.

Shane Dawson is also an American YouTuber, but gained his popularity from making a unique series in which he explores the Mandela effect and other conspiracy theories, which occurs when a large group of people have the same false memory. However, he is currently famous for his mini documentary style videos, in which he covers various taboo or eye-catching topics while incorporating witty remarks and relatable analogies to his films. The way he presents his content is not only unique and funny but extremely digestible for those who want to learn, and while I may laugh out loud less while watching his videos, I am thoroughly entertained and captivated the entire time. Regarding other humor tools being used, Dawson’s content incorporates some aspects of parody humor, which mockingly exaggerates other humorists’, entertainers, or even aspects of daily life. Many of our short video clip ideas which will make up our humor video compilation project are essentially parodies of videos made by YouTubers such as Tana Mongeau, Shane Dawson, David Dobrik, JayStation, and Colleen Ballinger. For the project as a whole, I believe it will be most effective to combine the unique tools used by all of these humorists. For instance, combining witty analogies or parodies from Shane Dawson with absurd humor or sarcasm from Tana Mongeau can achieve our desired effect if executed well.

Part 2: Application

For our humor project, Lexi, Eva, and I will be creating a short series of Youtube videos incorporating various styles of humor to make a final compilation of short clips. Our final product will consist of a video that shows a mouse scrolling through our "Youtube Channel", which clicks through various different videos of ours, each of which will play for roughly 30-45 seconds. Our different videos will draw from the wide range of influences referenced in our respective humor studies, including Tana Mongeau, Shane Dawson, Colleen Ballinger, and Jay Station among others. For example, drawing from Tana Mongeau's use of blue humor and sarcasm, one of our video clips will be a wild storytime about an entertaining experience. One tool that she frequently uses, which we will use in this video, is the communication of absurd details in a completely serious manner.

Drawing from David Dobrik, who is famous for his giveaways, we will incorporate the giveaway concept while also poking fun at it with sarcasm into a giveaway "gone wrong" video. More specifically, we will be hosting a car giveaway, but unbeknownst to the giveaway winner, we stole the car from a local resident. We will still use the tools that Dobrik uses for entertainment in his typical giveaway videos, such as ideal timing - where he surprises the winners when they least expect it. We will capture this surprise in both the winner and the person's whose car has been stolen. This will prompt an apology video, for which we will lightheartedly mock and draw from YouTuber Colleen Ballinger. Ballinger made a notorious video apologizing for accusations regarding a controversy by singing an apology song while playing the ukulele. Based on this, we will also write a "bad" apology song for the car theft scandal, in which I will be playing the guitar and all three of us will be singing. Some lyrics will be paralleled to the lyrics in Colleen Ballinger's song, but with our own custom touch. Tana Mongeau and Shane Dawson are also humorists who have made several apology videos, and the false sincerity within them has continued to entertain people who make memes and retweet clips from these "bad apologies". We want to recreate this false sincerity in our apology, possibly by making it appear as if we are reading off of a script. We will also draw from humorist Jay Station by making an overnight challenge. Jay does several wild challenges at oddly specific times such as 3am, where he does activities such as eating ghost peppers or pranking friends. For our 3am challenge, we want to use the humor tool of sarcastic banter, which will occur between the three of us, and failed attempts at defusing anxiety in the situation. We will all take on different personalities that interact in a way that makes the overall script humorous, with one of us being witty, one of us afraid, and the other bored. We also want to combine many of these humor tools to create a longer introduction to our channel that mocks the typical YouTuber introduction, where we will go through great lengths to try and gain new subscribers. We will also implement the comedy tool of callbacks to inside jokes and communicate as if we have far more subscribers than we actually do.