

## The Humorist Analysis

Arcade Craniacs, a Youtube channel with over three million subscribers, use the humor techniques of absurd humor, satire, and exaggerism in videos to parody the crazy clickbait videos targeted toward children. Arcade Craniacs use absurd humor in the content of their videos as a tool to target their satire at children's Youtube videos. Their videos are often based around children's characters such as Elmo or the Among Us Imposter; however, they interact with the subject of each video as if it is extremely real and important. This violates causal reasoning – the audience knows that Elmo is not actually interacting with Arcade Craniacs – however, we accept it as part of the rules of their world, and the outrageous scenarios they create enhance their comedy. In the oversaturated Youtube content cycle, many Youtubers use absurd titles with all capitalized letters and extreme claims to capture young audiences' attention and improve their viewership. Arcade Craniacs targets their satire at these outrageous videos by mimicking their extreme titles and absurd subject matter. The couple also uses exaggeration in the acting and language of their videos. Edward has extreme physical reactions to every joke, such as making exaggerated facial expressions, falling to the ground, and screaming loudly. As their satire is filled with many plot twists, you can count at least thirty "OH MY GOD???" s in every video. Although the audience is aware that the video is satire and they are not actually that scared of what is going on, Arcade Craniacs' extremely exaggerated reactions invest the audience in their humor by allowing them to experience every emotion to the extreme.

Similarly, the sketch comedy group Studio C uses satire and exaggeration in their comedy videos. Specifically, their sketch Channel Surfing involves a person scrolling through three television channels that get more absurd each time they are visited. On top of that, each channel is cut off mid-sentence, allowing the next channel to complete that sentence, resulting in some very funny jokes. Studio C uses satire in this skit as they target three types of TV shows: cooking shows, exercise shows, the news, and soap operas. They copy the premise of each show but exaggerate their contents in order to highlight how different each channel is and how absurd those shows can be. When the television shows are cut together, it creates lines such as "It calls for flour, eggs, and – YOUR IMMORTAL SOUL." This shows the exaggeration of television shows while also creating a funny line because the ending is completely unexpected.

Both Arcade Craniacs and Studio C use satire and exaggeration by exaggerating certain aspects of their satirical targets to prove their point. Arcade Craniacs takes this a step further by using lots of absurd humor and making really dramatic plotlines out of seemingly trivial items such as children's toys and McDonald's Happy Meals. Studio C cut between multiple different examples of satire (one for each television show) to prove a larger point: all of the television can be taken too seriously. Together, Arcade Craniacs and Studio C are good examples of effective satire.

## Reflection

Throughout my humorist study, looking at all the different types of comedy I enjoy and consume as part of my media intake, I focused on Arcade Craniacs and Studio C because of their effective use of satire and how it directly translates to my own humor project. I hope to create a satire sketch comedy video using the plot lines of Arcade Craniac videos, with the premise of the Studio C sketch *Channel Scrolling*.

The plot of my sketch comedy video will use lots of absurd humor and exaggeration, just like Arcade Craniacs. As one part of my satirical target is YouTubers like the ones Arcade Craniacs target in their videos, I will be using similar extreme plots and childlike subjects to exaggerate the craziness of the video. I am also very influenced by their dramatic language. Every time they would make wide, surprised faces or scream "OH MY GOD" at a trivial children's toy, I was drawn in and completely engaged with their content. I hope to use similar dramatic expressions to emphasize my point and engage my audience with the satire.

The structure of my sketch comedy video will model after the Studio C sketch *Channel Scrolling*. In that sketch, a person scrolls back and forth between four different television channels. As I watched this sketch, I really enjoyed how within each "channel," there was a satire of that genre of television, but there was also a larger layer of satire based on the entire premise of television channels and how different they can be. I hope to emulate this experience by going back and forth between different types of Youtube videos in my sketch. For example, one of my "channels" will be YouTubers like Arcade Craniacs, and I will have a segment where I exaggerate their content, but I will also have other segments that may be things like Youtuber apology videos and vlogs. Each section will be a satire of the Youtube genre it is making fun of, however, they will all come together to be a satire of Youtube content as a whole.

Ava and I have noticed that Youtube content is sometimes lazy and lacks quality, and therefore we want to highlight how insane Youtube videos can be by creating this satirical sketch comedy piece. By drawing inspiration from satirical comedians with similar styles to what we envision our project to be, like Arcade Craniacs and Studio C, we can improve our own satirical comedy skills and apply some of their comedy techniques to our work. I hope that our sketch will evoke the same emotions of recognition and shock that the absurd satire of our comedy muses evokes in their audiences.

## Works Cited

Centeno, Edward. "Arcade Craniacs." *YouTube*,

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<https://www.youtube.com/watch?v=Vg0s8Ard2oM&t=3s>.

Weimer, Jackson. "'You Are Sus' Creator Spotlight: Arcade Craniacs." *Forbes*, April 2021,

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## Part 2 – Description of Proposed Project

Provide a detailed description of your project, including what you intend to develop (the form of humor, topic/content, techniques you plan to use, how many people you'll need to deliver the performance, visual aids/props, time, and any other details that will help to give me a picture of what you're planning to create. *This section is worth 25% of the grade for this assignment.*

1.) Are you collaborating with others? Yes\* or No

*\*If Yes, list the names of your collaborators :*

Yes, I am collaborating with Ava Bennett.

2.) Which form of humor are you planning to develop? (See [menu](#).)

We are planning to develop a satirical video.

3.) What is the subject (or, in the case of satire, the target)? Why did you choose this subject?

Our subject is clickbait youtube videos and content creators in general. We chose this subject because we both found these types of videos ironically funny and entertaining because they are so outrageous. I especially love this humor that makes you question why you like it so much and wanted to try replicating that feeling. These videos are goofy and exaggerated in every possible way and I think doing a parody of them will be really exciting.

- 4.) Which comedic [tools/techniques](#) do you plan to use, and why? (List at least 3 main ones and explain briefly how you plan to use them):

Exaggerism- making little things seem like a super big problem and exaggerating all our actions and reactions

Hyperbole- Because these videos are very geared towards younger kids who can't resist crazy things, a lot of hyperboles will be used to dramatize

Parody- our project will be a parody of the different types of videos on youtube and we will use similar tactics as them

Satire- we are going to use satire to criticize the way these creators make these types of videos. The whole internet is filled with clickbait that is always trying to grab your attention so the target of our satire is how fake Youtube content is.

- 5.) Why do you think this is the right humor project for you? (If you have a group, can you assure me that everyone is invested in this idea and you won't have trouble getting everyone to contribute meaningfully?) What makes you excited about this idea? What are some potential pitfalls you wish to avoid?

Both me and Ava love scrolling through Youtube, and have noticed many crazy trends and genres of Youtube videos. We are really excited to highlight this in our satire project and I can assure you that we will both contribute meaningfully. The format of making a video is perfect for us because I can use my film skills, and both of us do not want to do comedy live in front of the class.

- 6.) If you get approval, what's your next step?

Our next step will be to write a script for our video. We will take inspiration from our humorist studies and write jokes and scenarios that target absurd youtube videos with satire.