



THE YOUTUBE MAKEUP TUTORIAL VIDEO

*A preliminary linguistic analysis
of the language of "makeup gurus"*

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Identify prevailing linguistic, generic and discursive features



Fairclough's three-dimensional model for the examination of *vocabulary, grammar, cohesion and text structure*

Critical Discourse Analysis

Applied to 15 videos in three of the most subscribed YouTube *How to & Style* channels

Analysis is limited to the monologues performed by makeup gurus in front of their cameras.

Sequence

Greetings / Intro

15 sec
Summary

Makeup Application

A little dab here, more dabbing
there and tons of brushes.

Explanation

Outro

Call for action (verbal/visual)

Linguistic Features: Coherence

Greetings

Hey gorgeous.
Hi everyone.
Hey guys.

Makeup Application

*I'm gonna zoom in..... / I'm gonna
zoom out and finish up*
And voilà, we're done.
And that is my finished look.

Outro

Thank you so much for watching.
*I love you and I will see you in my
next video.*
Good luck.

Engagement markers: Conversational features, questions and directives, evaluative items -
all typical of face-to-face interaction.

Social Practice

- Relatable
- Short anecdotes
- Showing flaws

Makeup gurus are *authentically* themselves, their life quality improves and they have the confidence to do what it takes to make their dreams come true.

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Abstract - Due to its video sharing policy which freely allows users to communicate all over the world, YouTube has become one of the preferred Web platforms used by the digital community of makeup lovers. As a matter of fact, YouTube seems particularly suited to host announcements of new makeup collections, products' reviews as well as video tutorials. Both cosmetic brands and single users have opened channels on the platform, but makeup discourse on YouTube is arguably dominated by the latter. Differentiating between unaffiliated amateurs and YouTubers who more or less openly work for makeup companies as digital influencers is difficult. Recent studies on communicative practices on YouTube, however, stress that in order to understand the complex nature of the famous video sharing website, the professional/non-professional dichotomy is not particularly relevant, whereas other dynamics are more research worthy. One of them is the "guru" phenomenon. "Gurus" are content creators who are particularly authoritative in a specific field, have a considerable follower base thanks to their expertise and are often paid by brands in order to promote their products. The makeup domain too has witnessed the emergence of a group of popular and influential users who are typically referred to as "makeup gurus". Their ability to stand out from the multiplicity of similar channels arguably depends not only on their knowledge of the field, but also on their communication skills and specifically on their successful use of the makeup video genre. Against this backdrop, this study sets out to codify the relatively new genre of the makeup tutorial providing it with adequate categories which at the moment appear to be lacking. Adopting the analytical framework provided by discourse analysis, it examines the generic, rhetorical and linguistic practices of makeup gurus and sheds light on the ways gurus discursively construct their identity as well as represent the idea of beauty and makeup.

Keywords: Web 2.0; makeup discourse; YouTube; makeup tutorials; web genres.

1. Introduction

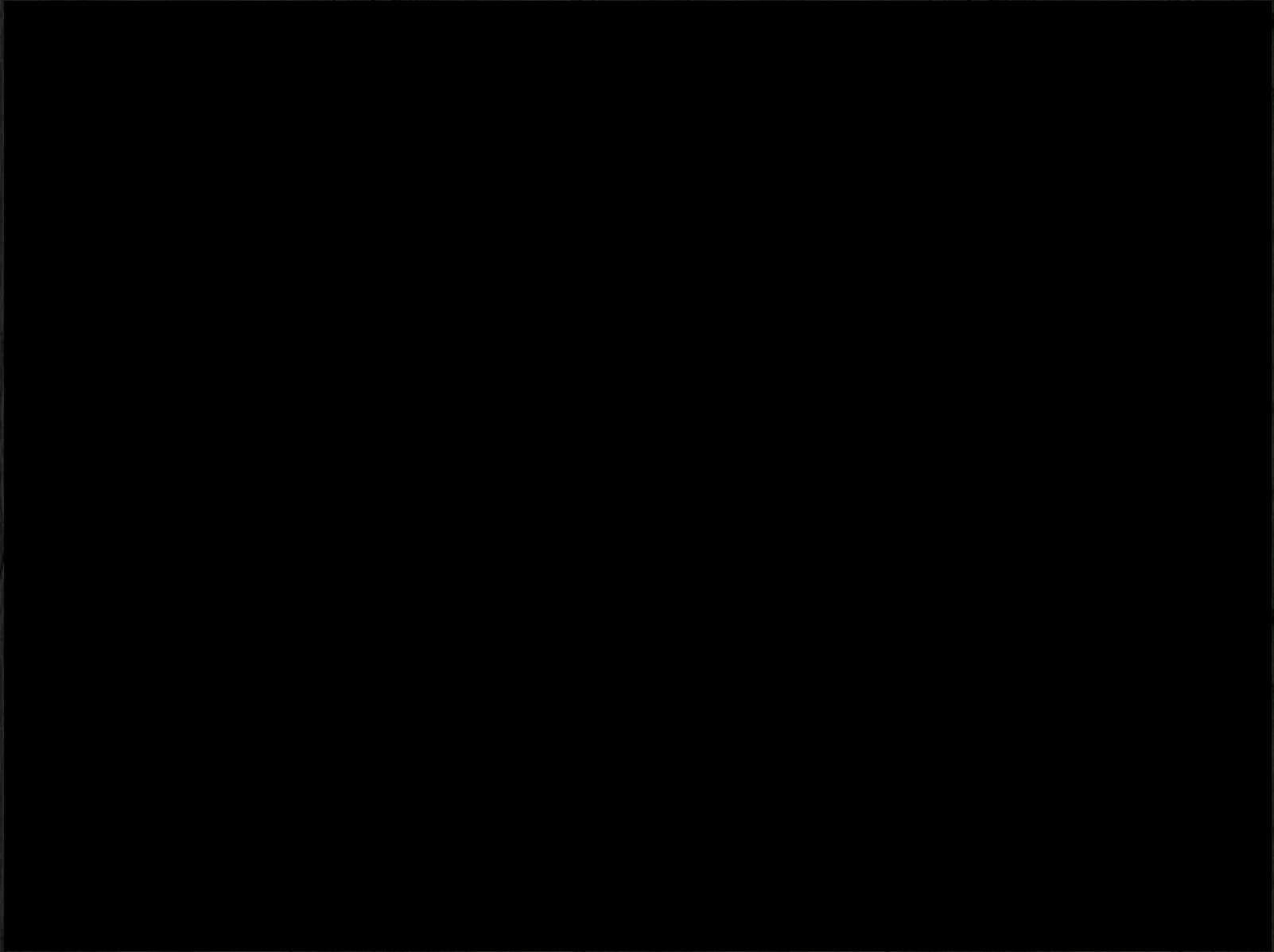
Over the last few years, Web 2.0 genres have contributed to radically revolutionising the ways in which brands market their products online as well as the ways in which consumers discover and purchase them (cf., among others, De Bruyn, Lilien 2008; Kaplan, Haenlein 2011a, 2011b; Kwon, Sung 2011; Mata, Quesada 2013; Watkins, Lewis 2013; Ferrari 2015).

One of the new media platforms on which advertising discourse has been flourishing is YouTube. First launched in 2005 and acquired by Google Inc. in 2006, YouTube is currently the second of the world's most visited websites¹ and defines itself as a consumer media company which "provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content

¹ Data collected in April 2016 from Alexa (alexa.com), an Internet company which provides information about web traffic and ranking.

[Link to Paper](#)

Can you ID some of the typical aforementioned features?





Thanks!

Any questions?

Links to Papers

Cyber operations and useful fools

Makeup Gurus
