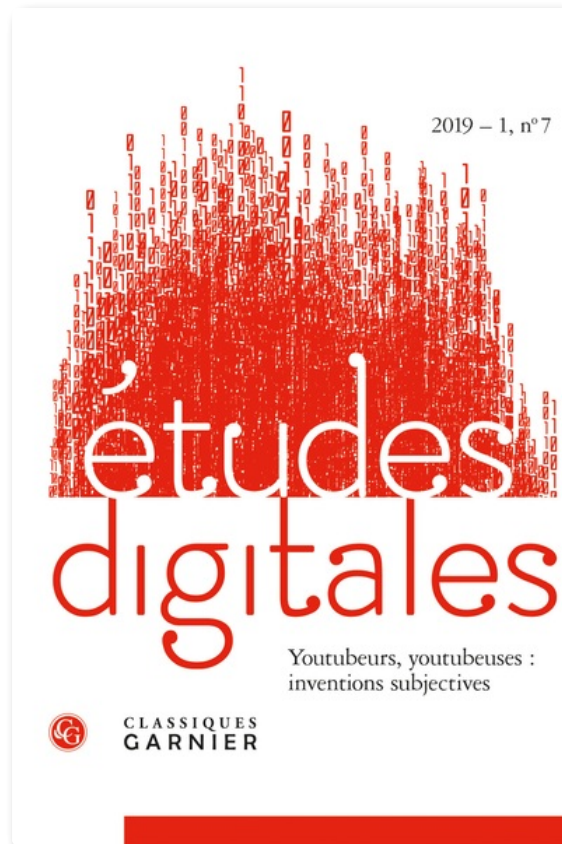




Subjective enunciation and the pretense of intimacy on YouTube

The case of ASMR

Publication type: Journal article

Journal: [Études digitales](#)

[2019 - 1, n° 7. Youtubeurs, youtubeuses : inventions subjectives](#)

Authors: Mathy (Adrien), Fanouillère (Jean-Baptiste)

Abstract: This article studies the subjective enunciation that characterizes YouTube, using the example of *ASMR* (*Autonomous Sensory Meridian Response*) videos. The analysis of this practice, insofar as it is presented on YouTube, allows us to demonstrate that, beyond providing pleasant audiovisual *stimuli*, these videos offer the viewer a pretense of intimacy. The unique scenography of these videos constructs a form of subjective enunciation that is specific to YouTube.

Pages: 49 to 62

Journal: [Digital Studies](#)

CLIL theme: 3157 -- SCIENCES HUMAINES ET SOCIALES, LETTRES -- Lettres et Sciences du langage -- Sciences de l'information et de la communication

EAN: 9782406104193

ISBN: 978-2-406-10419-3

ISSN: 2497-1650

DOI: 10.15122/isbn.978-2-406-10419-3.p.0049

Publisher: Classiques Garnier

Online publication: 04-01-2020

Periodicity: Biannual

Language: French

Keyword: ASMR, pretense, intimacy, sensation, YouTube

[Display online](#)