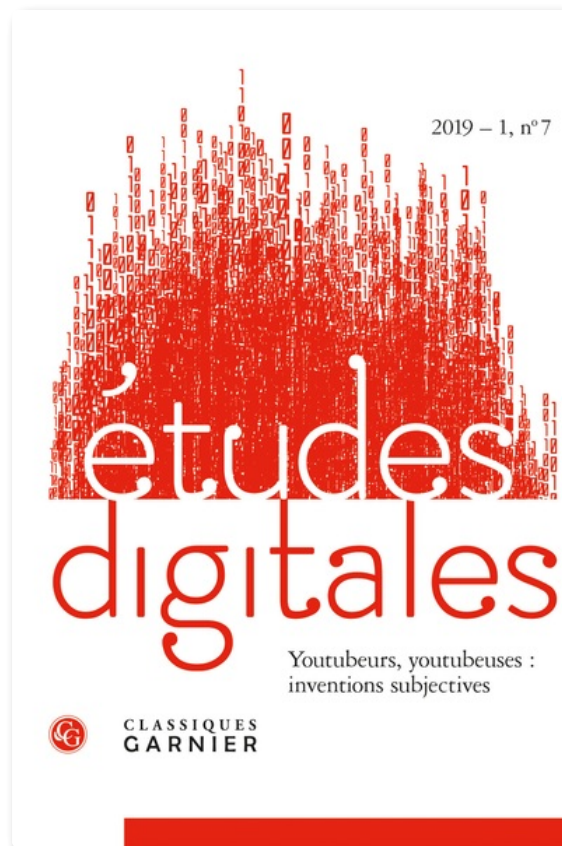




YouTube as an imaginary of relationships and communication

"Hey everyone! Hope you're doing well!"

Publication type: Journal article

Journal: [Études digitales](#)

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

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Abstract: The analysis of YouTube raises a certain number of issues, particularly about the way we should understand the content of videos in their temporal depth. Yet this analysis also enables us to understand the videos posted on the platform as belonging to a process of subjectivation, for both the videomaker and the viewer (through projective identification), and a technologically assisted imaginary of communication and presence, which constitute a possible relationship, albeit one that is sporadic and partly illusory.

Pages: 215 to 239

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.0215

Publisher: Classiques Garnier

Online publication: 04-01-2020

Periodicity: Biannual

Language: French

Keyword: YouTube, content, imaginary, identification, subjectivation

[Display online](#)