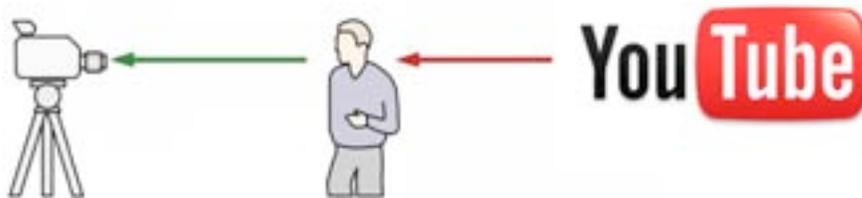Workshop
YouPrompt
Catrine and Olaf Val, 2009

Our world is a world of pictures, more and more it is a world of videos. The Internet mirrors and designs this world- in its unofficial centre YouTube. Television and cinema turn people into passive observers. YouTube offers more, and YouPrompt goes one step further by asking you to get involved with the contributions more intensively. A phenomenon standing out in anthropological research[1] on YouTube is the counterfeiting of videos. YouPrompt takes up this trend and accords it a new face through an independent platform.

By use of adept tools such as an archive of transcribed videos, an online software, and a teleprompter construction set YouPrompt supports the counterfeiting of YouTube-Videos. To meet this challenge the participator chooses a figure from the world of media or he selects a theme: a speech, an interview, a presentation. He grapples with the content of the video and interprets it anew. He thus reacts to an original video- an original that a subsequent viewer might already be familiar with. The interpreter takes the video in by taking on the role of "his" protagonist. YouPrompt concentrates mainly on speeches. The representation of authority and the acquirement of rhetoric through the means of the entertainment- and fun society[2] serve as important impulses for a timely politicisation of "User Generated Content."

Workshop Schedule:
1. Introduction to the participatory culture of YouTube
2. Browsing YouTube to select a video
3. Preparation: Transscripting the texts and practising
4. Video shooting
5. Postproduction and upload of the videos to YouTube
6. Final screening

The length of the workshop depends on the number of participants. It takes approximately one hour per participant, plus introduction and conclusion presentation. For each participant, separate dates can be agreed.

Equipment (costumes, make-up, wigs, Camera and computers, etc.) can by supplied.

Tools:
DIY-TelePrompter-Kit
A teleprompter enables you to look directly at the camera while reading the text. Thus the YouPromt- DIY- TelePromter is a very useful tool for the re-enactment of YouTube-Videos. It is particularly helpful when the original video is in the style of a news-desks spokesman or spokeswoman – when text is spoken directly to the direction of the camera. The idea for this construction set is taken from Aram Bartholl's blog comment: "Here is looking at you kid" (www.datenform.de)
YouPrompt Online Software

YouPrompt Software
This software enables you to record your own YouPrompt videos by way of a few clicks with your mouse. You find the prepared videos under the menu „Speeches".