

Social Media Narrative:

Issues in Contemporary Practice

hosted by The Rutgers Camden Digital Studies Center and Judy Malloy  
and the Rutgers Camden DSC Class in Social Media Narrative:

Lineage and Contemporary Practice

Facebook, November 16 - 21, 2016

## Transcript: Robert A. Emmons Jr

**Robert A. Emmons Jr.**

November 17 · Collingswood

The Digital Studies Center is pleased to be hosting [Judy Malloy's](#) Social Media Narrative: Issues in Contemporary Practice Panel.

My name is [Robert A. Emmons Jr.](#) I am a filmmaker.

I am also thankful to have been invited to participate on the panel.

Press PLAY for my introduction. I look forward to sharing in a dialogue with my fellow panelists and students in the online class.



[Social Media Narrative Panel Introduction](#)

Robert A. Emmons Jr.'s, filmmaker, introduction for Judy Malloy's Social Media Narrative: Issues in Contemporary Practice Panel is at

<https://www.youtube.com/watch?v=fRDAmG65y7o>

youtube.com

### Comments



**Judy Malloy** Good morning and welcome to Filmmaker Robert A. Emmons, Jr., Associate Director of the Rutgers Camden DSC!

More information about his work is on the Panel Program at . More information about his work is on the Panel Program at <http://www.narrabase.net/socmedianarrative.html#robert>



November 17 at 8:18am



Judy Malloy Hi Robert, Thanks for hosting this panel on the DSC site! I too "want to see the old things through new boxes".

November 17, 2016 at 8:20am



Claire Donato Robert, this is so spectacularly weird and great!

November 17 at 6:12pm



Robert A. Emmons Jr. Thank you, Claire Donato!

November 17 at 6:22pm



Claire Donato Robert I teach Berger regularly and will have to incorporate this video into a lesson! 😊)

November 17 at 7:49pm

Deena Larsen Hi Robert. The film is lovely, but could you provide captions? I'm afraid the sound is too hard for me to listen to.

November 19 at 8:39pm



Robert A. Emmons Jr. Deena Larsen, thank you for the kind words. I will work on getting captions for the video.

November 23 at 8:54pm



Robert A. Emmons Jr. Deena Larsen and Judy Malloy - I made custom Closed Captions for the video. They are rather complicated, in that at times, two or even three voices are speaking. To help with that I have also made a transcription of the video. It can be downloaded at: [https://www.dropbox.com/.../Social\\_Media\\_Narrative\\_Panel...](https://www.dropbox.com/.../Social_Media_Narrative_Panel...)

Dialogue in rows are speaking simultaneously while the script proceeds chronologically down the page. I hope this helps with listening, comprehending, and archiving the piece. Thank you Deena Larsen for your request and bringing this to my attention.. It's really brought a lot to mind regarding the above issues. Happy Thanksgiving!

·November 24, 2016 at 1:18pm



Judy Malloy Hi Robert A. Emmons Jr.

Thank you so much for your challenging richly multi-layered YouTube video and the questions it asks about the role of video, images, altered images remixed images, image and text, body and screen, altered self, ghost self -- questions to which all of us should pay more attention.

Your YouTube presence here on this panel not only points to your YouTube channel, but also asks how we respond to video on social media platforms -- not when it is expected but when it appears unexpectedly. According to the sometimes spoken rules, audio and/or video should quickly divert us from image and plain text, and usually they do. But here we are forced to stop our now habitual habit of skimming text and quickly digesting images.

And so your Harvey, so to speak, is not seen or responded to by everyone here. And it is our loss if we do not see it.

"I'm only here because the tools let me make them. you say "Without them I don't have a voice..." you observe.

Visitors to this site, participants in this site, this panel is closing, but it is not too late to play Robert's video. Furthermore, somehow it will be archived along with the panel as a whole.

In Robert's words: "I want to see the old things through new boxes"

November 23 at 5:41pm



Robert A. Emmons Jr. Thank you, Judy Malloy, for your close reading and comments. I think you're right on point. If I would have written an introduction I would have talked about being a filmmaker in a time where everyone who owns a smartphone is a photographer and filmmaker; and more so, on the impact that a social media site like YouTube has on the distribution of film and the creation of mediamaker personalities.

The most complex issue that I was attempting to comment on is the ecological impact that using technology has on the making and representation of a persona. Using any media subjectively frames every message, and works over the maker and the audience.

The ecology of a Youtuber is a negotiation of using technology to create and distribute a media message. It is a different ecology than television, or film, because it uses a different language and requires new literacies. It has an immediacy that is not possible in television and film and that comes with a set of benefits and problems.

My video was meant to present those benefits and problems as well as lament on using this format (YouTube) while still holding on to old ecologies, languages, and ways of thinking and seeing.

And finally, the great irony in all of this is... while I pine for the past, I wouldn't have an avenue to express my lamentation without the medium that I have an aggressive relationship with.

November 23, 2016 at 9:52pm