

University of California, Berkeley

LI KA SHING PROGRAM IN GENDER & SCIENCE
2010-2011 EVENTS

To Teach, Write, and Learn on YouTube: Publishing Theory and Practice On-Line
September 22, 2010

Speaker: [Dr. Alexandra Juhasz](#), Professor of Media Studies, Pitzer
College Moderator: [Professor Minoo Moallem](#), [Gender and Womens Studies](#)

Alexandra Juhasz's two-year project to teach, write, and learn about YouTube on YouTube raises the hows and whys of (re)presentation and translation of on-line experiences and analyses across vernaculars, audiences, and media. Her findings, videos, student assignments, critical papers and talks now designed as a digital book under contract negotiation with MIT Press. Juhasz came to YouTube after twenty years of making, writing and teaching about committed media, particularly the community video work of AIDS and anti-war activists, feminists, lesbians, and queers of many stripes. When she commenced her YouTube project teaching, learning and writing about and also on the site she arrived underwhelmed by what she saw there, and so she remained. This DIY revolution in access to production and distribution proved to hold only some of what is necessary for the realization of the full possibilities of radical or punk media that video activists have long been anticipating, producing, and promoting. In her talk, Juhasz will focus on eight dilemmas faced when working to publish her large and diverse body of critical, multi-modal work on-line. She will consider how on-line publication repurposes audience, attention, design, interaction, linearity, multi-modality, and borders.

Sponsors: [Gender and Womens Studies](#), [Berkeley Center for New Media](#), [Blum Center for Developing Economies](#), [American Cultures](#)