



How to create a BookTube ?

Presentation:

Just over 10 years ago, we discovered Booktubes, video clips (often published on YouTube) that have renewed the genre of literary criticism, seeing the emergence of real online communities of readers, particularly among teenagers and young adults.

Here, the Booktube workshop becomes a fun tool for introducing students to literary criticism and argumentation, through the book of their choice.

It's a way of combining reading, writing and images, while encouraging young readers to express their feelings in a less formal... but no less sincere way!

It's also a very inspiring activity for others, and a beautiful way to communicate about Read. forReal.

In summary :

Aims:

- Write a book critic
- Organise thoughts and ideas
- Oral expression
- Film and edit a video clip
- Inspiring others to read

Who should attend?

- Workshop including the video clip filming and editing : secondary school pupils (+12 years old) and young people outside school (+12 years old)
- Workshop with an adult taking care of the filming and editing : children +8 years old

Where?

- In class
- In a library





Organised/requested by?

- A teacher in a school
- A librarian

With whom?

- The workshop can be animated by a professional BookTuber or a cultural mediator (who must be paid).
- The workshop can also be animated by the professor or the librarian.

In both cases, the animator must have filming and editing competences to propose a final video clip to the participants.

Duration:

- 3h
- The workshop has to be separated in two parts.
 1. The writing of the critic
 2. The filming and editing of the BookTube clip

Maximum capacity:

- 15 people

Workshop materials and themes :

Materials :

- A large board or flipchart on which the animator can write
- Paper and pencils for the participants
- A phone to film and edit the BookTube clip (with an editing app)
- Eventually a computer with an editing software

Themes :

- This workshop can be an opportunity to express oneself on important themes today, and at the heart of the European Union project:
 - ecology: by choosing to translate stories about global warming, wildlife and characters who defend nature and the environment.
 - health: by choosing to translate stories about preventing certain risks linked, for example, to unhealthy eating, overuse of screens, or sports.
 - living together: by choosing to translate stories about people who live together, regardless of their differences.
- Europe: by choosing to translate texts from other European Union countries, in order to discover a foreign culture.



Course of the session

- Before the session:

Each pupil/young person chooses a book (studied in class / from their own library / borrowed from the school documentary center or the library recently...). The participant must choose a book he/she likes a lot, so that he/she will be able to speak easily about it and expresses with more details the story, the qualities of the book. It could be any kind of books : novel, poetry, comics, manga, essay, youth literature...

It's not mandatory but highly recommended that the participants owns the book in question during the workshop, so that he/she will be able to show the cover and even read a short passage.

1. The writing :

In case a professional mediator runs the workshop (especially a BookTuber), the first minutes should be dedicated to a presentation time of that activity. The children and teenagers can ask some questions :

- How did you hear about this activity profession?
- What 'qualities' do you need to be a BookTuber ?
- How do you choose the books you talk about ?
- How many books do you read in a week ?
- How much money do you earn with this activity ?

The animator then asks the participants to write a personal critic of the chosen books.


Here are some questions the participants can have in mind to organize their thoughts and ideas :

- When did you read this book?
- Why did you choose to present it?
- Give a short summary of the story
- Briefly introduce the main characters
- Describe what you liked about reading this book (links between the characters, world, twists and turns, etc.)
- Describe how you felt when you read the book (fear, sadness, joy, anger, etc.)
- Did you identify with/attach to any of the characters and why?
- Explain why you think it is important for other people to discover this text without delay. This is where the participants can make a link with the "European themes".

2. Filming and editing :

The 2nd part will involve putting into images the reviews written by the young people in the 1st part.

For this session, it may be a good idea for the participants to get together in small groups (2 or 3 maximum). Their affinities can help them to feel more at ease in front of the camera and contribute to a relaxed atmosphere.



The videos can be filmed on the day of the workshop at the workshop venue, or beforehand, in the participant's personal environment. This can be left up to the young people themselves, depending on what makes them feel most comfortable.

Here again, the facilitator will be able to guide the young people by suggesting that they:

- Find a place in which they feel comfortable to shoot (their bedroom/home, a park, a classroom, the workshop venue, etc.)
 - Make a link between the shooting location and the theme of the book if they want to/ can (Example: a forest for a fantasy book)
 - Don't hesitate to put themselves in the scene if they want to, by dressing up, using props, in connection with the book
 - Re-enact passages that made an impression on them, by getting their friends to act (allowing the young people to help each other shoot the videos, whether behind or in front of the camera, can help make the moment less sacred and a good memory).
 - Stick to the instructions for writing: favour short sentences, go straight to the point, to emphasise the participant's feelings after reading the text.
- For young children (from 6 years old), it could be great to add more workshops to create costumes and sets (referring to the book) to make the experience more immersive and fun. This is why the BookTube clip for a class of young children can be made on a single book (for the whole class), so that all the children will take part of the same project.

After filming, the students are invited to edit the video (making a few cuts if necessary), under the guidance of the teacher, using free, easy-to-use software (e.g. Canva). This part can be done in class with the group, or after the filming session (the participant can do it on his/her own).

3 after the workshop :

It could be nice to share the clips on an online platform or on social media. Within the Read. forReal network all around Europe, it could be a nice way to see what do European children and teenagers read, and how do they speak about the books and literature they like!

Example of BookTubes :

<https://ciclic.fr/actualites/c-est-dans-la-boite-avec-les-ateliers-booktube>