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MMART 122B

12/17/21

Final Media Essay

Links:

Part 1: <https://www.youtube.com/watch?v=VLwpMF1C98M>

Part 2: https://www.youtube.com/watch?v=yP9k0n9_RX0

A quick note about my project:

I got a bit carried away with the length of my video. I started my project by stringing together all the images and video clips before doing my voiceover. I sort of assumed I would significantly cut down the clips later on to match the audio, but I guess I talk a lot, because it ended up being roughly ten minutes longer than I thought. To be honest though, this topic is particularly fascinating to me and I could have easily made this an hour long. My entire video ended up being 17 mins, so I have segmented it into two parts. The first covers parts 1-3, and the second has parts 4-5 with the sources at the end. Feel free to only watch the first if you want. Hope you enjoy it!

An analysis of the grammar of the medium in which you are creating your presentation:

The medium for my media essay is a combination of images, video and audio voiceover clips arranged to tell the story of gamestop's stock price from the inside perspective. There are many mediums I could have chosen to tell this story, but I felt the choice of images, audio and video arranged in a kind of a "presentation" would be the most fitting for this kind of story. By doing it this way, I get to use visuals to show all the clips from reddit and the internet where the story comes from, as well as all the media headlines and tweets that make the story interesting. It also allows me to easily add in my own content with voice over proper explanations since the topic is rather complex and "out there" for most people.

Sources Used:

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- <https://www.nytimes.com/2021/09/16/business/roaring-kitty-gamestop-massmutual-settlement.html>
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- <https://www.cnbc.com/2021/01/22/gamestop-soars-nearly-70percent-trading-briefly-halted-amid-epic-short-squeeze.html>
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- https://www.reddit.com/r/wallstreetbets/comments/mbrcze/short_squeeze_potential_confirmed_taken_from/
- https://www.reddit.com/r/wallstreetbets/comments/l7bpf5/30_seconds_from_triggering_market_nuclear_bomb/
- https://www.reddit.com/r/wallstreetbets/comments/l6z1c8/the_rh_shutdown_is_only_drawing_more_attention_to/
- https://www.reddit.com/r/wallstreetbets/comments/lbe2z6/gme_loss_porn_hit_1m_before_rh_restricted_buying/
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- https://www.reddit.com/r/wallstreetbets/comments/l6ekdz/gme_yolo_update_jan_27_2021_guess_i_need_102/
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