

LIBERTY UNIVERSITY
JOHN W. RAWLINGS SCHOOL OF DIVINITY

Elaboration Phase for YouTube Channel
Micro-project Assignment

Submitted to Dr. James Zabloski,
in partial fulfillment of the requirements for the completion of

Micro-Project III: Personal Engagement
DMIN 853 – D01

by
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Methodology and Scope of Search for Similar Websites

In the organization phase of the micro-project, I investigated current YouTube videos that were presented based upon specific search terms. I searched on three different phrases and listed out the top five results that were presented in two separate lists: Top Five Sites by Relevance and Top Five Sites by View Count.

This research indicated that there are no specific sites that seek to relate all of the concepts that are presented in the ministry problem statement. The top five results in each of the search phrases had some relationship to one of the three concepts that the proposed YouTube channel will attempt to convey, but the relationship was tangent and not directly related to the same concepts that will be presented.

This methodology could easily overlook a YouTube video that is titled in a manner that evades the search engines, or that has very low viewership. It should be noted that for any YouTube channel to be impactful, an effective marketing strategy must accompany the content to connect with the targeted audiences.

The first search phrase appears to provide the best YouTube videos for analysis, and they will be selected for further analysis as per the micro-project rubric.

Search Phrase 1 – How to be devoted to God

Top Five Sites by Relevance

What Is A Fully Devoted Follower of Christ? -

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

How to develop faith and love for God - <https://www.youtube.com/watch?v=VQ3M929BpKQ>

Are You Devoted to God? - <https://www.youtube.com/watch?v=Z1ooFos1fwE>

What does it mean to be devoted to God? - <https://www.youtube.com/watch?v=Hsj4AJCaYj0>

Devoted to God // 1 Timothy 6:1-2 - <https://www.youtube.com/watch?v=IUz4EmT59M8>

Top Five Sites by View Count

Devoted To God – Kimono - <https://www.youtube.com/watch?v=rxKYyxKCMps> (music video)

Devoted to God – Kimono - <https://www.youtube.com/watch?v=EDyr7UN9NT8> (music video)

7 Behaviors of a Devoted Christian Girl - <https://www.youtube.com/watch?v=g4NwIgY4qQ0>

Phlebotomized - Devoted To God (Full Demo) [1992] -
<https://www.youtube.com/watch?v=k30H87ZINis> (music video)

What does it mean to be devoted to God? - <https://www.youtube.com/watch?v=Hsj4AJCaYj0>

Search Phrase 2 – How to be a disciple of Jesus

Top Five Sites by Relevance

How to be a Good Disciple of Christ - https://www.youtube.com/watch?v=Fis29rZ2n_4

"WHAT WILL IT COST ME TO BE A TRUE DISCIPLE OF JESUS CHRIST?" -
<https://www.youtube.com/watch?v=32Zkkaya8mE>

How To Be A Disciple of Christ - <https://www.youtube.com/watch?v=IEBtoZcP3n8>

How to Be a Fully Committed Disciple of Jesus -
<https://www.youtube.com/watch?v=0DimGAL9TS4>

Are You a Disciple or Just a Christian? - <https://www.youtube.com/watch?v=acdctMh2HWM>

Top Five Sites by View Count

JESUS, (English), Jesus Chooses His Disciples - <https://www.youtube.com/watch?v=rpG-bDpvtQw>

Jesus and 12 Disciples | Call for Disciples | Bible Story for Children | Holy Tales Bible Stories -
<https://www.youtube.com/watch?v=1EzW-tnZ-Lw>

How to Be a Fully Committed Disciple of Jesus -
<https://www.youtube.com/watch?v=0DimGAL9TS4>

Jesus and The 12 Disciples - Matthew, Mark, Luke & Acts - Bible Lesson and Story for Kids -
<https://www.youtube.com/watch?v=CoOQmEs0mQ4>

Are You a Disciple or Just a Christian? - <https://www.youtube.com/watch?v=acdctMh2HWM>

Search Phrase 3 – What did the early church look like

Top Five Sites by Relevance

What the Early Church Looked Like - <https://www.youtube.com/watch?v=ix31HPCw-Nk>

The Restless Church (Part 13a - What Did The New Testament Church Actually Look Like?) - <https://www.youtube.com/watch?v=H7b-rC0YSZY>

The Early Church and Religious Images - <https://www.youtube.com/watch?v=ABsMjvaT-Kg>

What do we do with the early church fathers? - <https://www.youtube.com/watch?v=sa3FPpYaK88>

Church History in Ten Minutes - <https://www.youtube.com/watch?v=RQjS6NGvlQ0>

Top Five Sites by View Count

What do we do with the early church fathers? - <https://www.youtube.com/watch?v=sa3FPpYaK88>

The Restless Church (Part 13a - What Did The New Testament Church Actually Look Like?) - <https://www.youtube.com/watch?v=H7b-rC0YSZY>

The Early Church and Religious Images - <https://www.youtube.com/watch?v=ABsMjvaT-Kg>

The early church - <https://www.youtube.com/watch?v=CIU0oYZbKuM>

What were early Christian church services like? - <https://www.youtube.com/watch?v=njVvdq8fj-4>

Analysis of Composition of Selected Videos

What Is A Fully Devoted Follower of Christ?

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

Video Composition Evaluation

This video exemplified professional quality. The set was very attractive and used multiple textures: wood, leather, a large screen for graphic display in the center of the screen, a bible that showed use positioned on a small table in front of key speaker. The hosts sat across from each other in leather club chairs and followed a conversation format that moved along at a very fast pace. The pace was consistent with their channel name, “Real Truth. Real Quick.” The dialogue was supported by text in a banner at the bottom of the screen which displayed the text of Scripture that was being discussed. The banner was also used to invite engagement from the viewer by sending in questions to an email address they displayed.

The banner also maintained a “clock” icon on the left side of the screen which was used as an icon to brand this video as being part of their channel. This icon remained up the entire video.

The quality of the video shot was very clear. The video used two shot videos: one that was used the majority of the video which had both hosts sitting across from each other and a second shot that was solely focused on Todd Wagner as he explained a concept.

The video used an intro that included a quick slide of their Channel Title which had movement animation, then used a wipe transition to move to the shot of the two seated hosts. The center monitor behind the hosts provided graphic support as the video moved forward. The outro also had movement animation as it displayed the Channel Title. The final slide invited people to download a supporting app that was developed for the channel. There was an icon in the lower right corner that invited people to subscribe to this channel.

How to develop faith and love for God

<https://www.youtube.com/watch?v=VQ3M929BpKQ>

Video Composition Evaluation

The video uses a single straight-on shot to record the host speaking. The host does not focus on the camera but speaks toward an audience that is in the room. The video occasionally shows the audience with different pan-out side shots of people listening to the host. The host is seated on a couch, covered with pillows and teaches from this position, which is reminiscent of the rabbinical method. The host speaks into a mic-stand mounted microphone which is placed in front of him. This frees him to illustrate points as he moves his hands while speaking.

The host speaks through a series of stories, mostly illustrative fables that explain a concept.

Are You Devoted to God?

<https://www.youtube.com/watch?v=Z1ooFos1fwE>

Video Composition Evaluation

The host presents from behind a lectern in a preaching style. He is dressed in a grey suit and speaks into a boom microphone that is mounted in front of him on the lectern. The video quality is not clear, and the shot is recorded in a 4:3 format.

No supporting banners or slides are included in the video. The video only has one shot of the audience which is a rear-view pan-out shot.

The background of the shot shows a blue theater curtain backdrop. The lighting appears to be delivered by a spotlight shining downward on the speaker, based upon the shadows created. The stage is washed with light as well, but the speaker has a shining reflection on his forehead throughout the video.

What does it mean to be devoted to God?

<https://www.youtube.com/watch?v=Hsj4AJCaYj0>

Video Composition Evaluation

This video was recorded using a smartphone camera. The film is recorded in a narrow portrait format that resembles a phone screen. The video quality is poor, but the audio quality is acceptable. No video elements were added to the video. No subscription button was added.

The format that was used was recording the host while he was standing in his office. His background was his desk and a messy bookcase, shot at an angle of the room from the perspective of being in the center of the room.

He presents an upbeat presentation in a conversational style. He jokes about his hometown and quickly moves through his thoughts about being devoted to God. He does not support any of his assertions with Scripture.

Devoted to God // 1 Timothy 6:1-2

<https://www.youtube.com/watch?v=IUz4EmT59M8>

Video Composition Evaluation

The video is recorded in a 16:9 format. The video starts with an introduction segment with one host that introduces the channel and thanks the viewer for watching their videos. He concludes this segment by asking them to subscribe to the channel. The next segment is the same host, in a straight-on shot, introducing the topic and the next host that will be speaking.

The next host is seated at a white topped table with a Bible in front of him, as well as an iPad. The video shot is a straight-on shot with occasional zooms that are done with software editing. Most of the video is recorded in the zoom out format.

The hosts are dressed casually, with the primary host wearing a blue-jean jacket over a black tee-shirt. The room behind the host has a wooden plank wall and iron shelving with a few plants in tin buckets or white bowls. There is black leather couches along the wall in the back of the shot, and a multipaned window with sunlight coming through on the right side of the shot.

The video focuses on the host and the background is blurred, which makes the presenter “pop” in the shot. The quality of the video focus is excellent. The audio is also excellent.

Proposed Composition of Initial Video

The initial video will seek to introduce the idea that the modern church is not aligned with the directives given by Scripture. The video will present the idea that three concepts need to be revisited to realign the modern church to the mission given by God. The first concept would be devotion to God, the second is biblical unity, and the third is the empowerment of the Holy Spirit. After giving a brief overview of these three concepts, the video will end with an encouragement to watch the following videos which will go into these concepts in greater detail. The conclusion will also describe that such changes are within the viewer’s reach and can be

applied to enhance their relationship with God and aid their church to the effectiveness that the Early Church experienced. The YouTube channel will be developed over time to have training videos to aid a person in their foundational understanding of what it means to be a disciple of Jesus. The YouTube channel will also direct viewer to a webpage that will present downloadable documents in a pdf format. The website will also provide links to sites where recommended books can be purchased.

The video will be shot with two cameras to provide visual movement and changing perspectives of the speaker. The background will be a casual setting that will have a blur applied. There will be a constant icon image in the lower right corner that will indicate where the viewer can subscribe to the channel. A fast intro segment will be provided that will be included on all videos included on the channel. This will provide consistency and build the brand of the YouTube channel. Graphics will be provided of any Scripture that is referred to by the speaker. The video will be edited with Adobe Premier Pro and will use a lavalier microphone for audio. Cellphone cameras will be utilized for the video recording in a 16:9 format.