

LIBERTY UNIVERSITY  
JOHN W. RAWLINGS SCHOOL OF DIVINITY

**Organization 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

DSMN 853 – D01

by

**Curtis Boozer**

April 4, 2021

## **What Is A Fully Devoted Follower of Christ?**

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

**Key Information:** Channel Name is “Real Truth, Real Quick”, 7,983 views since November 30, 2015, 82.8K Subscribers, Host Names: Rick Smith and Todd Wagner, Hosting Organization: Watermark Church, Dallas, TX, Overall Time of Video: 5:00 minutes

### **Key Message Conveyed**

Seeks to provide Scripture that describes what a fully devoted follower of Christ should look like to others. Wagner explains that a disciple denies their own agenda in favor of God’s, committed to developing themselves to better service to others, focused on learning more from God’s Word to be able to competently apply the principles to their life.

### **Pros**

This video has an extremely professional presentation and engaging hosts. The pace is fast, and a great deal of information is transmitted in a short amount of time. This video is a terrific source of Scripture references that enable a viewer to find and process on their own time. The primary host is a skilled communicator and speaks clearly and convincingly to the camera as he makes his points. The set is visually appealing and conveys the message that this is a quality presentation put together by credible experts on the topic. The supporting elements all “make sense” in how they are utilized and engages the viewer in multiple ways throughout the video.

### **Cons**

The information comes at a pace that a viewer would have to watch it several times to process all that is shared. Due to the nature of the time restriction, the hosts are not able to unpack the ideas shared in Scripture in a way that people could process the information to apply to their lives.

## **How to develop faith and love for God**

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

**Key Information:** Channel Name is “JKYog”, 44,537 views since June 9, 2018, Host Name: Swami Mukundananda, 1.91M Subscribers, Hosting Organization: JKYog.org, Dallas, TX, Overall Time of Video: 10:02 minutes

### **Key Message Conveyed**

The Swami proposes that one must develop humility to be able to have a love for God. We must develop a value for God, which develops our faith in God, and then we fall in God. He proposes that our problem is that we do not have faith in God.

### **Pros**

The host’s storytelling style is comfortable and seems to draw his audience in as the shares “wisdom” in his fables. Storytelling is a powerful method of knowledge transmission. The host communicates with a smile and does not raise his voice at any point to assert his points. He conveys an attitude of a patient grandfather talking to those around him.

### **Cons**

The video quality is good, but the lack of movement by the host makes the video a bit stale as the video continues. The graphics are not appealing, and the teaching style would not be attractive to a western audience. The host wears orange robes and the curtains behind his couch are purple and yellow. Again, this setting is not appealing to a western audience, but does convey the “otherness” of his message. The video is low energy and does not provide clarity about what God the swami is referring to in his lesson. As he is Hindu, there is quite a variety to choose from.

## **Are You Devoted to God?**

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

**Key Information:** Channel Name is “Living Church of God”, 11,524 views since December 9, 2016, 8.03K Subscribers, Host Name: Wallace Smith, Hosting Organization: Living Church of God, Charlotte, NC, Overall Time of Video: 75:07 minutes

### **Key Message Conveyed**

The host describes how maturity of faith is required to have God invest more into a person’s life. A person must be completely devoted to God to have the ability to grow to maturity in faith. A believer needs to be utterly devoted to God’s will for Him to be devoted to them.

### **Pros**

The audio is clear and easily understandable. The host’s demeanor is one of a reasonable conveyor of information.

### **Cons**

The length of video is very long for the YouTube format. Most viewers would likely stop viewing far before the end of the sermon, possibly not even engaging for more than a few seconds. The video format is lackluster and not interesting. The lack of other camera angles and other elements is fatiguing to a viewer. The video does not supply any reference information for Scripture references in banners or slides, which would assist the viewer to read along with the Bible quotations that the speaker consistently used in his presentation. The presentation is brought forward as a long dialogue. The presenter does not provide key points in summary to help the viewer manage the volume of information that is shared. His introduction summary is too broad for a person to manage their expectations of what they are about to hear.

## **What does it mean to be devoted to God?**

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

**Key Information:** Channel Name is “Dan Marler”, 109 views since December 6, 2017, Host Name: Dan Marler, Hosting Organization: First Church of God, Oak Lawn, IL, Overall Time of Video: 3:06 minutes

### **Key Message Conveyed**

The host explains that a person that is devoted to God is having strong feelings for God as well as a strong commitment to God, such as a vow. Devotion has a connotation of actions that are consistent with wanting to grow our relationship with God. He asserts a person would love God, remain committed to doing what God asks and engage in practices that continue to develop their relationship with God.

### **Pros**

The video presents a fun guy who wants to share what he thinks about a subject. If a person has a relationship with this person and values his friendship, they will likely enjoy this quick video and overlook the poor quality of the recording.

### **Cons**

The quality of the video is very distracting, and most viewers would likely click away since it does not appear much effort went into making this video. The host makes assertions but does not support any point he makes beyond alluding to common beliefs that believers have. If a person did not have a reference point to what the speaker was discussing, they would not be able to follow his argument.

His framing of the shots presents an unflattering view of his office, which does not raise the opinion of the viewer as to his credibility. This lack of planning undermines his messaging.

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

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

**Key Information:** Channel Name is “Real Truth, Real Quick”, 239 views since July 5, 2020, 7.36K Subscribers, Host Name: Josh Thompson and Ricky Gonzales, Hosting Organization: Legacy City Church, Studio City, CA, Overall Time of Video: 38:25 minutes

### **Key Message Conveyed**

The host begins by emphasizing the importance and reliability of Scripture to their lives. He explains how 1 Tim 6:1-2 speaks of devotion to God but relates this devotion to how to resist racism and slavery mindsets. Resisting a worldly mindset helps a believer be more effective in ministry to those around them.

### **Pros**

The quality of the recording invites a view to engage with the video. The lack of formality and setting is appealing to a large audience. The introduction is well done and likely helps add to their subscription numbers.

### **Cons**

The primary host spends a great deal of time looking down to read his notes on the iPad, which reduces engagement for the viewer. The title of the video appears to be tangent to the real message presented by the host, which is to speak against slavery and racism. This kind of misdirection will likely lead to many that were searching on the devotion topic to click of the video since it does not address what they might have been seeking. The end of the video does not have a closing transition to talk about the channel or to invite subscription, which makes the video seem to abruptly end.