

https://dspace.org/

The shifting role of the animation critic in a new media, socially connected world

Baggott, Luke A.

2014
http://hdl.handle.net/10539/15792

Downloaded from a DSpace repository. https://dspace.org/

Abstract

The social internet environment has given rise to new ways of engaging and critiquing animated video. In this democratic environment, criticism is no longer exclusive to a few select recognised professional critics and there is no real distinction between professional and non-professional critics. The co-existence of both types of critics within the same space results in more dynamic engagement with the subject and creates the conditions for learning. Developments in technology which include cellular phones in particular but also include other devices such as tablets have allowed viewers and potential critics to access online video from any location, broadening accessibility and the scope for critical engagements. The development of new online tools and increased internet connectivity have resulted in an explosion of animated video and critics are needed to cater to the ever growing demands in criticism. This situation requires that a greater significance be placed on self-proclaimed critics and even opinionated users of the web. New online tools and increased internet connectivity have resulted in an explosion of the animated video and critics of all kinds are needed to cater to the growing demand for critical engagement. This suggests that greater significance needs to be placed on self-proclaimed critics and other opinionated users of the web. This paper sets out to examine and assess the value in criticism by the new expanded audience of non-professional critics. It explores interactive social tools in detail, including blogs, twitter and particularly video-based websites to understand the manner in which they affect the reception of animated videos as well as the subsequent criticism of these videos. The main question to be addressed is whether or not valuable and relevant criticism can be accessed from various online social platforms attached to newly accessible sources for animation.