

*The Rhetoric*

*of  
Authenticity*

Featuring

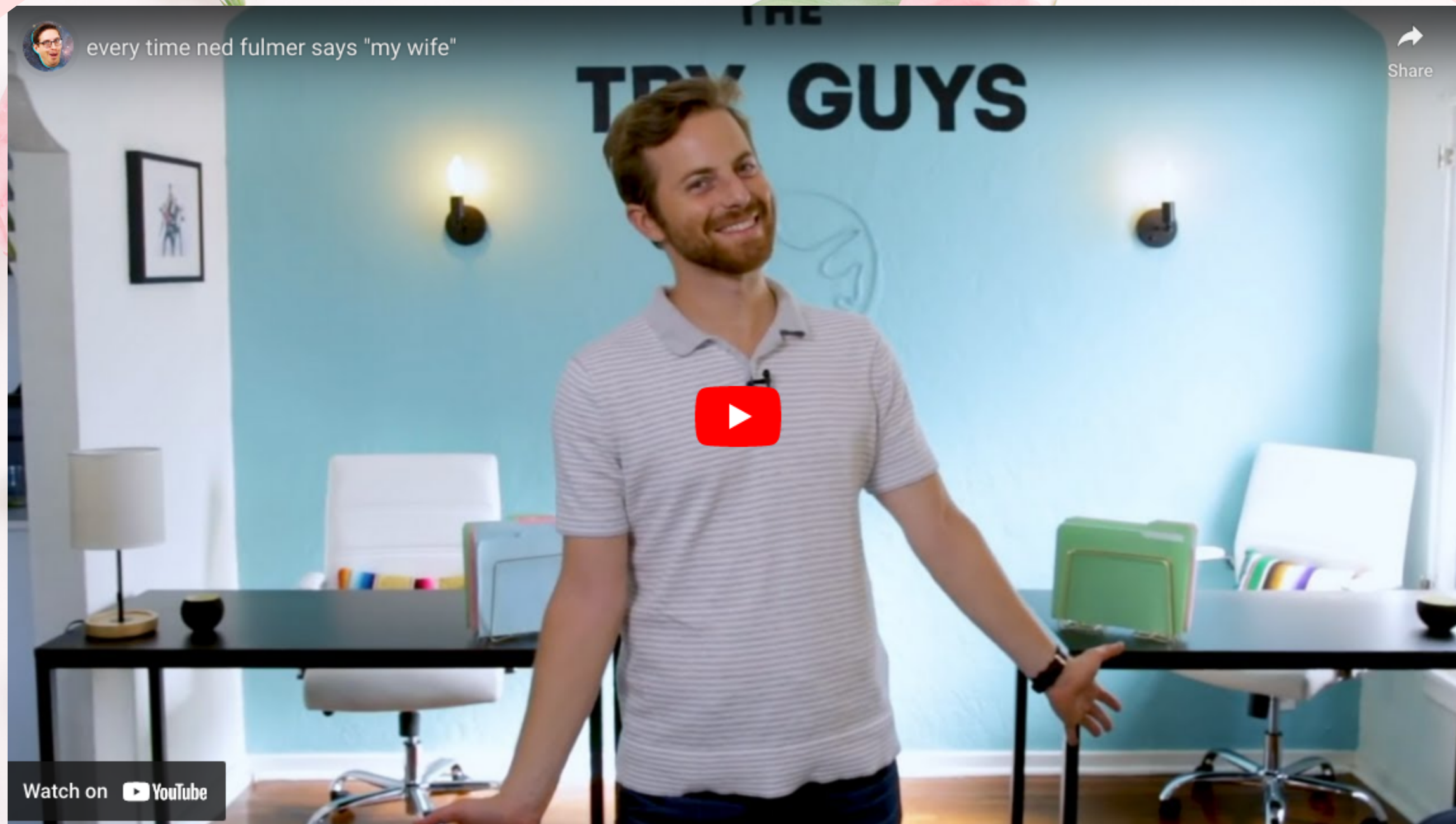
**Ned**

*"the Wife Guy"*

**Fulmer**



# Who is Ned? Why Does He Matter?

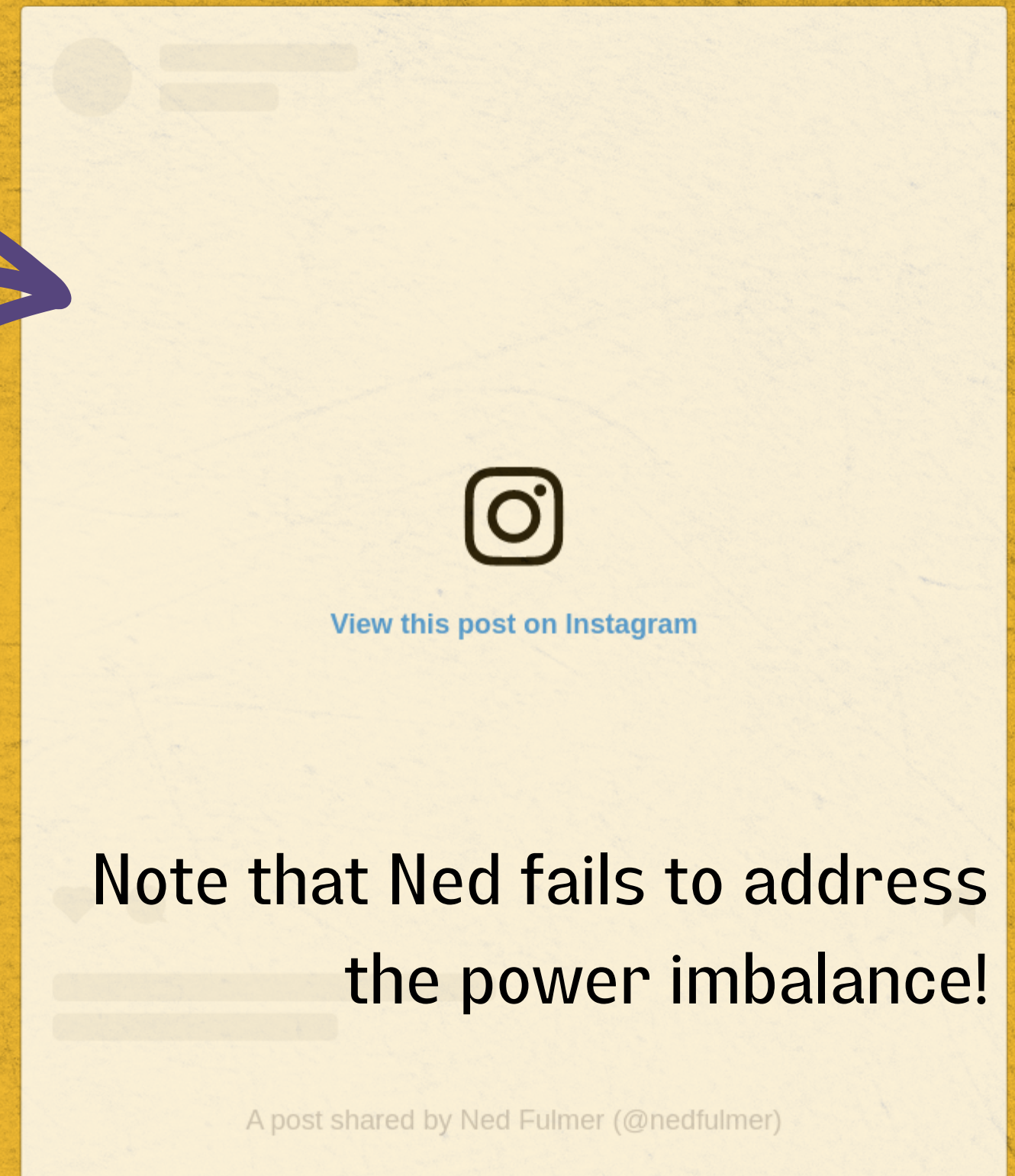
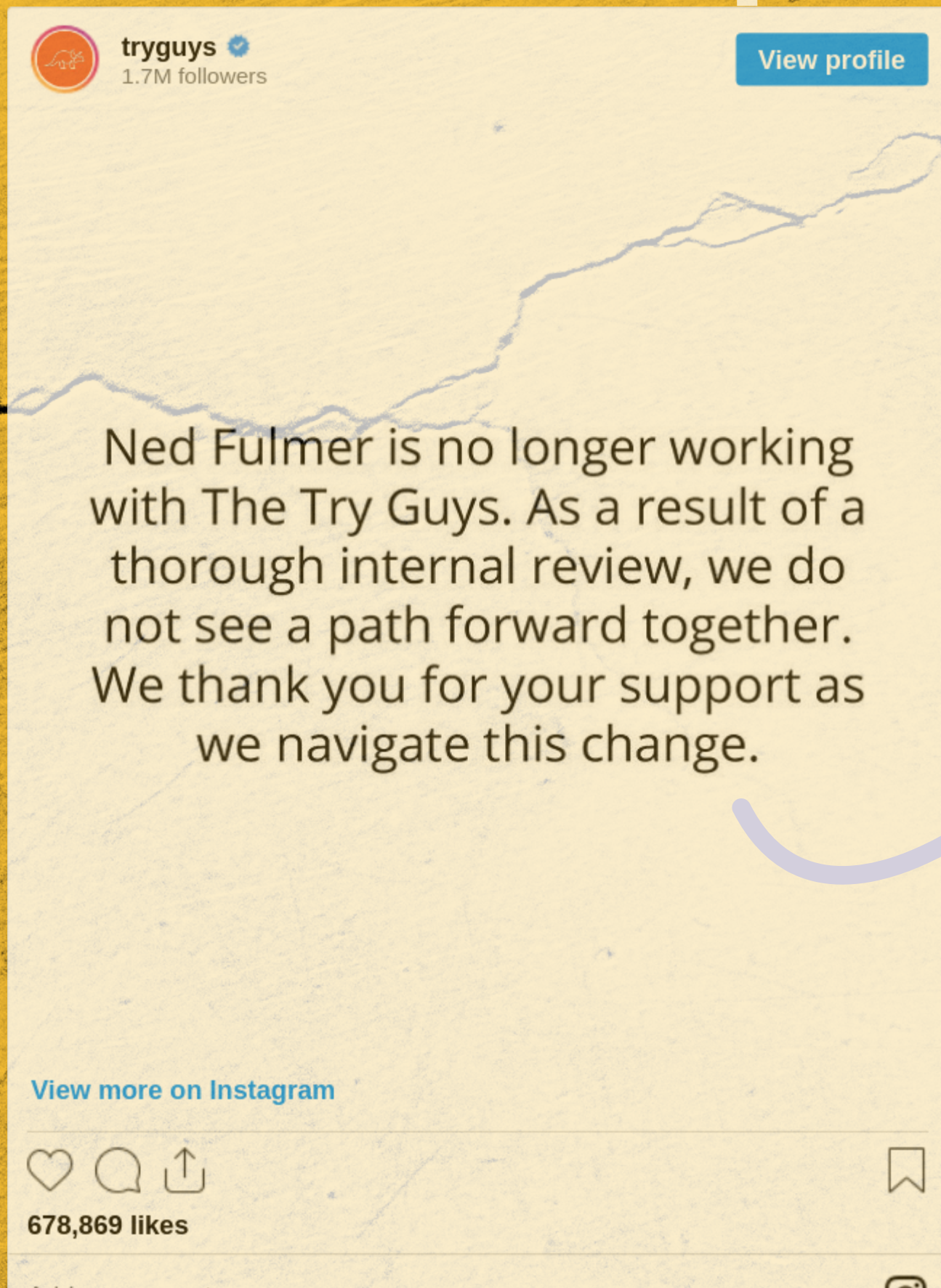


**Aged like  
milk!**

*The Try Guy Who Loves His Wife*



# The Collapse of Authenticity



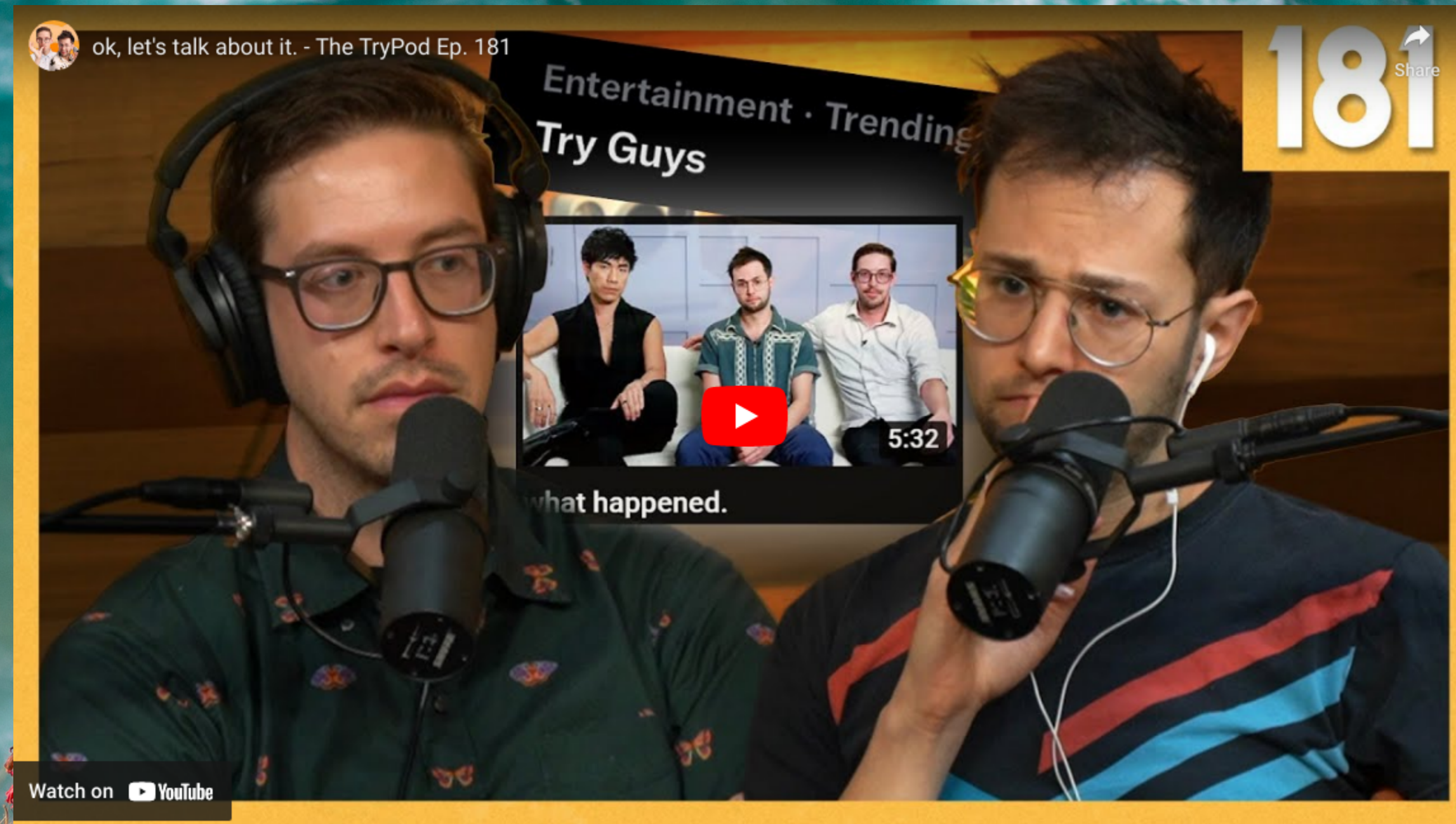


# Re-Establishing Authenticity





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# The Rhetorical Moves of Authenticity

What were some of the rhetorical moves we've seen?



# The Rhetorical Moves of Authenticity

What were some of the rhetorical moves we've  
seen?

- Repeatedly make same/similar claims (Ned)
- Some apparently unscripted content
- Displays of seemingly sincere emotion
- Quickly created/posted content
- Responding to viewer needs/concerns
- Applying:
  - Ethos: "Look how we've reacted to this crisis"
  - Pathos: Emotional displays of grief, anger, etc
  - Logos: "Here's what our lawyers say we can say"



# Food for Thought

This presentation was inspired by an article on  
NPR...

This article examines similarities between the "blog culture" of the early 2000s and the way the world of YouTube has evolved markers of authenticity: developing a brand identity, oversharing, creating fan expectations, and the inevitable disappointment. (It's a good article; you should read it!)



**YouTube can learn from old school blog culture: Share (and cheat) at your own risk**

Linda Holmes has seen blog culture boom, bust and bounce right back. She says when you write or talk publicly about your personal life, people feel entitled to know how the story ends.

 NPR / Oct 1, 2022



# Class Activity

With a partner, imagine that you're the PR team for an up & coming YouTube influencer:

1. Describe who this person is...
2. Name & describe some of their signature "moves of authenticity."
3. The scandal that takes them out.
4. What they might do to repair their image after the dust has settled.
5. Share your creations with the class.



*Qs & Ts*

**Questions?**

**Thoughts?**