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| TechniqueUse the table to find techniques Zoella uses to engage her audience, be sure to add examples from the posts and vlogs we’ve looked at previously and the effect it has on the audience. | Definition | Example from Zoella | Effect on Audience |
| Jump cut  | An editing technique that cuts material from single takes, giving the effect of jumping forward in time |  |  |
| Breaking the fourth wall  | Where the presenter addresses the audience directly |  |  |
| Unscripted narrative  | Improvised moments in narrator dialogue |  |  |
| Collaborative content  | Where vloggers make co-productions |  |  |
| Audience engagement | Encouraging audiences to comment, share, like and even suggest ideas for future vlogs and blog posts |  |  |
| Amateur aesthetic  | A deliberately non-professional filming style |  |  |
| Everyday mise-en- scène  | Using costume, make-up and sets that appear natural |  |  |
| Presenter POV  | Seeing what the presenter sees |  |  |
| High-key lighting  | A lighting style that eliminates shadows |  |  |
| Invitation into private spaces  | Filming that takes place in bedrooms, private houses, office spaces – places that are normally off limits to film crews |  |  |
| Narrative authenticity  | Story structures that deal with real life – the intention to construct media that isn't mediated |  |  |
| Best friend characterisation  | A presenting style that gives the audience access to details of the presenter’s life |  |  |
| Confessional narrative  | Giving the audience access to inner thoughts – also allowing the audience to experience inner doubts and worries |  |  |
| Candid imagery  | Photographs that aren’t posed |  |  |
| Sanitised story content  | Content that avoids controversy, taboo language or material that may cause offence |  |  |
| Single camera edit  | A production filmed with just one camera – usually very quickly |  |  |
| Codes of realism | Technical, narrative or symbolic devices that are suggestive of the real world |  |  |
| Aspirational narratives | Stories that inspire audiences to want a particular lifestyle or to change their behaviour in some way |  |  |