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Title of paper: Using YouTube in teaching globalized and glocalised Shakespeare

Abstract:
This paper examines the use of YouTube in the teaching of adapted forms of Shakespeare. Some TV adverts, online games, the Hamlet style Gangnam style are among those clips available on YouTube and which relate as well to the global connectedness with Shakespeare. Hence YouTube brings forward a new form of cultural input in the mash-up Shakespeare. As theoretical framework, Roland Barthes’s “The Death of the Author” and Stuart Hall’s “Encoding/Decoding” are used in relation to the globalisation theory of Arjun Appadurai. I also propose the analysis of a local Mauritian version of The Tempest, which is in the form of a short movie in a documentary style, to explain the impact of globalisation, the desire to show this awareness of Shakespeare the icon and also the necessity to contextualise versions of this play. In the same stance, some plays have been adapted not only through for example, advertisement and online games, but also through the local context, giving the global Shakespeare a glocal taint. Additionally, the fact that these clips have been uploaded on YouTube demonstrates the power of both Shakespeare and YouTube. Therefore, there is a form of global connectedness facilitated by two parameters (Shakespeare and YouTube) that are themselves carriers of culture. Hence this paper will condense Shakespeare, as known global phenomenon, timeless and spaceless, with notions of globalisation and localisation as well as prove that Shakespeare and YouTube are essentials tool that cannot be by-passed in education.

Keywords: YouTube, Shakespeare, globalization, glocalization, education, Barthes, Hall, Appadurai, local, Mauritius, YouTube, cyberspace