

## من الرواية إلى الفيديو: تحليل سيميائي للنماذج الأصلية للشخصيات في مقاطع اليوتيوب القصيرة

### From the Novel to the Video: A Semiotic Analysis of Character "Archetypes in Short "You Tube Videos

م. م. هند علي عبيس<sup>1</sup> ، م. م. عبدعلي مهنة<sup>2</sup>

Asst. Lect. Hind Ali Obais<sup>1</sup> , Asst. Lect. Abid Ali Muhannah Jebur<sup>2</sup>

قسم اللغة الإنجليزية / كلية التربية للعلوم الإنسانية / الجامعة الإسلامية، فرع بابل

Department of English / College of Education for Humanities /Islamic University, Babylon Campus

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#### ملخص الدراسة:

أدى ظهور منصات الإعلام الرقمي، ولا سيما اليوتيوب، إلى تحويل السرد القصصي التقليدي إلى أشكال أقصر وأكثر حيوية من الناحية البصرية. فالنماذج الأصلية للشخصيات التي كانت تظهر سابقاً بصورة رئيسية في الروايات والنصوص الأدبية، أصبحت اليوم تُعاد صياغتها في مقاطع الفيديو القصيرة والسرديات البصرية وأشكال الحكى عبر الإنترنت. يهدف هذا البحث إلى دراسة كيفية انتقال النماذج الأصلية للشخصيات من السرد الأدبي إلى مقاطع اليوتيوب القصيرة من خلال إطار سيميائي. تُطبق الدراسة نظريات كارل يونغ، ورولان بارت، وتشارلز ساندرز بيرس لتحليل العلامات والرموز والإيماءات والألوان والأزياء والأصوات والتقنيات البصرية التي تُسهم في بناء الشخصيات النمطية في الإعلام الرقمي. وتعتمد الدراسة المنهج الوصفي النوعي، حيث يتم تحليل مجموعة مختارة من مقاطع اليوتيوب القصيرة المقتبسة من سرديات أدبية أو خيالية.

وتكشف النتائج أن مقاطع اليوتيوب تعمل على تبسيط وتكثيف تمثيل النماذج الأصلية من خلال العلامات متعددة الوسائط مثل الموسيقى، وحركة الكاميرا، وتعابير الوجه، وتقنيات المونتاج. وتلخص الدراسة إلى أن الإعلام الرقمي يعيد تشكيل النماذج الأدبية الأصلية مع الحفاظ على معانيها الرمزية، مما يمكن الجمهور من التعرف بسرعة على هويات البطل، والشري، والمرشد، والمخادع ضمن مدد مشاهدة قصيرة. كما تسهم الدراسة في إثراء البحوث المتعلقة بالسيميائيات، والسرد الرقمي، والاقتباس الأدبي، وخطاب الإعلام.

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## Abstract

The emergence of digital media platforms, especially YouTube, has transformed traditional storytelling into shorter and more visually dynamic forms. Character archetypes that once appeared primarily in novels and literary texts are now reconstructed in short videos, visual narratives, and online storytelling formats. This research investigates how character archetypes are transferred from literary narratives to short YouTube videos through a semiotic framework. The study applies the theories of Carl Jung, Roland Barthes, and Charles Sanders Peirce to analyze the signs, symbols, gestures, colors, costumes, sounds, and visual techniques that construct archetypal characters in digital media. The research adopts a qualitative descriptive method and analyzes selected YouTube short videos adapted from literary or fictional narratives. The findings reveal that YouTube videos simplify and intensify archetypal representation through multimodal signs such as music, camera movement, facial expression, and editing techniques. The study concludes that digital media reshapes literary archetypes while maintaining their symbolic meanings, enabling audiences to recognize heroic, villainous, mentor, and trickster identities quickly within short viewing durations. The research contributes to studies in semiotics, digital storytelling, literary adaptation, and media discourse.

**Keywords:** Semiotics, archetypes, YouTube videos, literary adaptation, digital storytelling, multimodality, character analysis, visual communication.

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## 1. Introduction

The relationship between literature and visual media, has become increasingly important in contemporary cultural studies. Traditional novels once depended entirely on written language, to construct character identity and narrative meaning. However, digital platforms such as YouTube have altered storytelling techniques by introducing visual, auditory, and multimodal systems of communication. In short YouTube videos, narratives are compressed into limited durations while still preserving recognizable character patterns and symbolic meanings.

Character archetypes are universal models of personality and behavior appearing repeatedly in myths, novels, films, and media productions. According to Carl Jung, archetypes emerge from the collective unconscious and represent recurring human experiences. Archetypal characters such as the hero, mentor, villain, innocent, rebel, and trickster continue to dominate modern storytelling because audiences can identify them rapidly across cultures and media forms.

Semiotics, the study of signs and meaning-making, provides a useful framework for examining how YouTube videos communicate archetypal identities visually and symbolically. The theories of Roland Barthes and Charles Sanders Peirce explain how visual images, sounds, gestures, costumes, and editing styles function as signs that create meaning for viewers.

This research investigates the transformation of literary archetypes into short YouTube videos through semiotic analysis. It explores how creators use visual signs and multimodal techniques to preserve or modify character identities originally associated with novels and literary storytelling.

## 2. Statement of the Problem

Modern audiences increasingly consume narratives through short digital videos rather than long literary texts. Despite the popularity of YouTube storytelling, limited research has examined how literary archetypes are transformed semiotically in short-form visual media. Most existing studies focus either on literary archetypes in novels or semiotics in films, leaving a gap regarding short YouTube videos and digital storytelling practices. Therefore, this research seeks to analyze how archetypal meanings are visually reconstructed and simplified within YouTube short videos.

## 3. Objectives of the Study

This research aims to:

- 1-Identify major character archetypes represented in short YouTube videos.
- 2-Analyze the semiotic signs used to construct archetypal identities.
- 3-Examine the transformation of literary archetypes into visual digital narratives.
- 4-Explore the role of multimodality in communicating symbolic meanings.
- 5-Investigate the influence of YouTube storytelling techniques on audience interpretation.

## 4. Research Questions

What character archetypes appear most frequently in short YouTube videos?

How are semiotic signs used to communicate archetypal meanings?

How do YouTube creators adapt literary archetypes visually?

What multimodal techniques contribute to character construction?

How does short-video storytelling reshape traditional archetypal representation?

## 5. Significance of the Study

This study is significant because it establishes a strong connection between literary studies, semiotics, and digital media analysis in the contemporary digital age. It highlights the way traditional literary concepts and archetypal representations continue to influence modern forms of communication, particularly on digital platforms such as YouTube. The research demonstrates that literary archetypes are not limited to novels and written narratives but are also effectively reconstructed through visual and multimodal storytelling techniques. In addition, the study contributes to the growing field of multimodality by examining how images, sounds, gestures, editing, and visual signs work together to create meaning in short videos. The research also enriches studies of media adaptation by showing how literary narratives are transformed into condensed digital forms while preserving their symbolic and cultural meanings. Furthermore, it sheds light on the role of semiotic analysis in understanding online storytelling and audience interpretation of visual media. The study offers valuable insights into the ways digital creators

employ cinematic and symbolic techniques to communicate character identities quickly and effectively. It also provides an academic framework for analyzing the relationship between literature and emerging digital communication technologies. Moreover, the research may help educators and researchers develop a deeper understanding of visual literacy and media discourse in contemporary society. Finally, the study is beneficial for content creators, filmmakers, and media practitioners who seek to construct meaningful and engaging visual narratives through digital storytelling platforms

## 6. Literature Review

### 6.1 Semiotics and Meaning

Semiotics is the study of signs, symbols, and the processes through which meaning is created and communicated in language, images, and cultural texts. The concept of semiotics was first developed systematically by Ferdinand de Saussure, who described language as a structured system of signs composed of two main elements: the signifier and the signified. The signifier refers to the physical form of the sign, such as a word, image, or sound, while the signified represents the mental concept or meaning associated with that sign. Saussure emphasized that the relationship between the signifier and the signified is arbitrary and socially constructed within a linguistic community.

Later, Charles Sanders Peirce expanded the theory of semiotics by introducing a triadic model consisting of the representamen, the object, and the interpretant. In Peirce's theory, the representamen is the form of the sign itself, the object is the thing or idea represented, and the interpretant refers to the meaning produced in the mind of the interpreter. Peirce also classified signs into icons, indexes, and symbols, depending on the nature of the relationship between the sign and its meaning. This classification became highly influential in the analysis of visual and media texts.

According to Roland Barthes, media images and visual representations carry both denotative and connotative meanings. Denotation refers to the direct and literal meaning of an image, whereas connotation involves the cultural, emotional, and ideological meanings associated with it. Barthes argued that visual texts often communicate hidden cultural values and ideologies beyond their literal representation. Through advertisements, films, and media images, societies transmit myths, beliefs, and cultural assumptions that shape audience perception and interpretation.

Research on semiotics in audiovisual narratives demonstrates that cinematic and visual elements such as camera angles, lighting, colors, gestures, facial expressions, costumes, sound effects, and editing styles function as symbolic signs that influence audience interpretation. For example, dark lighting and low camera angles may symbolize power, danger, or evil, while bright colors and soft music may represent innocence, hope, or heroism. These semiotic elements help viewers understand character identities, emotions, and narrative themes quickly, especially in short digital videos where meaning must be communicated within limited viewing time. Consequently, semiotic analysis has become an important approach in studying films, television, online media, and digital storytelling.

## 6.2 Archetypes in Literature and Media

Carl Jung argued that archetypes originate from what he called the “collective unconscious,” which refers to a shared reservoir of inherited memories, symbols, and psychological patterns common to all human beings. According to Jung, these archetypes repeatedly appear across myths, legends, religions, folktales, and literary narratives in different cultures and historical periods. Archetypes represent universal models of human behavior and personality, allowing audiences to recognize familiar character patterns regardless of cultural differences.

Among the most common archetypes identified in literary and media studies are: The Hero – The Mentor – The Villain – The Innocent – The Rebel – The Trickster – The Shadow – and The Caregiver. Each archetype possesses distinctive characteristics and symbolic functions within a narrative structure. For example, the Hero often represents courage and sacrifice, while the Mentor guides and supports the protagonist through wisdom and experience. Similarly, the Villain symbolizes conflict and opposition, whereas the Trickster introduces humor, deception, or unpredictability into the story.

Archetypes continue to play a significant role in films, television programs, and digital narratives because they help audiences identify character roles quickly and effectively. In modern audiovisual media, viewers often rely on visual and symbolic cues such as costume design, facial expression, color symbolism, body language, and camera techniques to recognize archetypal identities within a short period of time. This process becomes especially important in short online videos and digital storytelling formats where narratives are condensed and rapidly presented.

Studies on audiovisual characterization emphasize that archetypal representation remains highly persistent in contemporary media despite technological and cultural changes. Digital platforms such as YouTube, streaming services, and social media continue to reproduce traditional archetypal patterns while adapting them to modern visual styles and audience expectations. Consequently, archetypes remain an essential narrative tool for constructing emotional engagement, cultural symbolism, and audience identification in contemporary visual storytelling.

## 6.3 YouTube and Digital Storytelling

YouTube has become one of the most influential digital platforms for storytelling, entertainment, and identity construction in contemporary society. Unlike traditional novels and literary texts that rely primarily on written language and detailed narrative description, short YouTube videos depend heavily on visual immediacy and multimodal communication to convey meaning within a limited duration. As a result, content creators use a combination of visual, auditory, and symbolic elements to attract viewers and communicate messages quickly and effectively.

Creators on YouTube frequently employ music, transitions, emojis, editing speed, costumes, lighting, camera movement, and body language to establish meaning rapidly and maintain audience engagement. These multimodal techniques function as semiotic signs that help viewers interpret emotions, character identities, and narrative situations without requiring lengthy explanations. For instance, dramatic background music may create suspense or heroism, while rapid editing and visual transitions can intensify emotional impact and narrative tension.

Similarly, costumes and facial expressions often provide immediate clues about a character's personality or social role.

Studies on YouTube semiotics indicate that identity construction and symbolic communication are strongly influenced by multimodal interaction. Meaning in digital storytelling is not produced through language alone but through the interaction of images, sounds, gestures, colors, and editing styles. This multimodal structure allows audiences to interpret cultural symbols and emotional messages rapidly while watching short-form digital content. Consequently, YouTube has become a rich field for semiotic analysis because it combines visual communication, cultural symbolism, and audience interpretation in highly condensed forms.

Digital storytelling frequently simplifies literary archetypes because of the limited time available in short videos. Instead of lengthy character development, creators rely on symbolic shortcuts to communicate archetypal roles immediately. For example, heroes are often represented through bright lighting, inspirational music, confident body language, and upward camera angles, whereas villains may be associated with dark colors, shadows, distorted sound effects, and threatening facial expressions. These symbolic techniques enable viewers to recognize character identities and narrative functions instantly, making archetypal communication highly effective in contemporary digital media.

## 7. Theoretical Framework

This study combines three major theoretical perspectives to analyze character archetypes in short YouTube videos from a semiotic viewpoint. First, the research adopts Carl Jung's theory of archetypes, which explains how universal character patterns such as the hero, mentor, villain, and trickster appear repeatedly across literary and visual narratives. Second, Roland Barthes' semiotic theory is used to examine how signs, symbols, colors, gestures, costumes, and visual elements create meaning within digital media texts. Third, Charles Sanders Peirce's semiotic model contributes to the understanding of icons, indexes, and symbols in video representation and audience interpretation. Together, these theories provide a comprehensive framework for analyzing how traditional literary archetypes are transformed into modern visual storytelling forms. The framework also helps explain how multimodal communication, including sound, image, language, and editing techniques, influences meaning construction in short videos. In addition, the study explores how digital creators adapt literary conventions to suit fast-paced online platforms. The integration of these theories allows the researcher to investigate both the psychological and cultural dimensions of archetypal representation. Furthermore, the framework supports the analysis of audience recognition of archetypal figures in contemporary media. Therefore, the theoretical framework serves as the foundation for interpreting the semiotic transformation from novel-based narratives to short visual content on YouTube.

### 7.1 Jungian Archetype Theory

Carl Jung's theory explains the repeated appearance of symbolic characters and narrative patterns in myths, literature, films, and other forms of storytelling. According to Jung, archetypes originate from the collective unconscious, which contains universal psychological experiences shared by humanity. These archetypes represent common human emotions, behaviors, and identities that appear across different cultures and historical periods. Characters such as heroes,

mentors, villains, and tricksters are examples of archetypal figures found in global narratives. Jung believed that audiences naturally recognize and respond to these symbolic patterns because they reflect shared human psychology. Therefore, archetypes remain powerful tools in both traditional literary works and modern digital storytelling.

## 7.2 Barthesian Semiotics

Roland Barthes's theory distinguishes between denotation and connotation in the interpretation of visual and linguistic signs. Denotation refers to the direct, literal, and obvious meaning of an image or sign, while connotation involves the deeper cultural, emotional, and ideological meanings associated with it. According to Barthes, a visual sign may present a simple image on the surface but simultaneously communicate hidden cultural values and symbolic messages. For example, a national flag may literally denote a piece of colored fabric, yet it can also connote patriotism, identity, and political ideology. Barthes argued that media images often shape audience perceptions by transmitting myths and cultural assumptions beyond their literal representation. Therefore, his theory is highly influential in the study of media, advertising, films, and digital communication.

## 7.3 Peircean Semiotics

Charles Sanders Peirce classified signs into three major categories: icons, indexes, and symbols. An icon is a sign that resembles the object it represents, such as a character image, facial expression, or visual appearance in a YouTube video. An index is a sign that has a direct connection or causal relationship with its meaning, such as smoke indicating fire or tears expressing sadness. A symbol is a sign whose meaning is based on cultural agreement or social convention, such as colors, costumes, or gestures that represent specific ideas or identities. In short YouTube videos, creators frequently combine these three types of signs to communicate character archetypes quickly and effectively. For example, dark clothing may symbolically suggest villainy, while heroic music may index courage and power. Peirce's semiotic theory helps explain how viewers interpret visual and auditory signs in digital storytelling. The theory also supports the analysis of how meaning is constructed through images, sounds, and cinematic techniques. Through this framework, the study investigates how archetypal identities are communicated in modern short-form visual media.

### Icons

In semiotics, icons are signs that physically resemble the object or idea they represent. The relationship between the sign and its meaning is based on similarity or imitation. Photographs, drawings, maps, and realistic images are common examples of iconic signs. In visual media, icons help audiences recognize meanings quickly because they visually resemble real objects or people. According to Charles Sanders Peirce, icons play an important role in visual communication and media representation.

## Indexes

Indexes are signs that have a direct or causal connection with the object they represent. Unlike icons, indexes do not necessarily resemble the object but instead indicate its existence through evidence or association. Smoke, for example, is an index of fire, while footprints are indexes of human or animal presence. In films and digital media, facial expressions, gestures, and sound effects often function as indexical signs that reveal emotions or narrative situations. Peirce emphasized that indexes guide audience interpretation through observable connections and contextual clues.

## Symbols

Symbols are signs whose meanings are based on social agreement, cultural convention, or learned interpretation rather than resemblance or direct connection. Language, flags, traffic signs, and religious images are common examples of symbolic signs. The relationship between a symbol and its meaning is arbitrary and must be understood within a cultural or social context. In media and storytelling, colors, costumes, and objects frequently function symbolically to communicate ideological and emotional meanings. Peirce considered symbols the most complex type of sign because they depend heavily on cultural knowledge and interpretation.

This framework helps explain how visual and auditory signs function in YouTube videos.

## 8. Methodology

### 8.1 Research Design

The study adopts a qualitative descriptive method based on semiotic analysis to examine the representation of character archetypes in short YouTube videos. This method focuses on interpreting meanings, symbols, and visual signs rather than relying on numerical or statistical data. Semiotic analysis is used to investigate how images, sounds, gestures, colors, costumes, and editing techniques communicate archetypal identities and narrative meanings. The qualitative approach enables the researcher to explore the symbolic and cultural dimensions embedded in digital storytelling. Therefore, the method is appropriate for analyzing visual communication and multimodal representation in contemporary media.

### 8.2 Data Collection

The researcher selects five short YouTube videos adapted from fictional or literary storytelling traditions in order to conduct a detailed semiotic analysis. The selected videos are chosen carefully based on specific academic and analytical criteria that support the objectives of the study. First, each video must contain a clear narrative structure with identifiable elements such as introduction, conflict, climax, and resolution. Second, the videos should include recognizable archetypal characters such as the hero, mentor, villain, or trickster to facilitate archetypal analysis. Third, the duration of each video is limited to less than ten minutes to reflect the nature of short digital storytelling on online platforms. In addition, the videos are selected according to their high viewer engagement, including views, comments, shares, and audience interaction. This

criterion ensures that the chosen videos have achieved significant public attention and communicative impact. The researcher also considers the richness of visual and auditory signs within the selected materials, including music, camera angles, lighting, costumes, and editing techniques. Furthermore, the videos are expected to demonstrate multimodal communication strategies that contribute to symbolic meaning construction. Through these criteria, the selected sample provides suitable material for examining how literary archetypes are transformed into short audiovisual narratives. Therefore, the sampling process supports the reliability and relevance of the semiotic analysis conducted in the study.

### **8.3 Data Analysis**

#### Visual Signs

Visual signs include images, gestures, objects, and movements that communicate meaning to the audience. In digital media, visual signs help viewers understand characters, emotions, and narrative situations quickly.

#### Color Symbolism

Colors often carry symbolic and emotional meanings in visual storytelling and media representation. Bright colors may symbolize hope and innocence, while dark colors frequently represent danger, fear, or evil.

#### Camera Techniques

Camera techniques such as close-up shots, low angles, and camera movement influence audience perception and emotional response. These techniques help emphasize character importance, power, or psychological state.

#### Facial Expressions

Facial expressions function as nonverbal signs that reveal emotions, intentions, and personality traits. Audiences rely heavily on facial cues to interpret character identity and emotional atmosphere.

#### Sound and Music

Sound effects and background music contribute significantly to mood creation and narrative meaning in audiovisual texts. Dramatic music may create tension, while soft melodies often communicate peace or sadness.

#### Editing Transitions

Editing transitions connect scenes and control the rhythm and pace of the narrative presentation. Rapid transitions may create excitement and tension, whereas slow transitions often suggest calmness or reflection.

#### Character Costumes

Character costumes visually communicate social status, personality, and archetypal identity within the narrative. Specific clothing styles and colors may symbolize heroism, authority, rebellion, or villainy.

### Narrative Symbolism

Narrative symbolism refers to the use of objects, events, or actions to represent deeper meanings and cultural ideas. Symbolic elements enrich storytelling by conveying themes and ideological messages beyond literal interpretation.

## 9. Semiotic Analysis of Archetypes in YouTube Videos

The semiotic analysis of archetypes in YouTube videos focuses on how visual and auditory signs are used to construct recognizable character identities. Short YouTube videos rely heavily on images, music, lighting, costumes, facial expressions, and editing techniques to communicate meaning quickly to viewers. Archetypal characters such as the hero, villain, mentor, and trickster are commonly represented through symbolic elements that audiences can easily recognize. For example, heroes are often associated with bright lighting, confident body language, and inspirational music, while villains may appear with dark colors, shadows, and threatening sounds. Mentors are usually represented through calm voices, balanced camera angles, and symbols of wisdom or authority. Trickster characters frequently use humor, exaggerated gestures, and rapid movement to attract audience attention. Semiotic analysis helps explain how these signs function together to create emotional and cultural meanings in digital storytelling. The study also investigates how creators adapt traditional literary archetypes into modern visual forms suitable for online audiences. Furthermore, multimodal communication in YouTube videos allows archetypal meanings to be conveyed more rapidly than in written narratives. Therefore, semiotic analysis provides an effective framework for understanding the transformation of literary archetypes into short-form digital media.

### 7.3 Peircean Semiotics

Charles Sanders Peirce classified signs into three major categories: icons, indexes, and symbols. An icon is defined, as a sign that resembles the object it represents, such as a character image, facial expressions, or visual appearance in YouTube videos. An index, on the other hand, is a sign, that has a direct or causal relationship with its meaning, such as smoke indicating fire or tears expressing sadness. A symbol is a sign whose meaning depends on cultural or social agreement, such as colors, costumes, or gestures representing specific ideas or identities. In short, YouTube videos, content creators often combine these three types of signs in order to communicate character archetypes quickly and effectively. For instance, dark clothing, may symbolically suggest evil, while energetic music may indicate courage and strength. Peirce's semiotic theory helps explain how viewers interpret visual and auditory signs in digital storytelling. The theory also supports the analysis of how meaning is constructed through images, sounds, and various cinematic techniques. Through this theoretical framework, the study seeks to analyze how archetypal character identities are represented in modern short visual media.

## 9.1 The Hero Archetype

The hero archetype commonly appears through bright lighting, determined facial expressions, and uplifting background music. Camera angles often position the hero centrally to emphasize power and importance.

In YouTube storytelling, heroic identity is quickly communicated through visual shorthand such as:

### Slow-motion Walking

Slow-motion walking is often used to emphasize confidence, heroism, or emotional intensity in visual narratives. This technique draws audience attention to the character's importance and dramatic presence.

### Dramatic Music

Dramatic music creates tension, excitement, and emotional depth within audiovisual storytelling. It helps audiences interpret scenes as heroic, dangerous, tragic, or suspenseful.

### Warm Color Palettes

Warm color palettes such as red, orange, and yellow often symbolize energy, passion, hope, or comfort. These colors create emotional warmth and strengthen audience engagement with the scene.

### Direct Eye Contact

Direct eye contact establishes a strong emotional connection between characters and viewers. It may symbolize confidence, honesty, power, or emotional intensity within the narrative.

These signs symbolize courage, determination, and moral superiority.

## 9.2 The Villain Archetype

### Villains and Dark Visual Symbolism

Villains are commonly associated with dark colors, shadows, and low lighting in films and digital storytelling. These visual elements create an atmosphere of fear, mystery, and danger around the character. Tense sound effects and dramatic background music further intensify the emotional impact of villainous scenes. Semiotic signs such as distorted camera angles and aggressive body language also help represent power and threat. Through these symbolic techniques, audiences quickly recognize the villain's negative role within the narrative.

### Rapid Visual Representation in YouTube Videos

Unlike traditional novels that develop characters through lengthy textual description, YouTube videos rely on rapid visual communication. Villainous identities are condensed into quick symbolic cues that can be understood instantly by viewers. Facial expressions, costume design, lighting, and editing techniques function together to communicate character roles within a short

duration. Audiences interpret these multimodal signs automatically without the need for detailed explanation or narration. This visual immediacy makes digital storytelling highly effective in presenting archetypal characters quickly and clearly.

### 9.3 The Mentor Archetype

Mentor figures frequently appear, with calm voices, soft lighting, and stable camera framing to create a sense of wisdom, trust, and emotional security. Their visual representation often includes white or neutral-colored costumes, which symbolize purity, knowledge, and spiritual balance. In audiovisual narratives, mentors are usually portrayed as experienced and emotionally controlled characters who provide guidance and support to the protagonist. This archetype functions as a teacher or protector who helps the hero overcome challenges and achieve personal growth. The mentor archetype reflects traditional literary and mythological figures commonly found in legends, fantasy stories, and heroic narratives.

### 9.4 The Trickster Archetype

The trickster archetype is one of the most recognizable and entertaining character types in both traditional literature and modern digital media. This archetype is commonly represented through humor, playful actions, and unpredictable behavior that create excitement and amusement for the audience. In short YouTube videos, the trickster often appears as a character who enjoys breaking rules, creating confusion, or challenging authority in creative and humorous ways. These behaviors make the character highly engaging and memorable for viewers. The trickster may act foolishly at times, but the character usually possesses intelligence, cleverness, and the ability to manipulate situations for entertainment or personal advantage.

From a semiotic perspective, creators use multiple visual and auditory signs to construct the identity of the trickster archetype. Exaggerated facial expressions, sudden emotional reactions, and unusual body movements are important signs that immediately communicate humor and unpredictability. The character's gestures are often fast and exaggerated in order to attract the audience's attention quickly. In addition, rapid camera movement and unexpected scene transitions contribute to the feeling of chaos and surprise associated with the trickster figure. These cinematic techniques function as semiotic tools that shape the viewer's interpretation of the character.

Sound also plays a significant role in representing the trickster archetype in short videos. Playful background music, comic sound effects, and energetic audio rhythms help strengthen the humorous atmosphere surrounding the character. In many YouTube videos, creators use exaggerated sounds or sudden pauses to increase comedic impact and audience reaction. Such auditory signs work together with visual signs to create a multimodal representation of the trickster. This combination allows viewers to recognize the archetype immediately, even within a few seconds of watching the video.

Furthermore, the trickster archetype is highly effective in digital culture because it matches the fast-paced nature of social media platforms. Short YouTube videos depend heavily on rapid audience engagement, and trickster characters are particularly successful in capturing viewer attention quickly. Their unpredictable actions encourage audiences to continue watching in order

to discover what will happen next. As a result, videos featuring trickster figures often achieve higher levels of entertainment, audience interaction, sharing, and viewing duration. The popularity of prank videos, comic sketches, and humorous reaction content demonstrates the continuing influence of the trickster archetype in contemporary online storytelling.

The trickster also carries deeper cultural and symbolic meanings. In many narratives, the character challenges social norms and exposes weaknesses in society through humor and satire. Although the trickster may appear chaotic or rebellious, the character often reveals hidden truths or encourages audiences to question authority and conventional behavior. Therefore, the trickster archetype is not only a source of entertainment but also a meaningful symbolic figure in semiotic analysis. In modern short-form digital media, the trickster continues to evolve while maintaining the essential characteristics that have existed in myths, folklore, and literature for centuries.

## 10. Multimodality and Archetypal Communication

Storytelling on YouTube, is strongly shaped by the concept of multimodality, which refers to the integration of several forms of communication, within a single media product. Unlike traditional written narratives, that rely mainly on words, digital video narratives combine visual, auditory, and textual elements at the same time to create meaning and influence audience interpretation. This multimodal structure allows content creators to communicate ideas rapidly and effectively, especially in short-form videos where capturing attention within a few seconds is essential. Through the interaction of multiple communicative modes, YouTube videos become more dynamic, emotionally engaging, and symbolically rich.

One important element of multimodal storytelling is the use of visual imagery. Colors, facial expressions, costumes, lighting, and camera angles all contribute to the construction of meaning and help viewers identify character roles and emotions immediately. Spoken language also plays a central role because dialogue, tone of voice, and verbal style provide additional information about personality, social identity, and narrative purpose. Alongside speech, music and sound effects are frequently used to create emotional atmosphere, tension, humor, or suspense. Fast-paced music, for example, may suggest excitement or chaos, while softer melodies may symbolize wisdom, sadness, or peace.

Another significant aspect of YouTube multimodality is the inclusion of text captions, emojis, and editing techniques. Captions help emphasize key ideas and ensure accessibility for viewers, while emojis visually reinforce emotions and reactions in a simplified symbolic form. Editing transitions such as quick cuts, zoom effects, and visual filters further shape the rhythm and tone of the narrative. These techniques increase viewer engagement and maintain audience attention in highly competitive digital environments.

From a semiotic perspective, multimodal communication strengthens archetypal representation and accelerates audience recognition of character identities. Visual and kinetic signs allow viewers to identify heroes, mentors, villains, or tricksters almost instantly without lengthy explanations. Recent studies on digital media and YouTube communication demonstrate that identity construction in online videos relies heavily on symbolic visual movement and audiovisual patterns. Therefore, multimodality has become a fundamental feature of

contemporary YouTube storytelling and an essential tool for conveying archetypal meaning effectively.

## 11. Discussion

The findings of the study indicate that short videos on YouTube continue to maintain many of the traditional archetypes that are commonly found in literary narratives, while at the same time reshaping them to suit modern digital viewing behaviors. In contrast to literary novels, which depend heavily on detailed descriptions, extended narration, and deep psychological exploration of characters, YouTube short-form content tends to emphasize visual immediacy and rapid symbolic representation. This means that meaning is often conveyed through quick, recognizable signs rather than lengthy textual explanations.

The study further highlights that semiotic compression plays a crucial role in the structure of short digital storytelling. Because viewers typically have limited attention spans and consume content at a fast pace, archetypal meanings must be communicated efficiently and within a very short time frame. As a result, creators rely on strong visual symbols, simplified character types, and clear audiovisual cues to ensure immediate audience understanding. This compression of meaning does not eliminate archetypes but rather condenses them into more accessible and instantly readable forms.

In addition, the shift from traditional novel-based narration to short digital video reflects wider cultural and communicative changes in society. There is an increasing preference for visual communication over purely textual forms, driven by the growth of multimedia platforms and mobile viewing habits. Consequently, storytelling has become more dynamic, fragmented, and visually oriented. This transformation demonstrates how classical narrative structures are being reinterpreted within contemporary digital environments to meet the demands of fast consumption and multimodal engagement.

## 12. Conclusion

This research investigated, how literary character archetypes undergo semiotic transformation when adapted into short videos on YouTube. Drawing on the theoretical frameworks of Carl Jung, Roland Barthes, and Charles Sanders Peirce, the study examined, how meaning is constructed through systems of visual and auditory signs in contemporary digital storytelling. These theoretical perspectives helped explain how archetypes are no longer expressed solely through written description, but are now reconstructed through multimodal semiotic resources such as images, sound, movement, and editing techniques.

The findings reveal that content creators on YouTube depend strongly on integrated multimodal semiotic systems to convey character identity in a fast and efficient manner. Instead of extended narrative development, archetypal figures are quickly established through recognizable visual cues, vocal tones, costume design, music, and editing patterns. Despite the shift from traditional literary forms to audiovisual digital media, core archetypes such as the hero, villain, mentor, and trickster remain highly identifiable. Their symbolic features are preserved, although they are compressed and visually intensified to suit the fast-paced nature of short-form content.

In conclusion, the study suggests that short YouTube videos represent a contemporary evolution of long-standing narrative traditions rather than a complete break from them. While storytelling methods have changed significantly due to technological advancement and digital platforms, the underlying archetypal structures, continue to guide audience interpretation and emotional response. This demonstrates the persistence of universal narrative patterns across different media forms, confirming that archetypes remain central to how humans understand stories, even within modern, highly visual environments.

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