Name of Student

Name of Professor

Name of Class

Day Month Year

**Augmentation Essay**

 In the contemporary age, mass media is dictating the state of affairs. People have advanced to rely on instrumental tools to acquire information, entertainment and showcase their talent in the best plausible manner. YouTube, among other sensations, is one of the pioneers of the leading platforms for sharing videos with communities across the world free of cost. For children, the safety measures offer an exquisite platform for the parents to permit them to use it without receiving potential adverse consequences. However, a school of thought bashes the very existence of YouTube and prevents people from utilizing it. The perception is, irrefutably, flawed as empirical evidence supplements the notion that the advantages of YouTube exceed the disadvantages of using YouTube. From reaching a plethora of audience to making significant money, subscribers and users can cultivate potential rewards through it. YouTube manifests in dispensing massive advantages to the users and content makers and its opponents ought not to be paid heed.

 To begin, the evident advantage of YouTube is the fundamental element of ubiquity and its essential content discovery tools. For instance, those who are not equipped with the established audience can reach out to YouTube as the only viable video distribution platform as the competitors as Daily motion lack the substance and audience to harness content discovery (*YouTube & News | Pew Research Center*). Empirical evidence exists where the influencers have dominated the sphere and progressed their career in a scintillating manner. Moreover, it offers free distribution of terabytes of information and hosting and further transfers it to millions of individuals across the globe. The default monetization tools also provide technical assistance to users. Thus, YouTube is the best platform to reach the audience and dictate the presence in the paradigm of content making.

 In addition, the remarkable features associated with YouTube make the users avail tremendous gains easily and cheaply. It has become a mean to reach the media even after avoiding the complexities and vigorous attempts to dictate the presence on the television. Since the world has transformed into a global village, YouTube has become an excellent source to provide a solution. For instance, its services are clear and the viewers can stay up to date to a widespread dimension of videos. Infotainment, entertainment, suspense, thrill, drama and sports, all of these elements are manifested in using YouTube. Essentially, the feedback section further distinguishes between the worthy and unworthy content to make the users chose the best channel rather than putting efforts and time to explore their interest. Safe browsing, privacy features and immediate access to various videos are the other worthy hallmarks associated with YouTube. Such sublime are the manifestations of YouTube in the contemporary era which confronts the views of opponents in a plausible, reasonable and potential way.

 Furthermore, it offers significant exposure to people who own websites and desire to reach yield immense traffic. If a person owns a website, he can acquire backlinks from YouTube after adding the site’s link to the profile page (“Gamers Making Millions on Youtube | 2019 Business Spotlight”). Similar is the case with other video makers. They can make videos pertinent to their articles and can have immediate and quality backlinks to that article. Amid all these incentives, the issue of competition has become a contentious debate. Since it is free to use without facing impediments and technical knowledge, a plethora of users have progressed to utilize YouTube as influencers and enhance the fan base to accomplish economic gains. It is, irrefutably, a concern for the new joiners but they are still presented with the primary opportunity to showcase their skills and gain a competitive advantage over their competitors.

 Moreover, entrepreneurs and businesses can boost their marketing strategy and campaign through YouTube. Social media marketing has assumed a key role to reach the audience and entice them to use the product. Displaying advertisements on several videos in YouTube exposes the product to people and is a rational manner of attracting the audience without endeavoring and attempting to reach the audience through other ways (“Why YouTube Is Good For Business”). It is critical to highlight the reach and variety embedded in YouTube as per the time zones of several states across the world. The small business owners as entrepreneurs promoting the services and products through videos, IT consultants and the experts of animation always make YouTube their foremost priority amid pertinent sources as Instagram and FaceBook. Thus, businesses can accelerate and ideas can be exposed via YouTube which further enhances its significance and credibility.

 Likewise, educators and learners can make videos and others can learn from it even by sitting at home. It has replaced the need for affording expensive education and thus has transformed the entire structure of acquiring information and knowledge. The most significant aspect is the availability of tutorials, free of cost, on nearly every subject and discipline. It makes YouTube a potential learning platform for the children and parents who desire to homeschool their children can rely on it to harness productivity in their children without pursuing the traditional means.

 To sum up, YouTube has transformed the traditional mode of advertisement, learning, earning and entertainment under the influence of a massive viewership and subscribers. Different channels can enhance the learning, offer entertainment and dispense productivity to the entrepreneurs and influencers. The bottom line is that YouTube underpins massive incentives and its opponents ought not to be paid heed.

Works Cited

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