

Meme genres and the art of the YouTube apology parody

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Abstract: YouTube apology videos have been identified by some as a genre, and as such they have unique and recognizable features available for recontextualization and parody. The three parodies analyzed are of two videos: Logan Paul's "So Sorry," a response to his suicide forest controversy, and Travis Scott's video response to the Astroworld Tragedy. YouTube videos, as an audio-visual medium, are extremely multimodal, with many opportunities for linguistic and visual creativity. From a multimodal discourse analytic perspective, this paper examines some of the linguistic and non-linguistic strategies used by three YouTube apology parodies to mock and criticize both the original apology and the public figure issuing the apology. It further demonstrates how the genre of the YouTube apology parody has been codified by internet users.

Keywords: *social media; parody; apology; discourse analysis; multimodality; linguistics*

1 Introduction

YouTube apology videos have become a recognizable feature of the internet landscape to the point of becoming a virtual meme. One online article titled "YouTubers Have Turned Terrible Apology Videos Into a Genre. These Are the Worst" even explicitly identifies YouTube apology videos as a genre (Skinner, 2019), and as such they have unique and recognizable features available for recontextualization and parody. Likewise, the parodies spawned by these apologies have become their own genre, whether they derive from a specific apology video or from apology videos in general. Websites that describe online culture such as Know Your Meme, "a website dedicated to documenting Internet phenomena: viral videos, image macros, catchphrases, web celebs and more"² and TV Tropes, a wiki whose purpose is to "describe and collect examples of Tropes in Media"³ have entries dedicated to the online phenomena of YouTube apology videos⁴ and parodies thereof,⁵ respectively, indicating their statuses as codified genres.

Taking a multimodal perspective, this paper seeks to discuss how the genre of the YouTube apology parody has been defined by internet users, as well as examine some of the strategies used by various YouTube apology parodies to mock and criticize both the original apology and the public figure issuing the apology. Multimodality as a term has been used in a variety of ways, but for the purposes of the approach used in this paper, it can generally be defined as the analysis of

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² <https://knowyourmeme.com/>

³ <https://tvtropes.org/pmwiki/pmwiki.php/Administrivia/WelcomeToTVTropes>

⁴ <https://knowyourmeme.com/memes/youtube-apology-videos>

⁵ <https://tvtropes.org/pmwiki/pmwiki.php/Main/YouTuberApologyParody>

many different modes of meaning-making, both linguistic and non-linguistic, as they contribute to an integrated text (Bezemer & Jewitt, 2018, p. 282). A defining feature of many internet texts is their use of the multiple modes, both linguistic and non-linguistic, that are available to them via the online medium. For example, humorous Twitter accounts often utilize GIFS, images, videos, and so on in their tweets as well as text (Vasquez, 2019, p. 38). YouTube videos, as an audio-visual medium, are also extremely multimodal, with many opportunities for linguistic and visual creativity (Vasquez, 2019, p. 25).

In order to analyze these internet texts, it is important to situate them within their social context and the internet as a whole. Public figures who find themselves needing to apologize to the public for a perceived offence are in a difficult position: they must try to take accountability for their offence in order to be seen as genuinely apologizing, but they may also want to avoid admitting to any real character faults to their audience. There is also another dilemma in that YouTubers are aware that their channel is a business and that their audience is, in a sense, a source of profit—for example, they acquire ad revenue from their videos, and many sell merchandise to their fans (Stafecka, n.d.)⁶—but at the same time, they must minimize the appearance of being a business owner with financial stakes and try to appear sincerely remorseful for their apologies to be seen as genuine. In one study of YouTube apology videos from a public relations perspective, it was found through analysis of YouTube comments responding to apology videos that perceptions of sincerity were related to audience forgiveness: perceived sincerity was associated with forgiveness, while perceived insincerity was associated with a lack of forgiveness (Sandlin & Gracyalny, 2018, p. 401). This is consistent with the “YouTube Apology Videos” entry on the website Know Your Meme, which mentions that they are often mocked because they are “deemed insincere or over-the-top.”⁷ Many YouTube apology videos have also been criticized as emotionally manipulative due to the overly dramatic displays of emotion by some YouTubers in order to garner sympathy⁸ (Bobby Burns, 2017). Some previous studies on public apologies have identified features that characterize them as valid apologies in the eyes of the public; for example, one study on political apologies from a discourse analysis perspective identifies two necessary components of a valid apology as an explicit apology token such as “sorry” and acceptance of responsibility for the offence (Harris et al., 2006, p. 721). The parodies analyzed in this paper, however, are made with the intent to mock or criticize, and are therefore concerned with precisely the opposite: they identify features of apologies that make them appear invalid to the public.

Parody is inherently intertextual, as it must draw on elements of its source material in order to make meaning, often through mockery (Vasquez, 2016). Intertextuality refers to the relationships between texts generated through a wide variety of devices on the part of the creator(s), including allusion, parody, and quotation, as well as by the perception of those connections and similarities by audiences (see also Vasquez, 2019, pp. 83–4). The parodies I analyze in this paper recontextualize both linguistic and non-linguistic elements from their source material. They have an intertextual relationship with the videos they are parodying, of course, and in some cases may reference other videos and online texts produced by the creator being parodied as well. Significantly, they also have an intertextual relationship with other apology parodies, as they all

⁶ See also Youtube’s own guidance on the Youtube business model: “How does YouTube make money?” https://www.youtube.com/intl/ALL_ca/howyoutubeworks/our-commitments/sharing-revenue/; “Monetization for creators” https://www.youtube.com/intl/ALL_ca/howyoutubeworks/product-features/monetization/

⁷ <https://knowyourmeme.com/memes/youtube-apology-videos>

⁸ <https://tvtropes.org/pmwiki/pmwiki.php/Main/YouTuberApologyParody>

occupy the genre of “apology parody”. For example, YouTube apology parodies often have a number of shared features, such as overly dramatic acting and sarcasm. This seems to occur with other types of parodies as well, such as Amazon parody reviews, which have evolved into a genre with recognizable structures and “tropes” (Vasquez, 2016).

The three parodies of two different so-called “apology videos” analyzed in this paper all utilize similar strategies in their ironic imitation of their source material. On a linguistic level, they either directly quote or paraphrase lines from the source text. On a non-linguistic level, they borrow the visual layout of the source material, as well as embodied modalities such as gestures. All three parodies discussed in this paper recontextualize, exaggerate, and juxtapose these elements in order to critique the source material (and creators) as disingenuous, dishonest, and/or self-aggrandizing. Full transcripts of all videos discussed in detail can be found in the appendices. Line numbers in excerpts of these transcripts match the line numbers of the transcripts in the appendices.

2 Source material: Logan Paul and Travis Scott

2.1 “So Sorry”: Logan Paul’s suicide forest controversy

Some particularly public and well-known apologies can become memes of their own, to the point of becoming cypypastas, i.e., blocks of humorous text repeatedly copied and pasted across various forums and sites, spreading much like memes. One notable example of this is Logan Paul’s video titled “So Sorry” in which he apologizes for a video he filmed in Aokigahara, also known as Japan’s Suicide Forest, during a trip to Japan. The video he apologizes for was posted on December 31, 2017 and has since been deleted following widespread online backlash. In the video, he and his friends find a hanging body apparently belonging to someone who has recently committed suicide and initially react with shock but begin to laugh and make jokes about the situation. The video sparked a great deal of controversy on sites such as Twitter and YouTube, with people criticizing Paul for making light of the situation in order to generate shock value and YouTube content⁹ (e.g., Abel, n.d.; Romano, 2018). Paul’s initial response was posted on Twitter on January 1 as two screenshots of a statement written in Apple Notes and is transcribed below:

Where do I begin...

Let's start with this –

I'm sorry.

This is a first for me. I've never faced criticism like this before, because I've never made a mistake like this before. I'm surrounded by good people and believe I make good decisions, but I'm still a human being. I can be wrong.

I didn't do it for views. I get views. I did it because I thought I could make a positive ripple on the internet, not cause a monsoon of negativity. That's never the intention. I intended to raise awareness for suicide and suicide prevention and while I thought “if this video saves just ONE life, it'll be worth it,” I was misguided by shock and awe, as portrayed in the video. I still am.

I do this sh*t every day. I've made a 15 minute TV show EVERY SINGLE DAY for the past 460+ days. One may understand that it's easy to get caught up in the moment without fully weighing the possible ramifications.

⁹ <https://knowyourmeme.com/memes/logan-pauls-suicide-forest-video>

I'm often reminded of how big of a reach I truly have & with great power comes great responsibility... for the first time in my life I'm regretful to say I handled that power incorrectly. It won't happen again.

I love everyone. I believe in people. I'm out here. Peace #Logang4Life (Paul, 2018)

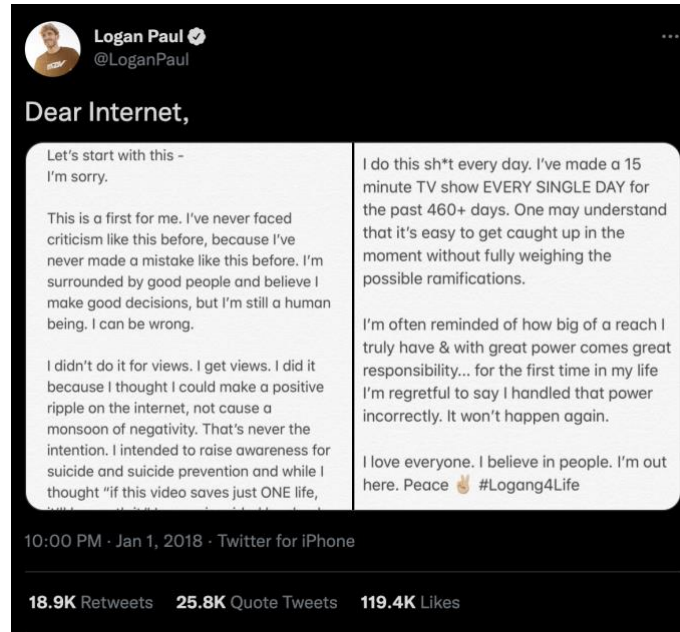


Figure 1. Logan Paul's initial Twitter response to the Suicide Forest controversy (Paul, 2018).

A day after this, Paul posted a video titled "So Sorry" on YouTube (Logan Paul, 2018). The full transcript is shown below. This video has received a great deal of derision and mockery in the comments section and elsewhere online, and has achieved memetic status, being posted on r/copy/pasta and lyrics.lol10 (u/SkinnyArmsKid, 2021).

(1) Full transcript of "So Sorry."¹¹

[Paul appears to be sitting in a house or a hotel room. He is staring into the camera for most of the video, but occasionally glances away, and talks quietly. His eyes seem to be somewhat red, and his expression is serious. There seems to be no or minimal editing or special recording setup, and some background noise can be heard.]

01 [turns on camera] I've made a severe and continuous lapse in my judgment,

02 and I don't expect to be forgiven, I'm simply here to apologize.

03 So what we came across that day in the woods was obviously unplanned,

04 and the reactions you saw on tape were raw, they were unfiltered...

05 Uh, none of us knew how to react, or how to feel...

06 I should have never posted the video.

07 I should have put the cameras down and... stopped recording

08 what we were going through.

09 There's a lot of things I should have done differently but I didn't,

¹⁰ <https://lyrics.lol/artist/1054263-logan-paul/lyrics/5010880-so-sorry>

¹¹ See Appendix A: Transcription notes and conventions for transcription conventions.

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10 and for that, from the bottom of my heart, I am sorry.
11 I want to apologize to the Internet.
12 I want to apologize to anyone who's seen the video,
13 I want to apologize to anyone who has been affected or touched by
 mental illness,
14 or depression, or suicide, but most importantly,
15 I want to apologize to the victim and his family..
16 For... my fans who are defending my actions, please don't.
17 They do not deserve to be defended..
18 Um, the goal with my content is always to entertain,
19 to push the boundaries,
20 to be all inclusive in the world I live in,
21 I share almost everything I do.
22 The intent is never to be heartless, cruel... or malicious.
23 Uh, like I said, I've made a huge mistake,
24 I don't expect to be forgiven, I'm just here to apologize.
25 I'm ashamed of myself.
26 I'm disappointed in myself... and I promise to be better..
 [quietly]
27 I will be better. Thank you. [turns off camera]

2.2 Travis Scott and the Astroworld tragedy

Another widely memed video is Travis Scott's response to the Astroworld tragedy, during which 10 people in the crowd at one of Scott's concerts were trampled and asphyxiated to death (Calvario 2021). Scott posted a video to Instagram shortly after in which he expressed his sorrow for the lives that were lost, says that he is trying to find the families of the victims to help them, and promises to keep his fans updated¹² (full transcript below) (Street Fame Forever, 2021). The text of Scott's video has become a cypasta and has been widely mocked and parodied on sites such as TikTok for its use of a black and white filter and the way Scott continually rubs his face, with many seeing it as a very forced attempt at a display of emotion^{13; 14} (CheatingLife, 2021).

(2) Full transcript of Travis Scott's video response to the Astroworld tragedy.

[Scott is looking into the camera and continually rubs his face and closes his eyes while speaking. He appears to be holding the camera, which is filming him from below, and walking around during the video. The video is in black and white. The aspect ratio is vertical, as the video is from an Instagram story. Some background noise can be heard.]

01 I just wanna send out prayers to the... [sigh] to the ones that was
 lost last night.
02 We're actually working right now to identify the families..
03 so we can help assist them through this tough time.
 [looks into camera and gestures emphatically]
04 You know, my fans, my fans, like, my fans really mean the world to
 me and..
05 I always just really wanna leave them with a positive experience

¹² <https://knowyourmeme.com/memes/travis-scotts-apology-video>

¹³ <https://knowyourmeme.com/memes/travis-scotts-apology-video>

¹⁴ <https://cypastatext.com/travis-scott-apology-video>

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06 and any time I could make out, you know, anything that's going on,
you know, I'd
07 you know, I'd stop the show and you know, help them get the help
they need,
08 you know? Um... I could just never imagine the severity of the
situation. Um...
[jump cut]
09 We've been working closely... [sigh] we've been working closely with
everyone
10 to just try to get to the bottom of this,
11 just city of Houston, HPD, fire department, you know, everyone to,
you know,
12 help us... help us figure this out.
13 So if you, if you have any information, um... you know,
14 please just contact the local authorities.
15 Um... everybody continue to just keep your prayers.
[jump cut]
16 I mean, I'm honestly just devastated, I could never imagine
17 anything like this just... happening. [inhale]
18 I'm gonna do everything I can to keep you guys updated, and
19 just keep you guys informed on what's going on. Um...
20 [sigh] Love you all.



Figure 2. Tweet by user ° (@babaisthename) in response to Travis Scott's video regarding the Astroworld tragedy (°, 2021).

Although Scott's video is not strictly a YouTube apology, as it was not originally posted on YouTube, nor does he make any attempt to apologize or accept culpability for the incident,

many internet users seem to have treated it like an apology video. It has been portrayed as insincere in parody videos and in cypypastas, and it has been labelled as an apology by many: for example, the video's entry on Know Your Meme is titled "Travis Scott's Apology Video" ("Travis Scott's Apology Video", n.d.), one compilation of TikTok parodies on YouTube is titled "Travis Scott Apology Meme | TikTok Compilation 🤡" (CheatingLife, 2021), and one Twitter user even explicitly compares the video to YouTube apology videos (Figure 2) (°, 2021). This is despite the fact that Scott never uses any explicit apology token such as "sorry" or admits fault for the incident. Nevertheless, it can be seen across many different online texts that Scott's video has been taken up into the "YouTube apology video" genre by the internet and memed accordingly, including in the parody videos discussed in more detail in Sections 3.2 and 3.3.

3 Parodies

3.1 "i'm super sorry": jacksfilms' parody of Logan Paul's suicide forest apology video

On January 3, 2018 (the day after Paul posted his apology video), a YouTuber known as jacksfilms posted a parody video titled "i'm super sorry" in which he mockingly imitates Paul and apologizes for an unspecified offence, promising it will never happen again (lines 1–6 in excerpt 3 below) (jacksfilms, 2018). He then goes on to make several more mock apologies for invented offences which become progressively more ridiculous, superimposing text over the screen that indicates the date on which each apology supposedly takes place.

(3) First excerpt of "i'm super sorry."

[jacksfilms is sitting in what appears to be a dining room staring continually into the camera with a deadpan expression. The video is composed of several clips with jump cuts in between, and in each clip, he is wearing a different shirt.]

[text reads: January 2nd, 2018]

01 [turns on camera] I had a severe lapse in judgment and I need to apologize.

02 I don't expect you to forgive me, as there is no excuse.

[YouTube comment on screen by MaxMoneyy33, 11 hours ago: "Jack Gang for lyfe!!! luv u dude" 37 likes]

03 The goal of my content is always to entertain, but I clearly crossed a line,

[YouTube comment on screen by WeLuvJackGang44, 11 hours ago: "dont be so hard on urself man we fogive u like if your a JACK GANG supporter!!" 82 likes]

04 and I am ashamed of myself.

[YouTube comment on screen by JackGang199, 11 hours ago: "if your offended over what he did: GET OVER IT!! Jack said he was sorry, we all make mistakes ppl just like drama smh" 12 likes]

05 I need to do better, I will do better, and I will be better.

[shaking head]

06 This will never happen again.

[jump cut]

[text reads: January 8th, 2018]

07 I need to apologize for what I did.

[waves hand in front of face]

08 I am sorry for saying, "You can't see me" while at a school for the blind.

09 The goal of my content is always to entertain-

[jump cut]

[text reads: February 13th, 2018]

10 I'm sorry for not feeding my dogs for a week

11 just so I could film them eating each other.

12 The goal of my content is always to entertain–

[jump cut]

[text reads: March 3rd, 2018]

13 I'm super sorry for screaming, “Gross, poor people” while at a soup kitchen.

14 The goal of my content is alw–

[jump cut]

Some of the most obvious borrowed elements from Paul’s apology video are the visual layout, direct quotes, and paraphrased lines. On a visual level, both jacksfilms and Paul are directly facing the camera, speak with a serious expression, and appear to have no special recording setup (Paul may be in a hotel room, while jacksfilms appears to be sitting in a dining room). There is minimal editing, aside from the jump cuts and superimposed text and graphics that appear occasionally in jacksfilms’ parody. Even the titles are similar: Paul’s video is titled “So Sorry,” while jacksfilms’ video is titled “i’m super sorry.” However, jacksfilms’ title comes across more nonchalant and flippant with its lack of capitalization and the informal modifier “super,” appearing to signal that the video will be ironic.

On a linguistic level, jacksfilms quotes and paraphrases several lines from Paul’s video, such as “I had a severe lapse in judgment” (line 1), “I am ashamed of myself” (line 4), “I need to do better, I will do better, and I will be better” (line 5), and “This will never happen” (line 6). These respectively refer to lines 1, 25, and 26–27 in excerpt 1, as well as the second image in Paul’s tweet in which he says “It won’t happen again.” Most notable is the phrase “The goal of my content is always to entertain,” which first appears in line 3 in excerpt 3 (referencing “the goal with my content is always to entertain” in line 18, excerpt 1) and is used throughout the video, though cut off a bit sooner every time. The version of Paul constructed through these repetitive apologies is portrayed as dishonest about his promise to be better in the future, as well as insincere, since the format of each apology is roughly the same: for example, in his February 13th apology, he says he is sorry (line 10), states his offence (lines 10–11, in this case not feeding his dogs), then says that the goal of his content is always to entertain (line 12). His March 3rd apology has the same structure: saying sorry (line 13), stating his offence (line 13), then reiterating that the goal of his content is always to entertain, though the sentence is cut off this time (line 14).

(4) Second excerpt of “i’m super sorry.”

[text reads: June 2nd, 2018]

[large flashing text reads: 40 MILLION SUBSCRIBERS!!!! #JackGang4Lyfe]

[nods and gestures]

21 First off, I want to say we just hit 40 million followers. JackGang for life,

22 thank you so much, fam.

23 Also, I'm sorry for smashing or passing on victims of the Titanic.

24 The goal of my cont–

[jump cut]

(5) Third excerpt of “i’m super sorry.”

[text reads: October 22nd, 2018]

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34 Before I begin this month's apology, I just want to announce
[graphic of a t-shirt with text edited onto it that reads "JACK GANG 4
LYFE"]

35 we have brand new merch, JackGang, starting at seventy dollars.

36 I'm sorry I called all of your moms fat.

[jump cut]

[text reads: November 2nd, 2018]

37 I'm sorry for killing the last Siberian tiger.

[jump cut]

[text reads: November 15th, 2018]

38 I'm sorry for poisoning the Gotham City water supply.

[jump cut]

[text reads: November 16th, 2018]

39 I'm sorry for shining a laser pointer at the eyes of a school bus
driver.

[jump cut]

(6) Fourth excerpt of "i'm super sorry."

[wearing a Santa costume]

47 I'm sorry for killing Santa Claus so that I could become the next
Santa Claus

48 in accordance with the Santa Clause.

[YouTube comment on screen by JackFan48285, 11 hours ago: "ignore the
haters jack WE LUV UUU" 37 likes]

49 The goal of my con-

[video cuts off]

What is perhaps most striking about jacksfilms' parody is the fact that it references not only Paul's apology video "So Sorry," but other texts produced by Paul as well, including Paul's initial apology tweet and YouTube content (though "So Sorry" seems to be the main target of jacksfilms' parody). Throughout the video, jacksfilms refers to his audience as "Jack Gang." The phrases "Jack Gang" and "Jack Gang 4 Lyfe" appear several times in the video: in all three fake YouTube comments shown on screen in lines 3–5, spoken in line 21 as well as shown on screen in large flashing text, and spoken in line 35 as well as shown on screen on a T-shirt. This references Paul's apology tweet, which he ends with the hashtag "#Logang4Life." jacksfilms also asks his audience to buy his merchandise (lines 34–5), painting Paul as self-obsessed and greedy. The actions he repeatedly apologizes for are increasingly absurd and offensive, including mocking blind people (line 8), starving his dogs to film them eating each other (lines 10–11), shining a laser pointer into a school bus driver's eyes (line 39), and killing Santa Claus (lines 47–8). These actions are exaggerated caricatures of Paul's usual prank content at the time, which was much different from jacksfilms' usual content. Finally, he explicitly points out the fact that he has had to apologize repeatedly for several individual offences in line 34 with the phrase "before I begin this month's apology."

None of these features—the hashtag, the request to buy merch, the repeat offences, or the acknowledgment of the repeat offences—appear in Paul's apology video; the hashtag is the only one that is based off of something Paul actually said in either of his apologies. While these elements of jacksfilms' parody are rather far removed from Paul's actual apology, they do have an intertextual relationship with other texts created by Paul, namely, his usual videos. Other reactions to Paul's Suicide Forest video were also critical of Paul's other content, identifying it as a major part of "toxic prank culture" and pointing to another now-deleted video in which Paul

tried to “pick up” women by pulling them in with a lasso (Romano, 2018). In a way, “i’m super sorry” is not merely a parody of Logan Paul’s apology video, but a parody of Logan Paul and his channel overall. Throughout the parody, Paul and his content are portrayed as obnoxious, reckless, and vulgar.

3.2 “How Travis Scott Apologize”: girlhefunnyaf44’s parody of Travis Scott’s response to the Astroworld tragedy

In one parody of Travis Scott’s video response to the Astroworld tragedy by a YouTuber known as girlhefunnyaf44 (transcript below), both Scott’s video and Scott himself are portrayed as disingenuous and manipulative (girlhefunnyaf44, 2021).

(7) Full transcript of “How Travis Scott Apologize.”

[A refers to the main actor speaking to the camera. F refers to his friend who talks to him while off screen. They appear to be in a house or apartment. A seems to be holding the camera for most of the video and occasionally walks around. The aspect ratio is vertical.]

[camera appears to be lying on a table, filming A from below. F is off screen.]

01 A: Hey bro, we had slowed down on that shit though. [high fives F]

02 F: Uhhhh you right, but remember though, you still gotta apologize.

03 A: For what?

04 F: Brother, listen—

[picking up camera, now talking into camera]

05 A: Oh, oh yeah yeah yeah yeah yeah. [faintly]

06 F: Yeah bruh. [rubbing face]

07 A: Damn, bro, I don't even know what to say on this motherfucker though.

08 I gotta rub my face or some shit.

09 F: And and and I think you should make like the screen like gray and white

[A turns to look at F]

10 to make it look like you sad [indistinct].

[A turns back to camera and continues to rub face]

11 A: Oh okay okay boom so. [screen transitions to black and white]

12 F: [indistinct]

13 A: All right, bet.

14 [sad music starts playing]

15 A: All right. [deep breath] [taps chin] [rubs face] So first I wanna ap—

[music cuts off] [A’s face temporarily moves off screen]

16 A & F: [laughter]

[jump cut]

[sad music starts playing again]

[continually rubbing face and gesturing]

17 A: First I want to apologize, you know, I can't even,

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18 I can't even imagine the severity of the situation, 'cause like
sometimes,
19 what shit be so serious, you can't think about how serious it was
and
20 the first time you noticed that it wasn't serious,
21 when you realized it was serious
22 so, now that I realized I had this event in my hands I don't know
what I had to,
23 [inhale] we're gonna we're gonna try to keep in touch
24 we're gonna try to keep in contact
25 we're gonna try to keep in touch we're gonna try to...
[jump cut]
26 Just because I'm rubbing and touching my face don't mean I'm
[music cuts off]
27 feeling myself right now.
[jump cut]
[A pumps some lotion from a dispenser and rubs it into his face]
28 And my earpiece was on so it's kind of hard to see the people
calling for help,
29 and it's just like why why...
[jump cut]
[still rubbing his face]
30 And the worst part about it is I just dropped two singles
31 and I don't even know how to promote it because of the situation
and uh...
32 Don't stream it, don't stream it unless you really want to so...
[colours back to normal]
[A stops rubbing his face and turns to F]
33 All right what you thought about that that was good?
34 F: Hell no but it's straight.
35 A: Okay.
36 [white screen with text that reads: "RIP to the lives lost during
this event ❤️ sending my condolences to the families, friends, and
others who were affected by this tragedy 🙏"]

The video uses a similar visual layout, with a vertical aspect ratio (Scott's original video also had a vertical aspect ratio because it was posted on Instagram), a black and white filter, and the main actor holding and talking to the camera. The use of black and white in the original video is implied in this parody to have been an artful attempt to manipulate the audience's emotions and garner sympathy, as F explicitly suggests to A in lines 9–10 that he "make like the screen like gray and white to make it look like you sad." A also borrows some of Scott's gestures: he rubs his face throughout the video like Scott does, though in a very exaggerated manner, at one point rubbing lotion into his face (lines 28–29), seemingly mocking the gesture as an unsuccessful attempt by Scott to appear emotionally distraught by likening it to a mundane action.

On a linguistic level, A also mocks Scott's manner of speaking. Scott frequently pauses and repeats himself partially in his video as if he is tired or trying to find the right words, for example: "We've been working closely... [sigh] we've been working closely with everyone" (line 9, excerpt 2), "help us... help us figure this out" (line 12, excerpt 2). A again exaggerates this feature of Scott's video and implies that it was a calculated attempt to garner sympathy: he repeats

the word “serious” four times in lines 19–21, then tells his audience that he will try to keep in contact in lines 23–25 three times in almost the exact same words each time. A number of other lines also imply a lack of sincerity: for example, in line 1, A is casually conversing with F about something else and needs to be reminded by F in line 2 that he needs to apologize, indicating that he does not truly care about the situation. In line 16, A cuts himself off in the middle of his own apology and starts laughing along with F, implying that he cannot even take his own apology seriously. Finally, A takes the opportunity to promote some of his recently released music in lines 30–32 during what is supposedly an apology, then abruptly stops rubbing his face and turns to F and asks if his apology was “good” in line 33. The request for an evaluation of his apology, the way A suddenly drops his act, and the transition from black and white back to full colour all imply that the whole apology was simply a performance. In addition, A and F’s flippant and joking demeanours throughout the video are juxtaposed against the seriousness of the real-life event during which many people were killed. Interestingly, A actually uses the word “apologize” in the title of the video, as well as in lines 15 and 17 (though it is cut off in line 15), unlike Scott; this is another indication that the internet has broadly identified Scott’s original video as belonging to the genre of the insincere apology video and has mocked it accordingly.

3.3 “Addressing The Controversy”: jacksepticeye’s “parody”

In November 2021, YouTuber jacksepticeye posted a video in which he ironically and over-dramatically apologizes for playing a game on his channel that he had already played previously (jacksepticeye, 2021).

(8) First excerpt of “Addressing The Controversy.”

[jacksepticeye is looking into the camera and sitting in front of a table and wall with various items such as a video game poster and a lamp. His expression is serious for the first half of the video, but from line 18 onwards, he becomes more relaxed as he smiles and jokes with the audience.]

01 [adjusts glasses] [deep breath] I have made a severe and continuous
02 lapse in my judgment, and I don't expect to be forgiven.
03 Recently, it's come to my attention that... a game that I played..
04 um... is one that I've played before, and I didn't realize it.
05 It was brought to my attention from my community... that... what I did
06 was unforgivable, and they've made me aware of the... ramifications of
my actions,

[jump cut]

[screen transitions to black and white, with a vertical aspect ratio,
similar to Instagram stories]

[some background noise can be heard]

07 [exaggeratedly rubbing face] and I... I just feel... so bad about... doing
that.

08 I'm, I feel so bad that people were let down... by me.

[jump cut]

[colour, aspect ratio, and audio return to normal] [somber piano music
plays]

09 I just want to let you guys know that this is not who I am,

10 and that I know I can be better..

11 And moving forward I'm going to make sure that... I have learned as a
person...

12 what it takes to make content and not make these same errors again.

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13 I'm sorry to any of those out there who were affected by this
14 and had to watch the video for the second time.
15 I... was completely unaware that I played it before, and that's on me.

(9) Second excerpt of “Addressing The Controversy.”

[fade to black] [energetic music starts playing]
[camera zoomed in on face]

18 Sike!

[camera zoomed back out]

19 I'm just an actual moron. I'm not sorry for being a moron at all,
I'm just stupid.

20 I played the same game again without realizing that I played it.

(10) Third excerpt of “Addressing The Controversy.”

48 Anyway, can't wait for uh, people to rate my apology video. [gives
thumbs-up]

49 Let me know down in the comments. How did I do? [smiles and laughs]

jacksepticeye begins the video seriously before the video becomes explicitly ironic in line 18, when he says “Sike,” clarifies that he is not sorry in line 19, and openly jokes about the situation for the rest of the video. This video references both Logan Paul’s apology video and Travis Scott’s video response to the Astroworld tragedy. First, jacksepticeye directly quotes the opening line from Paul’s “So Sorry” apology video (lines 1–2 in both excerpts 1 and 8): “I have made a severe and continuous lapse in my judgment, and I don’t expect to be forgiven.” He also paraphrases some lines from Paul’s video: “I know I can be better” (line 10, excerpt 8) references “I promise to be better... I will be better” (lines 26–27, excerpt 1), and “I’m sorry to any of those out there who were affected by this and had to watch the video for the second time” (lines 13–14, excerpt 8) references “I want to apologize to anyone who's seen the video, I want to apologize to anyone who has been affected or touched by mental illness” (lines 12–13, excerpt 1). In lines 7–8, there is also a brief parody of Travis Scott’s video, which he references using visual elements such as the vertical aspect ratio and black and white filter (these are especially conspicuous because of the sudden shift from a horizontal aspect ratio and full colour), much like girlhefunnyaf44. He also mimics Scott’s gestures by exaggeratedly rubbing his face, and repeatedly pausing and tripping over his words like Scott. His parody is additionally made humorous by the juxtaposition of his exaggerated sincerity with his supposedly serious, “unforgivable” offence (line 6), which was simply failing to remember that he had played a video game that he had previously played on his channel.

While jacksepticeye’s video is less focused on parodying these specific videos and more on mocking himself for his own mistake, the choice to parody both of these texts in the same video is notable for two reasons: first, while the controversy surrounding Travis Scott was relatively recent and topical at the time (the Astroworld tragedy took place on November 5, 2021), the Logan Paul Suicide Forest controversy occurred in early 2018, almost four years prior. This shows how much of an influence Paul’s apology video has had on internet meme culture. As of January 2022, “So Sorry” has over 60 million views on YouTube, and it continues to be referenced on various websites by various people to this day, including by this very well-known YouTube gamer. Secondly, the referencing of both “apologies” in an apology parody video (which he explicitly identifies as such in lines 48–49 when he asks people to rate his “apology video”), despite the fact that the latter video is technically neither a YouTube video nor an apology, again shows that these are regarded as part of the same genre in certain internet communities, or at least as adjacent. This

is likely because Paul and Scott are in rather similar positions. While Scott is not a YouTuber, he is still a celebrity with a significant fan following. Paul and Scott are both public figures who are responding to widespread backlash as a result of an incident for which they are seen as responsible by the public, who may therefore expect a sincere apology from both of them. Both of their responses were apparently viewed as inadequate by the public in some way, and so they are both added to the internet's meme repertoire as tools to convey insincerity and irony. In addition, Scott's conspicuous lack of an attempt to accept accountability is perhaps seen by many internet users as characteristic of actual attempted apologies. Indeed, Logan Paul's initial apology tweet was seen as self-aggrandizing and lacking any actual apology, despite the fact that it contained the token "sorry"; one response simply stated: "This isn't an apology? It's a narcissistic post about your content with the word sorry in it" (chibby, 2018) (see Figure 3).



Figure 3. Tweet by user chibby (@chibbylaura) replying to Logan Paul's apology tweet for the Suicide Forest video (chibby 2018).

4 Conclusion

The parodies I have discussed in this paper provide quintessential examples of "linguistic creativity on the internet, which tends to be richly intertextual" (Vásquez, 2019, p. 83). As well, they demonstrate the importance of multimodal analysis, especially in examining online texts, which are (arguably) almost always multimodal. The non-linguistic elements borrowed by these parodies are just as crucial to their creators' critique of the source material as the linguistic elements, as they are also highly salient and therefore available for those creators to recontextualize, exaggerate, and mock to their audiences. Finally, not only has the YouTube apology become a genre with distinctly recognizable features for internet users to parody and meme, but the YouTube apology video parody has become such a widespread meme that even videos that are neither YouTube videos nor apologies have been taken up and appropriated by internet users for humorous recontextualization and mockery. The evolution and development of the YouTube apology video parody as a meme genre is visible through many online texts, including tweets, wiki entries, and, of course, the parodies themselves. Though the genre will likely continue to evolve, the examples discussed in this paper exemplify many of the features of the apology parody: recontextualization of linguistic and non-linguistic features of the original apology, exaggeration, and often the implicit accusation of insincerity on the part of the target of the parody.

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Appendix A: Transcription notes and conventions

Transcripts do not include a great deal of detail, and mostly prioritize readability. Some transcription conventions are indicated below.

Since multimodality is an important component of the analysis, text and images that appear on the screen, certain gestures, and other relevant non-linguistic elements are described in square brackets [] in the transcripts below.

Most of the videos originally posted on YouTube have a horizontal aspect ratio and are in full colour, unless otherwise noted. Travis Scott's video (Appendix C) was originally posted as an Instagram story and so has a vertical aspect ratio. "How Travis Scott Apologize 😊😂" (Appendix E) has a vertical aspect ratio, but it is unknown whether it was originally posted on YouTube or not.

- ... Ellipses indicate a pause.
- Em dashes indicate a mid-utterance cutoff.
- . Periods indicate utterance-final intonation.

Appendix B: Transcript of "So Sorry."

Logan Paul [YouTube username]. 2018. So sorry. YouTube. Accessed December 18, 2021. <https://youtu.be/QwZT7T-TXT0>.

[Paul appears to be sitting in a house or a hotel room. He is staring into the camera for most of the video, but occasionally glances away, and talks quietly. His eyes seem to be somewhat red, and his expression is serious. There seems to be no or minimal editing or special recording setup, and some background noise can be heard.]

- 01 [turns on camera] I've made a severe and continuous lapse in my judgment,
- 02 and I don't expect to be forgiven, I'm simply here to apologize.
- 03 So what we came across that day in the woods was obviously unplanned,
- 04 and the reactions you saw on tape were raw, they were unfiltered...
- 05 Uh, none of us knew how to react, or how to feel...
- 06 I should have never posted the video.
- 07 I should have put the cameras down and... stopped recording
- 08 what we were going through.
- 09 There's a lot of things I should have done differently but I didn't,
- 10 and for that, from the bottom of my heart, I am sorry.
- 11 I want to apologize to the Internet.
- 12 I want to apologize to anyone who's seen the video,
- 13 I want to apologize to anyone who has been affected or touched by mental illness,
- 14 or depression, or suicide, but most importantly,
- 15 I want to apologize to the victim and his family...
- 16 For... my fans who are defending my actions, please don't.
- 17 They do not deserve to be defended...
- 18 Um, the goal with my content is always to entertain,

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19 to push the boundaries,
20 to be all inclusive in the world I live in,
21 I share almost everything I do.
22 The intent is never to be heartless, cruel... or malicious.
23 Uh, like I said, I've made a huge mistake,
24 I don't expect to be forgiven, I'm just here to apologize.
25 I'm ashamed of myself.
26 I'm disappointed in myself... and I promise to be better...
[quietly]
27 I will be better. Thank you. [turns off camera]

Appendix C: Transcript of Travis Scott's video response to Astroworld tragedy
Street Fame Forever. 2021. Travis Scott apologize to his fans and families after Astroworld Fest incident. YouTube. Accessed December 18, 2021. <https://youtu.be/uNGaas8601M>.

[Scott is looking into the camera and continually rubs his face and closes his eyes while speaking. He appears to be holding the camera, which is filming him from below, and walking around during the video. The video is in black and white. The aspect ratio is vertical, as the video is from an Instagram story. Some background noise can be heard.]

01 I just wanna send out prayers to the... [sigh] to the ones that was
lost last night.
02 We're actually working right now to identify the families..
03 so we can help assist them through this tough time.
[looks into camera and gestures emphatically]
04 You know, my fans, my fans, like, my fans really mean the world to
me and..
05 I always just really wanna leave them with a positive experience
06 and any time I could make out, you know, anything that's going on,
you know, I'd
07 you know, I'd stop the show and you know, help them get the help
they need,
08 you know? Um... I could just never imagine the severity of the
situation. Um..
[jump cut]
09 We've been working closely... [sigh] we've been working closely with
everyone
10 to just try to get to the bottom of this,
11 just city of Houston, HPD, fire department, you know, everyone to,
you know,
12 help us... help us figure this out.
13 So if you, if you have any information, um... you know,
14 please just contact the local authorities.
15 Um... everybody continue to just keep your prayers.
[jump cut]
16 I mean, I'm honestly just devastated, I could never imagine
17 anything like this just... happening. [inhale]
18 I'm gonna do everything I can to keep you guys updated, and
19 just keep you guys informed on what's going on. Um..
20 [sigh] Love you all.

Appendix D: Transcript of “i'm super sorry”

jacksfilms. 2018. i'm super sorry. YouTube. Accessed December 18, 2021.
<https://youtu.be/ySJpMyLiLRU>.

[jacksfilms is sitting in what appears to be a dining room staring continually into the camera with a deadpan expression. The video is composed of several clips with jump cuts in between, and in each clip, he is wearing a different shirt.]

[text reads: January 2nd, 2018]

01 [turns on camera] I had a severe lapse in judgment and I need to apologize.

02 I don't expect you to forgive me, as there is no excuse.

[YouTube comment on screen by MaxMoneyy33, 11 hours ago: “Jack Gang for lyfe!!! luv u dude” 37 likes]

03 The goal of my content is always to entertain, but I clearly crossed a line,

[YouTube comment on screen by WeLuvJackGang44, 11 hours ago: “dont be so hard on urself man we fogive u like if your a JACK GANG supporter!!” 82 likes]

04 and I am ashamed of myself.

[YouTube comment on screen by JackGang199, 11 hours ago: “if your offended over what he did: GET OVER IT!! Jack said he was sorry, we all make mistakes ppl just like drama smh” 12 likes]

05 I need to do better, I will do better, and I will be better.

[shaking head]

06 This will never happen again.

[jump cut]

[text reads: January 8th, 2018]

07 I need to apologize for what I did.

[waves hand in front of face]

08 I am sorry for saying, “You can't see me” while at a school for the blind.

09 The goal of my content is always to entertain-

[jump cut]

[text reads: February 13th, 2018]

10 I'm sorry for not feeding my dogs for a week

11 just so I could film them eating each other.

12 The goal of my content is always to entertain-

[jump cut]

[text reads: March 3rd, 2018]

13 I'm super sorry for screaming, “Gross, poor people” while at a soup kitchen.

14 The goal of my content is alw-

[jump cut]

[text reads: April 15th, 2018]

15 I'm super duper sorry for running up to the Pope, stealing his hat, and saying

[slightly deeper voice]

16 “Look at me, I'm the Pope now.”

[normal voice]

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17 The goal of my content is alw-
[jump cut]
[text reads: May 29th, 2018]
18 I'm sorry for going to a funeral and screaming,
19 "Wakey wakey, eggs and bakey" at the casket.
20 The goal of my con-
[jump cut]
[text reads: June 2nd, 2018]
[large flashing text reads: 40 MILLION SUBSCRIBERS!!!! #JackGang4Lyfe]
[nods and gestures]
21 First off, I want to say we just hit 40 million followers. JackGang
for life,
22 thank you so much, fam.
23 Also, I'm sorry for smashing or passing on victims of the Titanic.
24 The goal of my cont-
[jump cut]
[text reads: June 30th, 2018]
25 I'm sorry for dabbing at the Tomb of the Unknown Soldier.
26 The goal of my-
[jump cut]
[text reads: July 10th, 2018]
27 I am sorry for tweeting out, "haha ew just met the ugliest fan,"
28 but in my defense, she was very hard to look at.
[Tweet on screen by @jacksfilms on July 9 reads: "haha ew just met the
ugliest fan 🙄🙄". Tweet has 835 replies, 19k retweets, and 89k
likes.]
29 The goal of my conte-
[jump cut]
[text reads: August 3rd, 2018]
30 I'm sorry for running up to various homeless people and screaming,
"Go home."
31 The goal of my-
[jump cut]
[text reads: September 8th, 2018]
32 I need to apologize for putting stairs on all of the wheelchair
ramps.
33 The goal-
[jump cut]
[text reads: October 22nd, 2018]
34 Before I begin this month's apology, I just want to announce
[graphic of a t-shirt with text edited onto it that reads "JACK GANG 4
LYFE"]
35 we have brand new merch, JackGang, starting at seventy dollars.
36 I'm sorry I called all of your moms fat.
[jump cut]
[text reads: November 2nd, 2018]
37 I'm sorry for killing the last Siberian tiger.
[jump cut]
[text reads: November 15th, 2018]

QINGXIAO CUI

38 I'm sorry for poisoning the Gotham City water supply.
[jump cut]
[text reads: November 16th, 2018]
39 I'm sorry for shining a laser pointer at the eyes of a school bus driver.
[jump cut]
[text reads: November 17th, 2018]
40 I'm sorry for monetizing my previous apology video.
[jump cut]
[text reads: November 18th, 2018]
41 I'm sorry for running up to old women and screaming, "You're next"
42 while holding up the obituaries.
[jump cut]
[text reads: November 19th, 2018]
43 I'm sorry for mailing live ants to my subscribers.
[looks up and throws hands in the air]
44 Look, the goal of my content is always to entertain-
[jump cut]
[text reads: November 20th, 2018]
45 I'm sorry for going to Italy and screaming,
[in a fake Italian accent] [doing the stereotypical Italian hand gesture]
46 "Why you no speaka de English" at all of the locals.
[jump cut]
[text reads: December 24th, 2018]
[wearing a Santa costume]
47 I'm sorry for killing Santa Claus so that I could become the next Santa Claus
48 in accordance with the Santa Clause.
[YouTube comment on screen by JackFan48285, 11 hours ago: "ignore the haters jack WE LUV UUU" 37 likes]
49 The goal of my con-
[video cuts off]

Appendix E: Transcript of "How Travis Scott Apologize 🤔🤔"

girlhefunnyaf44. 2021. How Travis Scott apologize 🤔🤔. YouTube. Accessed December 18, 2021. <https://youtu.be/WG1vPeqnKEY>.

[A refers to the main actor speaking to the camera. F refers to his friend who talks to him while off screen. They appear to be in a house or apartment. A seems to be holding the camera for most of the video and occasionally walks around. The aspect ratio is vertical.]

[camera appears to be lying on a table, filming A from below. F is off screen.]

01 A: Hey bro, we had slowed down on that shit though. [high fives F]
02 F: Uhhhh you right, but remember though, you still gotta apologize.
03 A: For what?
04 F: Brother, listen-

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[picking up camera, now talking into camera]
05 A: Oh, oh yeah yeah yeah yeah yeah.
[faintly]
06 F: Yeah bruh.
[rubbing face]
07 A: Damn, bro, I don't even know what to say on this
motherfucker though.
08 I gotta rub my face or some shit.
09 F: And and and I think you should make like the screen like
gray and white
[A turns to look at F]
10 to make it look like you sad [indistinct].
[A turns back to camera and continues to rub face]
11 A: Oh okay okay boom so.
[screen transitions to black and white]
12 F: [indistinct]
13 A: All right, bet.
14 [sad music starts playing]
15 A: All right. [deep breath] [taps chin] [rubs face] So first I
wanna ap-
[music cuts off] [A's face temporarily moves off screen]
16 A & F: [laughter]
[jump cut]
[sad music starts playing again]
[continually rubbing face and gesturing]
17 A: First I want to apologize, you know, I can't even,
18 I can't even imagine the severity of the situation, 'cause like
sometimes,
19 what shit be so serious, you can't think about how serious it was
and
20 the first time you noticed that it wasn't serious,
21 when you realized it was serious
22 so, now that I realized I had this event in my hands I don't know
what I had to,
23 [inhale] we're gonna we're gonna try to keep in touch
24 we're gonna try to keep in contact
25 we're gonna try to keep in touch we're gonna try to..
[jump cut]
26 Just because I'm rubbing and touching my face don't mean I'm
[music cuts off]
27 feeling myself right now.
[jump cut]
[A pumps some lotion from a dispenser and rubs it into his face]
28 And my earpiece was on so it's kind of hard to see the people
calling for help,
29 and it's just like why why..
[jump cut]
[still rubbing his face]
30 And the worst part about it is I just dropped two singles

31 and I don't even know how to promote it because of the situation
and uh...

32 Don't stream it, don't stream it unless you really want to so...
[colours back to normal]

[A stops rubbing his face and turns to F]

33 All right what you thought about that that was good?

34 F: Hell no but it's straight.

35 A: Okay.

36 [white screen with text that reads: "RIP to the lives lost during
this event ❤️

sending my condolences to the families, friends, and others who were
affected by this

tragedy 🙏]

Appendix F: Transcript of "Addressing The Controversy"

jacksepticeye. 2021. Addressing the controversy. YouTube. Accessed December 18, 2021.

<https://youtu.be/HyIydWy2mhQ>.

[jacksepticeye is looking into the camera and sitting in front of a table
and wall with various items such as a video game poster and a lamp. His
expression is serious for the first half of the video, but from line 18
onwards, he becomes more relaxed as he smiles and jokes with the audience.]

01 [adjusts glasses] [deep breath] I have made a severe and continuous
02 lapse in my judgment, and I don't expect to be forgiven.

03 Recently, it's come to my attention that... a game that I played...

04 um... is one that I've played before, and I didn't realize it.

05 It was brought to my attention from my community... that... what I did

06 was unforgivable, and they've made me aware of the... ramifications of
my actions,

[jump cut]

[screen transitions to black and white, with a vertical aspect ratio,
similar to Instagram stories]

[some background noise can be heard]

07 [exaggeratedly rubbing face] and I... I just feel... so bad about... doing
that.

08 I'm, I feel so bad that people were let down... by me.

[jump cut]

[colour, aspect ratio, and audio return to normal] [somber piano music
plays]

09 I just want to let you guys know that this is not who I am,

10 and that I know I can be better...

11 And moving forward I'm going to make sure that... I have learned as a
person...

12 what it takes to make content and not make these same errors again.

13 I'm sorry to any of those out there who were affected by this

14 and had to watch the video for the second time.

15 I... was completely unaware that I played it before, and that's on me.

[screenshot of text messages taken on a phone with an iPhone-like
interface, labelled "TubePhone" taken at 6:05 a.m. with 69% battery.
Name of receiver is censored. Messages read:

Receiver: How about butts though hahah I mean they're pretty cool too

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Sender: Hello it is me, the You-Tuber. I have sent you a gameplay recording for editing.

Receiver: I see. I will edit this video, and might I add (the way I always do, every time) are you sure you have never played this videogame before?

Sender: Yes I am sure, this is something I - as a You Tuber - stand by.

Receiver: Thank you for confirming, have a nice day.]

16 I take full responsibility for my own stupidity and how dumb it was of me

17 to not realize that I played the same game before... and it won't happen again.

[fade to black] [energetic music starts playing]

[camera zoomed in on face]

18 Sike!

[camera zoomed back out]

19 I'm just an actual moron. I'm not sorry for being a moron at all, I'm just stupid.

20 I played the same game again without realizing that I played it. [throws hand in air]

21 I played Area 34 as a video on its own.

22 I didn't realize that I played it a year ago in a 3 Scary Games video.

23 I knew it looked familiar. I knew there was something about it.

24 But I just completely left my mind

25 and here I was playing it again like I had never played it before,

26 like it was brand new information to me.

[jump cut] [camera slightly zoomed in, moving and following face]

27 Never let it be forgotten that whenever I do something stupid in a video

28 and people are like man, how could that have happened,

[camera zoomed back out]

29 it's just natural. It comes so naturally to me

[gestures]

30 that other people just can't fathom the sheer depths that my intellect can fall to.

[moving around in chair and gesturing]

31 Whenever anybody out there is trying to be the best that they can be

32 I'm out here just trying to survive.

33 You have no idea how difficult it is to be a stupid person in a modern world.

34 Everybody else is out here doing amazing things and I'm out here

35 being the biggest idiot of all time. It's very difficult for me,

36 and how dare you ever assume that I know any better.

[camera zoomed in on face]

37 That's on you.

[jump cut] [camera zoomed back out]

38 I seriously can't believe that I didn't realize that I played the game already. [laughs]

[text reads: Editors note: Neither did I...]

39 And what's worse is that so few people actually mentioned it.

QINGXIAO CUI

[puts hands on face]

40 As soon as they did I was like oh my god [laughing] how did this happen?

41 But so many people in my comments were reacting to it

42 like it's the first time they've ever seen it.

43 Either so many people didn't watch that 3 Scary Games video or they forgot as well

44 and you're living a stupid life like I am too. I respect it. I respect it.

[jump cut]

45 And you know how I promised that it would never happen again?

46 It's probably gonna happen again.

47 And I'm [zooms in] not sorry for [zooms in further] anything.

[jump cut] [camera zoomed back out]

48 Anyway, can't wait for uh, people to rate my apology video. [gives thumbs-up]

49 Let me know down in the comments. How did I do? [smiles and laughs]

50 [cut to black] [music ends]