

**Stand-Up Comedians And Content Creators Navigating Tiktok**

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Tiktok became a popular app during the 2020 pandemic. People were bored at home and made dancing routines, singing videos, and skits. Stand-up comedians saw a big hit in their careers as the pandemic shut down businesses. Comedy clubs were closed due to the restrictions that were placed on non-essential businesses. With this being said, comedians had to turn to the media to share their jokes. As a result, this made room for the development of skits that we see today. A perfect example is David Fein. He has worked on countless web series and screenplays, yet stand-up comedy is more his speed. The pandemic put a halt to his stand-up career path, but as many did, he turned to Tiktok. "TikTok was the closest thing I could find to stand-up comedy in this tumultuous time. I could reach audiences live through streaming and make short videos and jokes." (M2 Presswire). David turned his rough patch into an opportunity to continue expounding upon his stand up skills, as well as reaching thousands with his new idea: tiktok on your coffee table.

The beginning of stand-up comedy only saw routines concerning how poor the men were rather than speaking upon social and political climates as they do now. Stand up comedy was also less about the performance and more about the laughter. (Punchline Post). Today, it's a good mix of both: how well the performance is and how funny the comedian is. If the stage presence is not up to par, then people are less inclined to see a comedian in person.

Comedian Bernice Ye, who turned to Tiktok during the pandemic as well, as an outlet for her boredom and curiosity. Now, she uses her humor to inform her viewers of the hidden dangers on the Tiktok app. (M2 Presswire). It's understood that all of our apps utilize our personal data, especially since we post pictures or videos. Although, we are ignorant to how much of our data is

seen and the hidden aspects that we are completely unaware of. "It's not Tiktok, it's thanks for your information" - Bernice Ye. She uses this slogan, which explains what her content on Tiktok is all about. Sometimes, content creators utilize skits as a way to relay important information. They are serious topics, but it's all about how the creator's delivery can twist it into a lighthearted joke.

Turning a topic into a lighthearted joke takes more skill than we think. Especially on stage. Noticeably, there is a major difference between the two mediums: the luxury of post-production. Stand-up comedians have few chances on stage to stumble or freeze up, so they must be good at public speaking. The nervousness comedians experience may play out in different ways, such as crowd work. Interacting with the audience can loosen everyone up and make it feel more welcoming. Matt Rife is the perfect example of great crowd work because much of his routines and laughs come from crowd work. He uses crowdwork to share funny bits on Tiktok, which attracts more fans to attend his shows. (Bowdoin, 2023).

To further add to what stand-up requires, it is studying, whether this is personal material or that of other stand-up comedians. (Nevins, 2017). As for content creators, TikTok creators have the luxury of taking multiple takes before posting or the power of post-production to edit things in or out. This does make the platform easier to showcase sketches because of the editing tools. Aside from editing, Tiktok also helps creators market their images, whether they are stand-up comedians or regular comedic creators attempting to go into stand-up. Many comedians use Tiktok to post 30-second clips of their routines to grab the viewer's attention and support. This will then translate into their stand-up shows because they may sell out a venue all due to the self-campaigning they did on Tiktok.

There are noticeable differences and similarities between Tiktok skits and stand-up comedy, but it's very interesting to see how the two play off of each other. The interview with William Gibbs showed me that as much as they play off of each other, it's more about how the individual utilizes each and if they can even do stand-up. Stand-up comedy isn't as easy as one may assume. It's not just about telling a funny joke, but a lot about the delivery and the crowd work. Although, Tiktok creators do crowd work but in a different manner. William stated that he noticed Tiktok comedians would attempt to transition into stand-up, but were failing. It's easy to be perceived as funny online because it's a melting pot of so many different types of people, with different humor styles, so the chance of being funny online is high. While on stage, the venue may be limited to 30 or so people, so this is why comedians practice their routines so much. Or why they repeat the same jokes at different shows. If the jokes are a hit, why not keep utilizing it. Although the joke's delivery may change, or a few lines of it may be changed, even if the basis of the joke itself is the same. Again, this reinforces the idea of crowd work and playing with the material as you go. Referring back to crowd work for Tiktok, the comedic creator, Jake Shane, will take video ideas from his followers and turn them into skits. This back and forth interaction could be deemed as crowd work, just in an online form.

One can easily be perceived as funny online with a few commentaries, reactions, or skits, but it's vastly different when it comes to being on stage with a live audience. The silence can be deafening if a joke doesn't land properly, but this is where the individual must know how to recover from a failed joke. A perfect example of this is Druski, a well-known content creator. He had a comedy tour that received mixed reviews from the public but also from older comedians. Undoubtedly, he is amusing online with his various skits and overall online presence. Although his act was not precisely stand-up, it fell into the same category. Stand-up is about handling the

crowd, the delivery of jokes, and the microphone in reference to public speaking. As easy as it is to tell a joke to one friend, creators must imagine telling it to 30+ random strangers. The reviews from his show were mainly negative because many believed he should have been perfecting his craft rather than throwing himself into it. (Apprentice, 2023).

As stated prior, stand-up comedy routines originally never touched upon social or political problems until the 1930s and today. Stand-up routines today use their personal problems as jokes, or the social/political climate. We're all struggling, so it's much easier to connect to the audience by making light of the various problems around us. Tiktok is another medium that allows stand-up comedians, but also content creators, to continue using their jokes as ways to communicate with us. It's all about making light of things that are serious to some extent. The two mediums, Tiktok, and stand-up, can go hand in hand with each other because stand-up comedians use the platform to grow their image or test out their material. Tiktok creators can also delve into stand-up comedy, but as stated before, it takes time and practice to fully understand how to work the stage. From the interview with Theo Shakes, a great way to look at Tiktok skits is as if it were stand-up material. The ideas for Tiktok sketches can easily be made into stand-up material, but in saying this, the basics of stand-up should be understood. The delivery of the jokes, whether it's through skits or stand-ups, need to be done the right way, or a funny joke can turn into the worst joke. This leads to the timing of a joke. Referring to my interview with Tony Statovci, all of his jokes are humorous at any time, and he tries to avoid jokes with a time limit. On-stage jokes do not have a time limit. For example, Kevin Hart has repeated many jokes at various venues and on his Netflix shows. They are funny jokes every time because his delivery may change, but also the audience is different so that they may have

never heard the joke. The media remembers everything, so it is much harder for creators to get away with older jokes.

In conclusion, Tiktok became a platform for stand-up comedians to use during the pandemic, transforming into a platform promoting their image. As for Tiktok skits, these are quick videos that expedite the process of getting to the punchline of a joke or funny scenario. With the luxury of editing or multiple takes, skits are much easier to accomplish with the proper delivery and execution. Stand-up comedy differs because of the need to be skilled in public speaking, the appropriate delivery, crowd work, and practice. The misperception that stand-up comedy is not as difficult comes from the influence of media. It's so easy to have a viral video on TikTok or any major platform, and it's easy to be deemed as funny. People become majorly famous online, then attempt to translate that into other forms such as movies or, in this case, stand-up, and they end up doing poorly. Being vastly under-prepared for a different medium stumps many creators who try to transition between the two.

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