

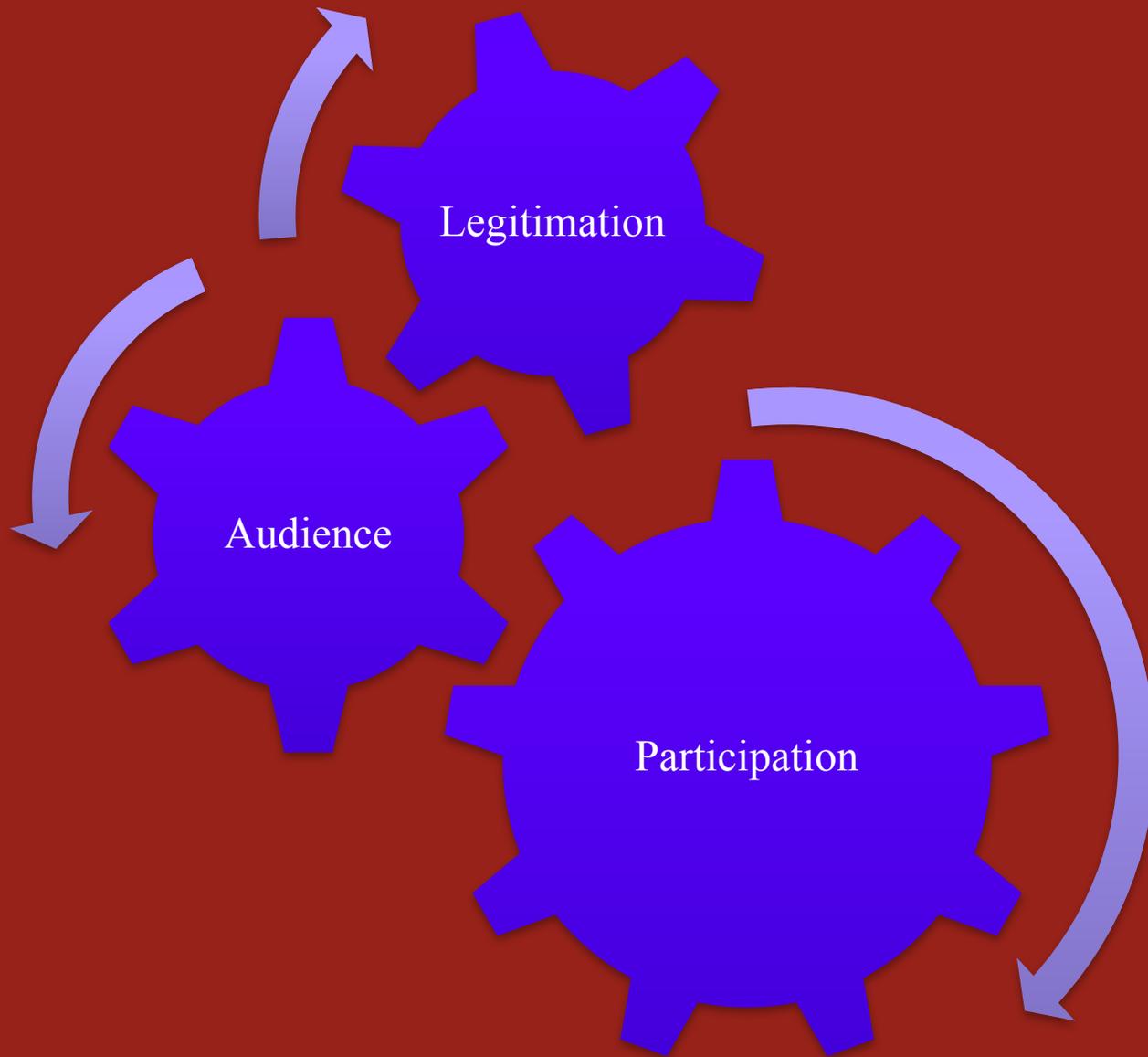
New coordinates for environmental documentary

Bienvenido León



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1. In search of legitimation



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*The truest and most
human story of the
Great White Snow*

*A picture with more drama, greater
thrill, and stronger action than
any picture you ever saw.*



BEVELTON FRERES
PRESENT

NANOOK OF THE NORTH

A STORY OF LIFE AND LOVE IN THE ACTUAL ARCTIC

PRODUCED BY
ROBERT J. FLAHERTY, F.R.S.

Pictograph


Difficult to define



John Grierson



-“Documentary value” (Moana, 1926)

-“Creative treatment or actuality”

-“Reflects the essence of the real world”

Philip Dunne



Propaganda instrument

¿A fiction like any other?

-Referential value

Train arrival

-Staging

Lumiere factory, Nanook, Edison

-Fragmentation and selection



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¿A fiction like any other?

- "Mechanical exhaustivity" vs "quick essential whole" (Kathekaston vs. Katholu; Aristotle, Poetics)
- Different expectations from the audience
- Construction (condensed enhanced dramatized actuality)

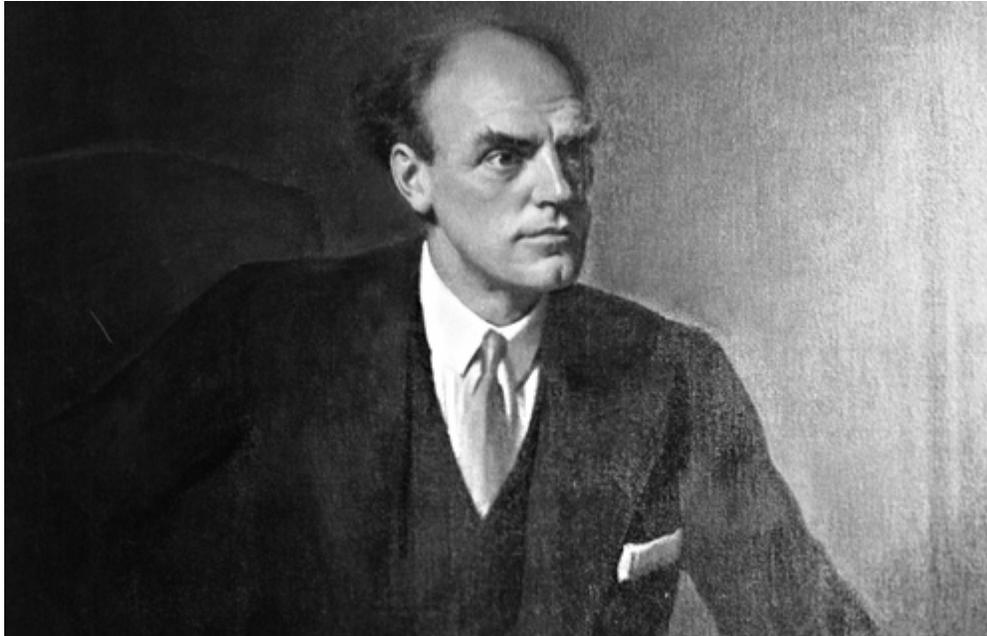


2. In search of audience



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The objective of TV



- To inform
- To educate
- To entertain

BBC General director (1879-1971)



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The objective of TV



- To inform
- To educate
- To entertain



- To entertain
- To inform
- To educate



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Spectacularization

-Close ups

-Tamed animals

-Antropomorphism, animal sacrifices (Disney's films)

-Action shots ([Planet Earth II](#))

-¿Rigorous representation?



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Hibrydization

With fiction

Docudrama

Docusoap

Dramatized docs



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Hibrydization

A world of realities

Docushow

Swap docs

Living history

Let's make a baby (BBC, 2006)



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Hibrydization



Drugs, death, neglect: behind the scenes at Animal...

Our exclusive investigation reveals how animals suffer on the network's top ...

MOTHERJONES.COM

Luis Pancorbo



“A reportage looks like a documentary, some documentaries look like TV films and some films look like news reports”.

3. In search of participation



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The digital era

**A radical change in the basis of
documentary culture**

- Direct**
- More democratic**
- More participative**



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The digital era

- More variety
("short, mainly humorous and accessible", Kim, 2012)
- More freedom (for big and small audiences)
- TV channels losing leadership (UGC)



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Abundance

-Online video

- 2013: 66% internet traffic
- 2018: 79% (Cisco, 2014)



-Youtube

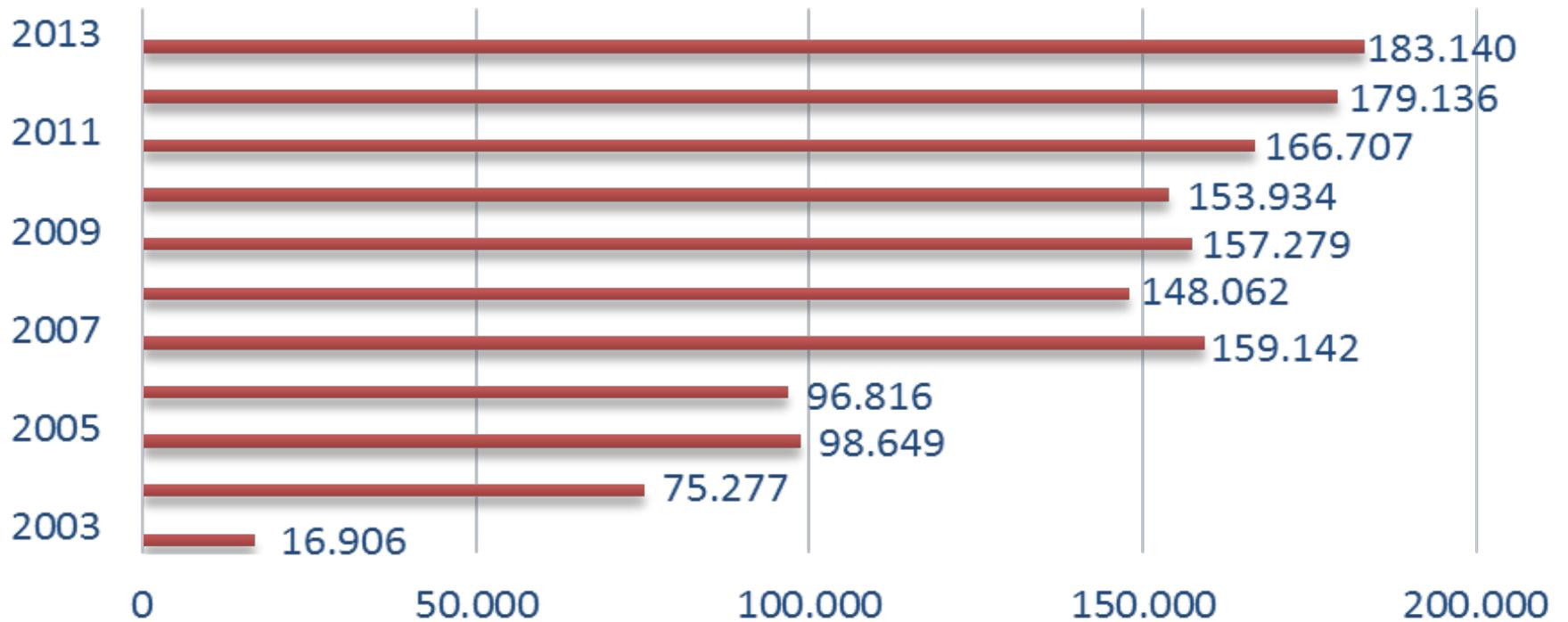
- 1.000M users
- Watching 6.000M hours/month
- + 300 hours/min



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Abundance on TV

Number of documentaries broadcast on Spanish TV



Source: GECA



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Cinema theatres



Source: Media Research and Consultancy



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Festivals

-Alternative international exhibition network

-Highly specialized



10-13 NOV

XIII INTERNATIONAL FILM AND TELEVISION

FESTIVAL ON URBAN LIFE AND ECOLOGY

New tools



-Democratization

-35 mm=>16 mm=>
video => digital video=>
DSLR=> mobile devices

-Stabilizers, drones...



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New tools



-Affordable

-Small

-Powerful: "shoot, edit and share"



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New tools

-¿Profesional /amateur?

-Automatization
(Flipshare, Videolicious)

-Affordable animation
(Flash, [stop-motion](#))



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New tools



New tools



New formats, new principles

- Vlogs (video-blogs)
- Microblogging, viral videos



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videonline

New formats Infotainment



Symphony of Science - Our Biggest Challenge
(Climate Change Music Video)

New formats,
new principles

-Slow TV

[Piip show](#) (NRK, 2014),

16 hours on TV,

3 months on the web

-Surveillance docs



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New formats, new principles

[Spy in the Wild \(BBC, 2016\)](#)



Participation

-3 ways: co-producción, co-authorship, co-starting content

-[Crowdfunding](#)

-Participative documentaries

-[Life in a Day](#) (80.000 clips, Ridley Scott, Kevin McDonald, 2010)

-[Where's Gary](#) (J. B. Dumont, 2011)

-Creating a community of interest (affectivity or topic)

-Facilitates production and distribution



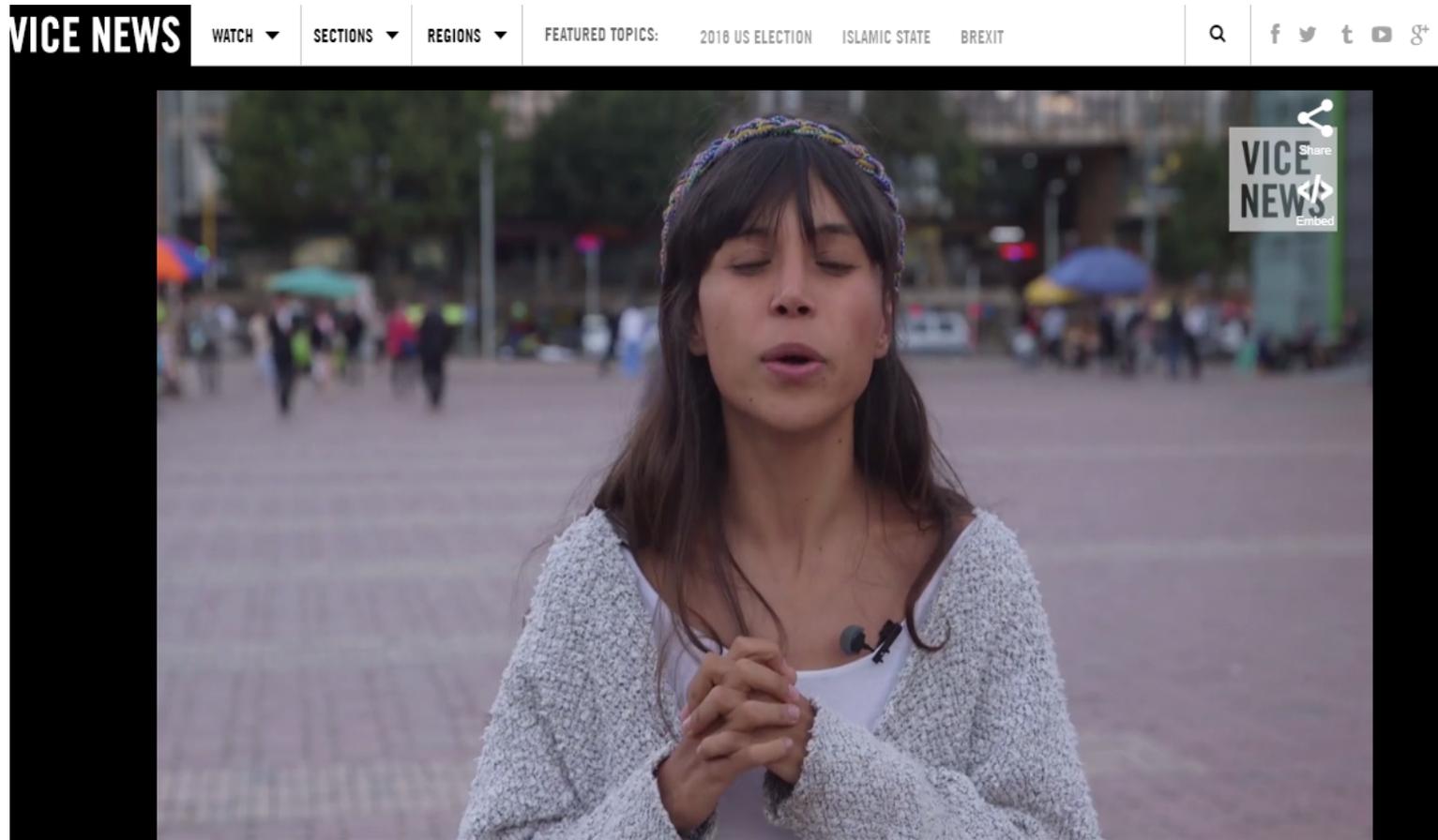
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Participation

- It complicates professional work**
- A lesson from photography**
- Budget cuts**
- Search for online business model**

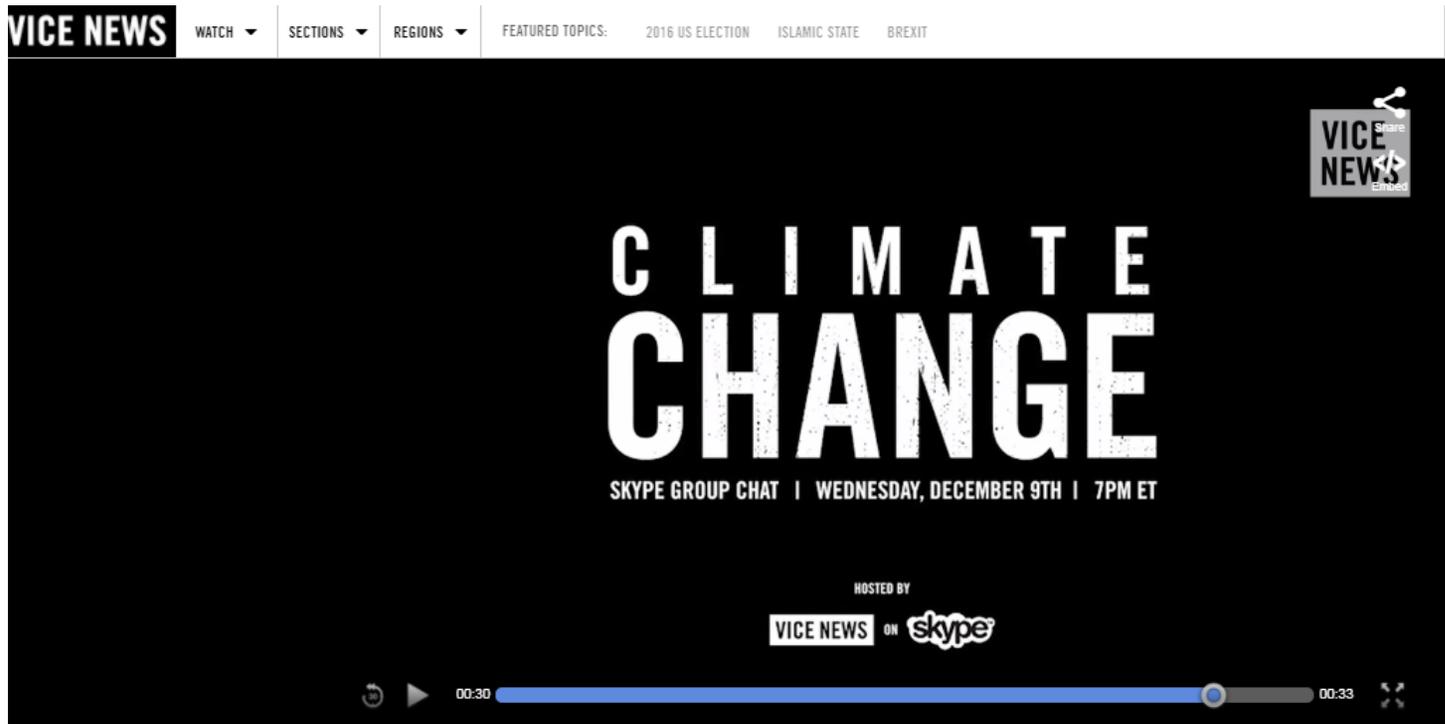


Participative videos



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Participative videos



The screenshot shows a VICE NEWS video player interface. At the top left, the 'VICE NEWS' logo is visible. Navigation menus for 'WATCH', 'SECTIONS', and 'REGIONS' are present. A 'FEATURED TOPICS' section lists '2016 US ELECTION', 'ISLAMIC STATE', and 'BREXIT'. The video content features the text 'CLIMATE CHANGE' in large, white, distressed font on a black background. Below this, it says 'SKYPE GROUP CHAT | WEDNESDAY, DECEMBER 9TH | 7PM ET'. A 'HOSTED BY' section shows the 'VICE NEWS ON skype' logo. At the bottom of the video frame, there is a progress bar showing '00:30' and a play button icon.

Join Our Skype Group Chat About Climate Change

December 7, 2015 | 9:30 pm



TOPICS: climate, climate change, environment, cop 21, paris, climate talks, sea levels, forest fire, global warming, vice news, skype, live, trailers



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Transmedia

- "Story world" to implicate the audience
([Land of Opportunity](#))
- Content that adds and is coordinated
([Out of Eden Walk](#))
- Facilitates financing (starting from the most affordable part)



Transmedia

-Follows habits of multi-screen audience

-Enhances community and brand
[Life Respira](#)



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Transmedia



Youngsters Facing
Climate Change



[THE PROJECT](#) [CLIMATE CHANGE](#) [MEDIA LIBRARY](#) [REMIX ZONE](#) [BLOG](#) [ENERGY](#) [TAKE ACTION!](#)

The Project

"Youngsters Facing Climate Change" is a documentary made from the collaboration four educational centres from A Coruña, Seville, Tarragona and Madrid. Access each of them to know better the work made by each team.



IES Imaxe e Son



IES Néstor Almendros



IES Puerta Bonita



Institut Pere Martell

Interactivity

-A long history of dreams ([Winky Dink](#), 1953-57)

-Many failures (technology and/or desire)

-Few interactive documentaries

The Life of Mammals (BBC, 2002)

Quizz, prediction, double narration



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Interactivity Webdoc

-Webdoc: “Documenting the real using digital technology” (Aston and Gaudenzi, 2012)

-Linear data are processed; immersive narratives make a ‘digital experience’ (Domínguez, 2010)

[Powering a Nation \(UNC\)](#)

[... more examples](#)



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Interactivity Webdoc

<i>Less evolution</i>	<i>More evolution</i>
Linear	Non- linear
Monolingual	Multilingual (subtitles, sound tracks)
Standard TV length (26', 45', 52'...)	Free lenght according to content
Unidirectional	Participative
Re-used additional content (archive)	Original additional content
Informative extras	Immersive extras
<i>Spin-off</i> extras	Ampliation and reinforcement extras
Independent extras	Synchronized extras
Static extract	Dynamic extras
Common extras	Personalized extras

León and Negrodo, 2013



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Referential value

Fake documentary

(Dark Side of the Moon - Stanley Kubrick and the Fake Moon Landings)

Subjunctive documentary

(Dragons, Discovery, 2004)

Pseudo-scientific documentary

(The Great Climate Change Swindle, 2007)



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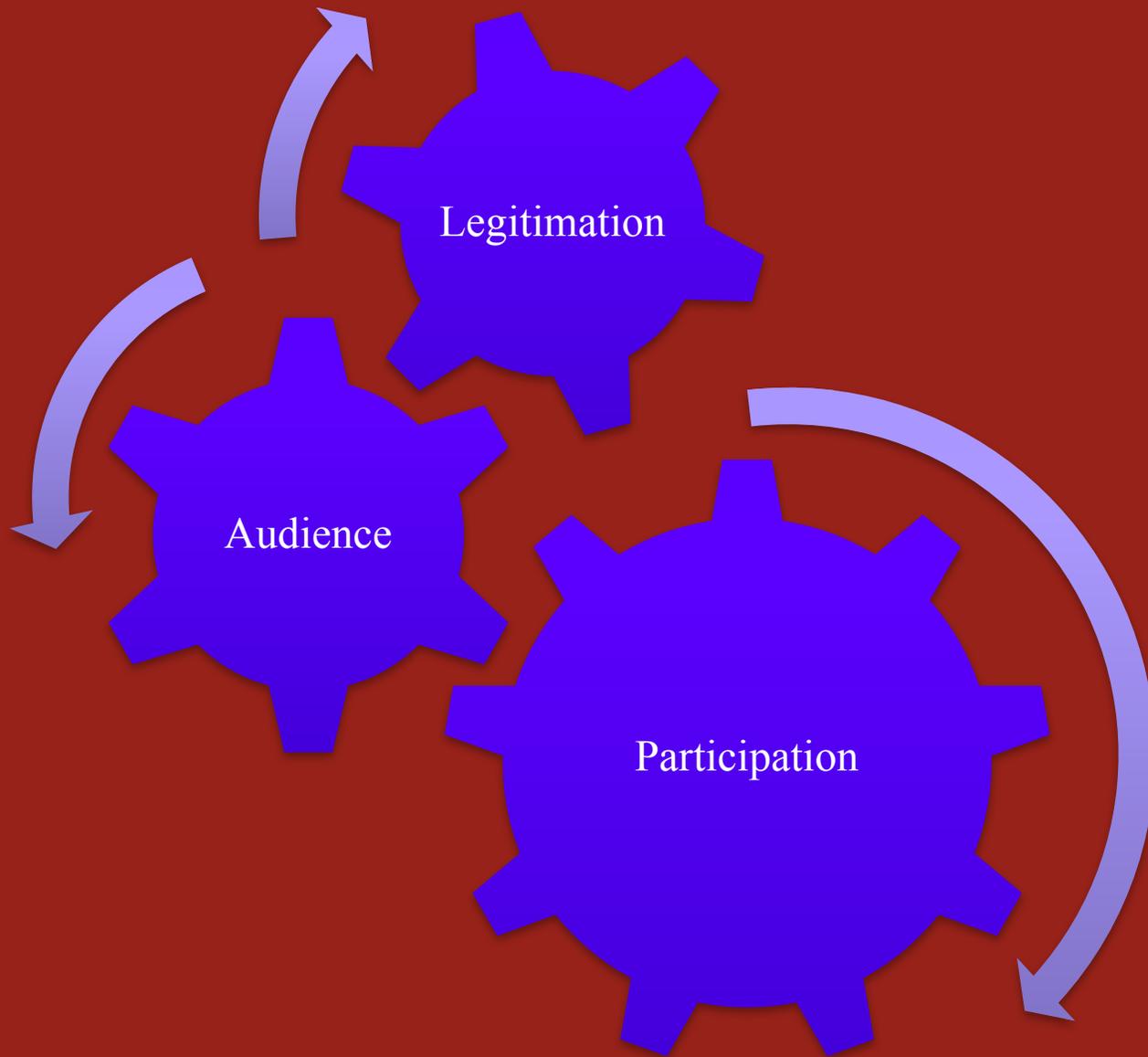
Referential value

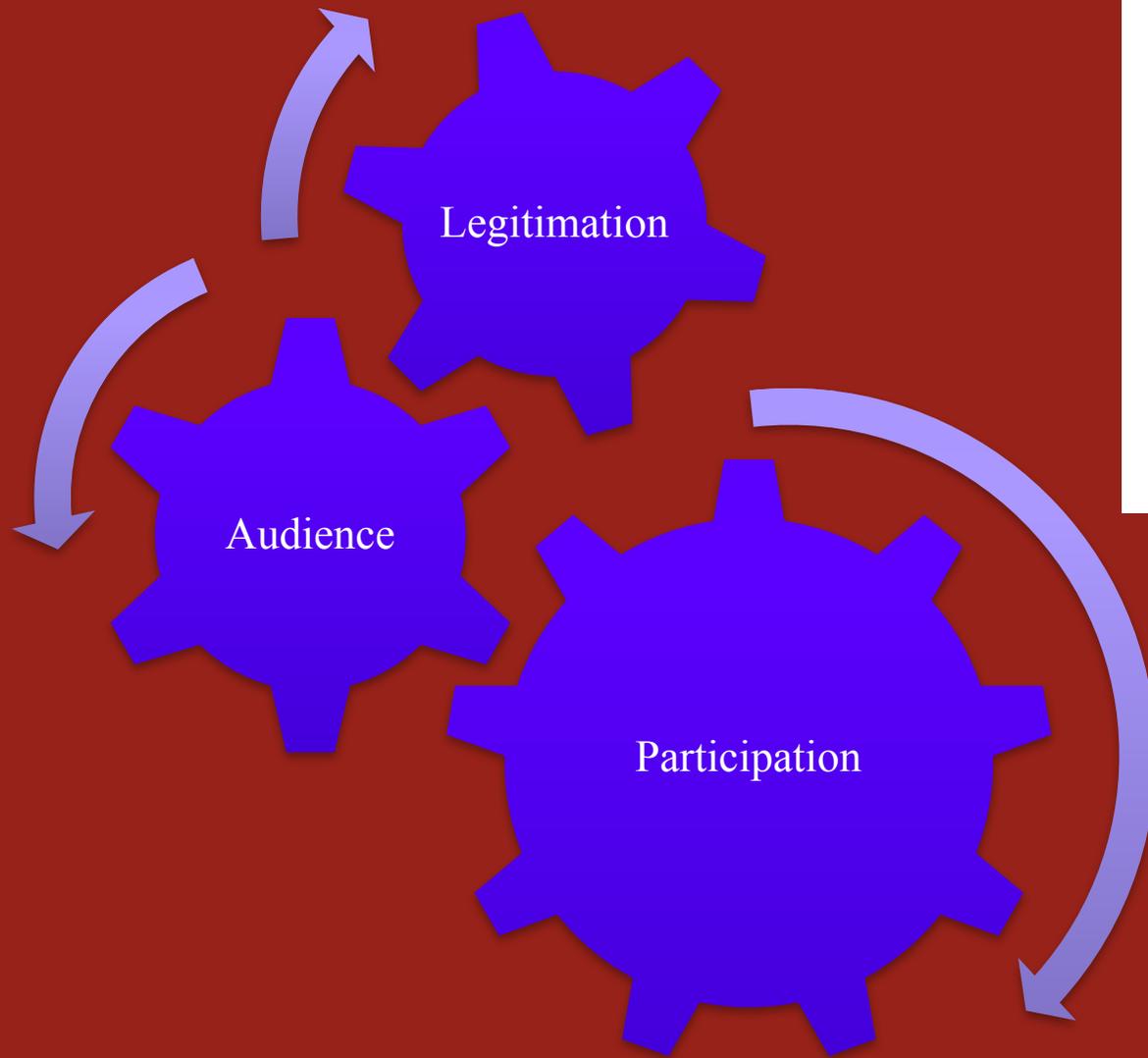
-Green (2009)

-Geriatric 1927 (Peter Oakley,
2010-2014)



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Authenticity



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Thanks!

bleon@unav.es

@BienveLeon



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