

The Media Perspective

Towards ethical mainstream movies

Mainstream movie industry
can be like McDonalds

a lot of people buy it
but is not necessarily the best option.

How to go from Fast Food logic
to a healthy, ethical, high quality logic?

To produce a movie is a huge investment
and the industry expects profit

How do I make money?

I take a couple of stars

I put them into a crafted STORY

to awake feelings,
hopefully DREAMS and PASSIONS.

It's all about the **STORY**
memorable characters
fighting for their values:

LOVE
JUSTICE
FRIENDSHIP
PURPOSE

Themes we can all relate to

Big tobacco



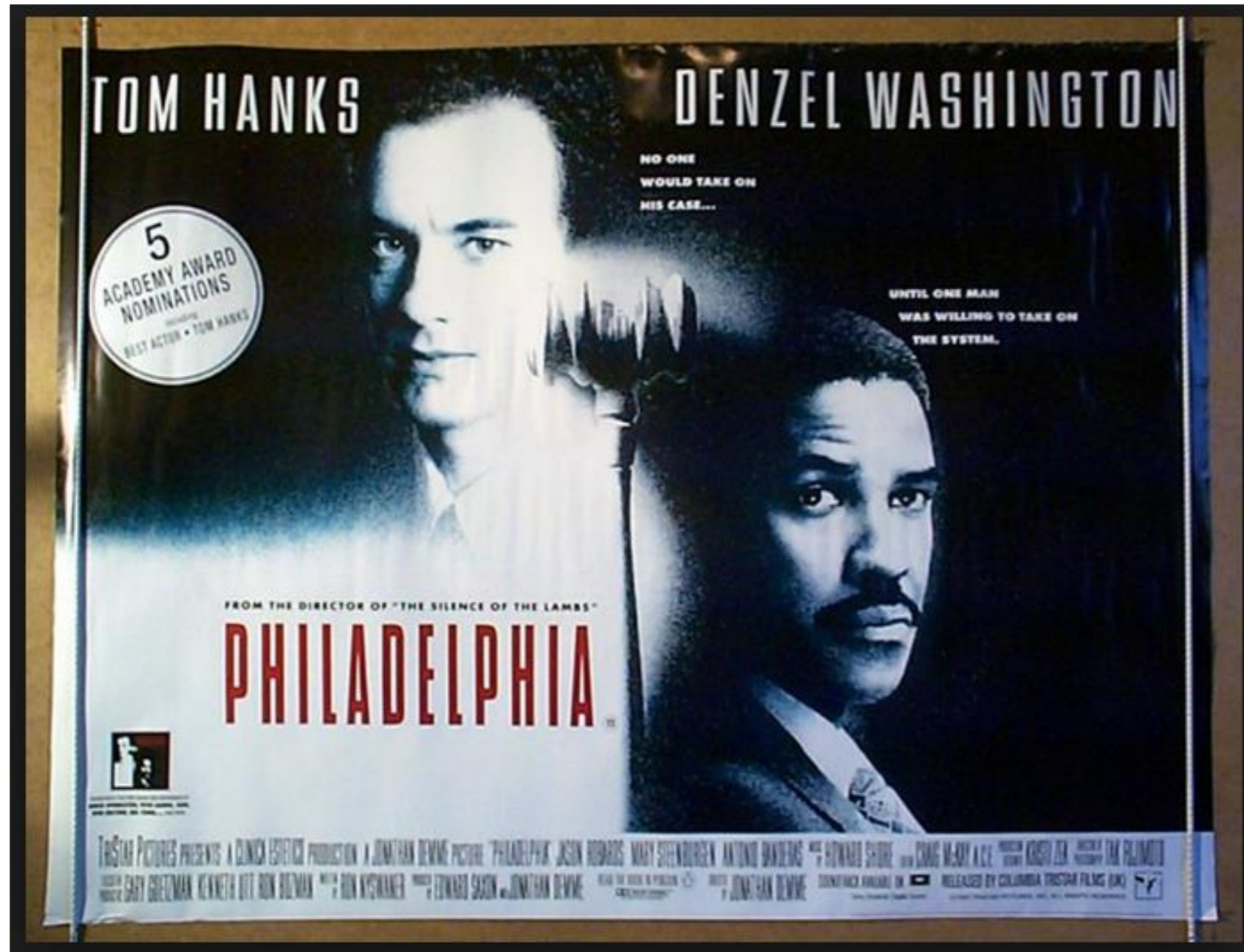
From non ethical to ethical

Big Tobacco



From afraid to courageous

AIDS



From injustice to justice

It's all about the STORY.

The story can be fantastic or realistic.
but it will always provoke feelings.

For the media the question stops there.

A story will always contain INFORMATION.
That's why we like movies as pedagogic tools.

That's where the ethical question starts.

2 types of information:

a) the explicit information
(dialogue, or text)

b) the emotional information
(the manipulation of image and
sound
for dramatic effects)

The ethical question is:

How far can I go in order to awaken PASSIONS?
How far can I go for the sake of a GOOD SCRIPT?

...specially when the context of my story
is using a subject of common interest,
like history, science, politics
or Public Health topics.

The MEDIA position is:

It doesn't matter how far I go
as long as I create **AWARENESS**
I making a contribution
(am I not great?)

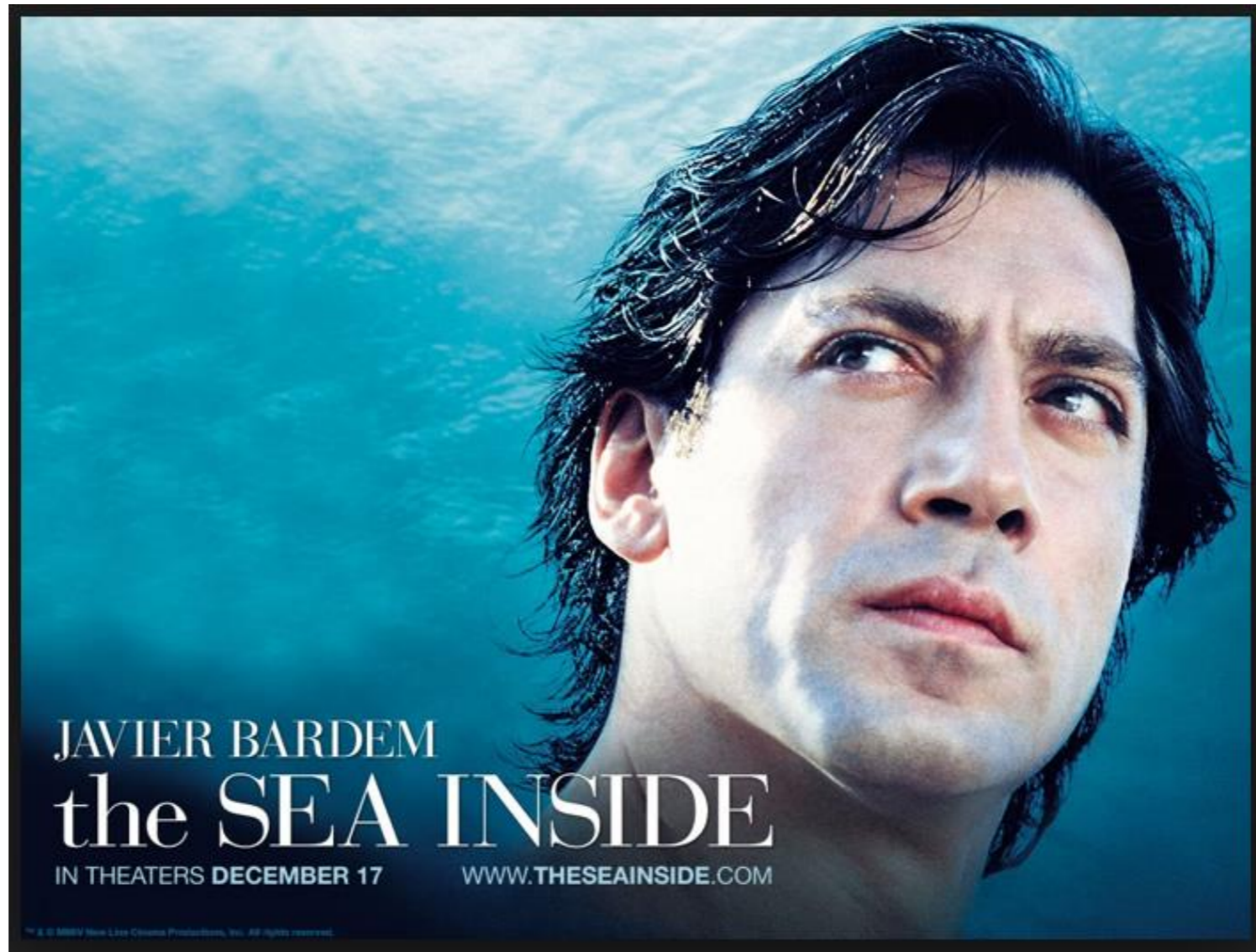
SOME EXAMPLES

Depression



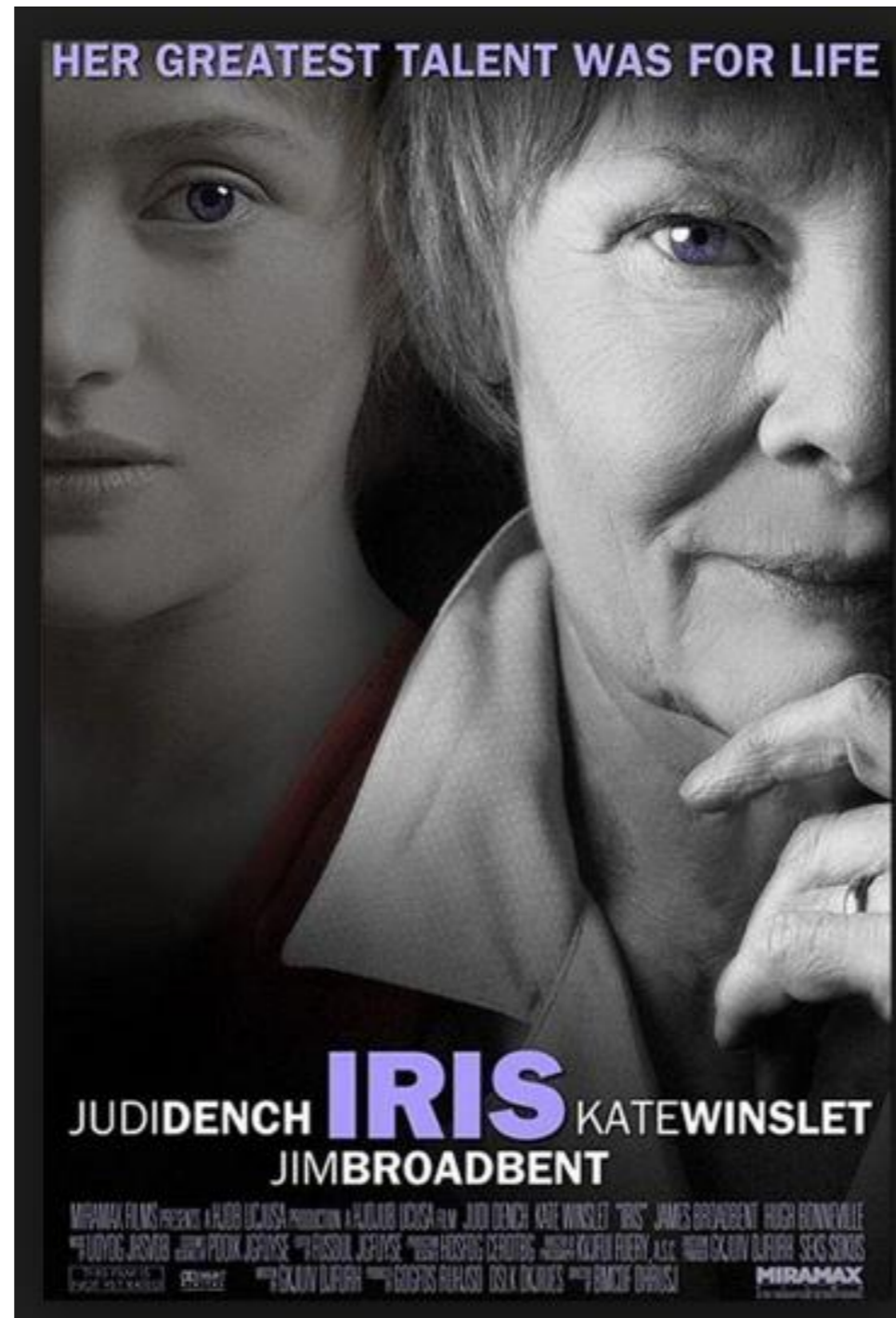
From depressed man to happy man

Euthanasia



From prisoner of a “non life”
to having a dignifying death

Alzheimer



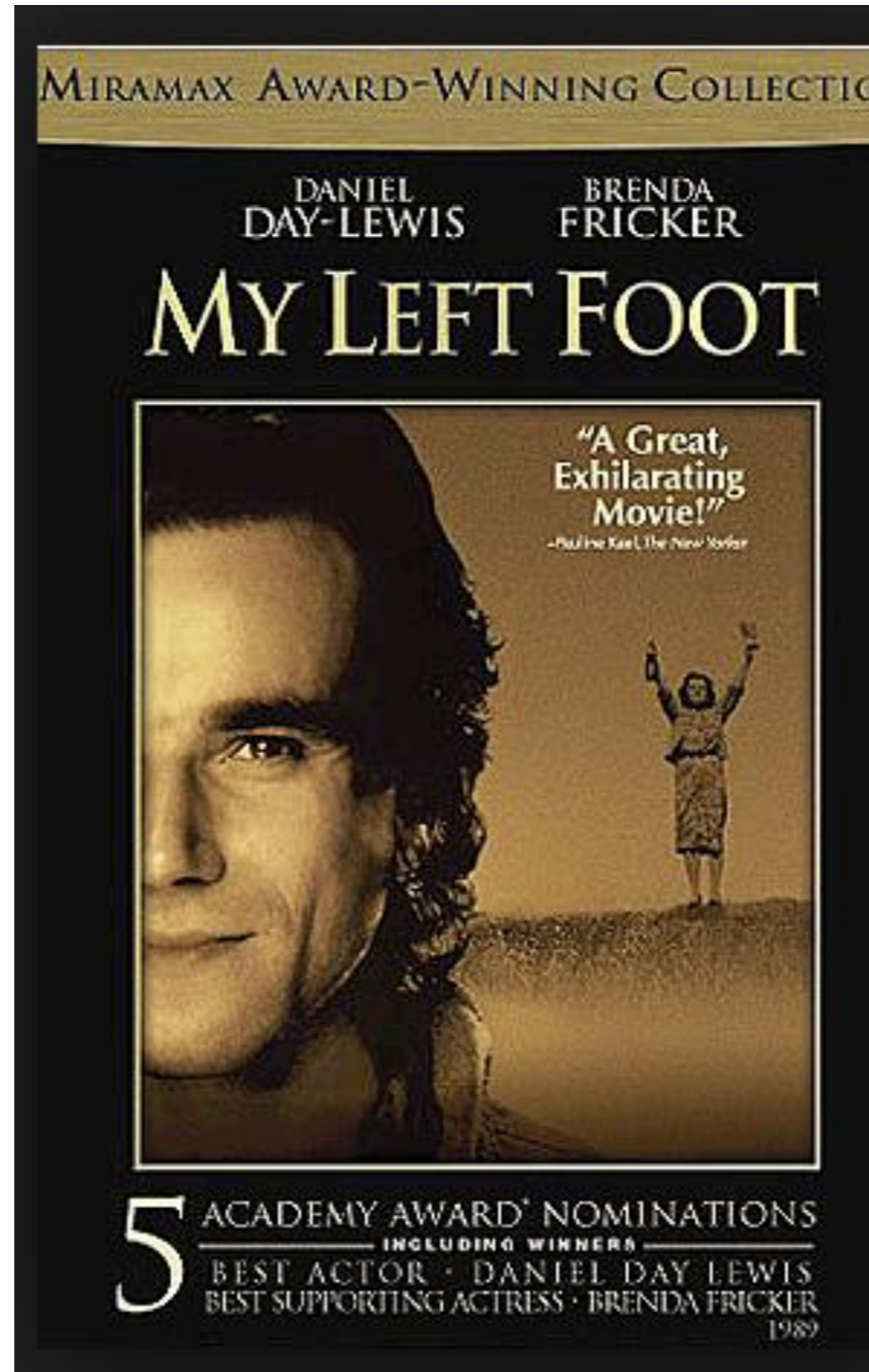
Love surviving adversity

Down Syndrome



From depressed man to happy man

Cerebral Palsy



From disable to able

The MEDIA position is of “poetic license”

A good STORY + big NAMES =
will always help create AWARENESS

regardless of the information presented

2 days ago in a Mexican news website



The screenshot shows a web browser window with the URL `aristeguinoticias.com/0204/kiosko/3-peliculas-sobre-autismo/`. The website header features the logo "Aristegui NOTICIAS" and a navigation menu with items: INICIO, MÉXICO, ENTREVISTAS, MULTIMEDIA, MUNDO, KIOSKO, and ESPECIALES. Below the header, there are two news snippets. The first, under the "ENTREVISTAS" category, is titled "Confirma Gabino Cué propuesta alterna de reforma educativa" and dated "Abril 2, 2013 9:02 am". The second snippet is titled "Peligro serio, guerra e Coreas: Marín Bosch" and dated "Abril 2, 2013 7:37 am".

3 películas sobre autismo

El autismo afecta la forma en que una persona interpreta todo su entorno. Tres películas intenta retratar, desde distintas perspectivas, cómo se vive con este trastorno.



The article features three movie posters. From left to right: "THE BOY WHO COULD FLY" showing a young boy and girl; "RAIN MAN" featuring Al Pacino and Robin Williams; and "sam" featuring Sean Penn and Michelle Pfeiffer. A caption below the posters reads "(Imagen: especial)".

On the right side of the page, there is a section titled "NUEVA ESPIRAL DE EN SEMANA SANTA" with a photo of a woman. Below that, a "MÁS LEIDAS" section shows a woman sitting at a desk with the headline "Renuncia fu".

Movies about autism produced in a lapse of 20 years



Awareness only is NOT enough
to go from Fast Food to
healthy, ethical, high quality movies

There is a second ethical question
beyond the use of information.

how “normal” is normal?

is it enough to see extraordinary characters

striving to have an ordinary life?
(happy life, dignified death)

Extraordinary characters
should have equal rights
to extraordinary achievements.

having a “normal life”
is not extraordinary enough

DESERT FLOWER:

Waris Dirie goes:

from miserable African woman to Top Model

AND

from Top Model to Women's Rights Defender
that's extraordinary

Consider the movie “SPEAK”

documentary about Lashunda Knowles

From woman with Lupus to public speaker

from public speaker to world champion

from world champion to motivational speaker.

That’s extraordinary.

ETHICAL movie making has to go

beyond the MEDIA perspective:

“creating awareness is enough”

a healthy, ethical, high quality logic in movies:

- * can STILL make money

- * how the emotional information is presented

- * giving your characters
the opportunity to go beyond “normal”