

C) The use of cultural resources in the moving image

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What if the current crisis in the role of the Latin America State, with the rise of non-elite politicians, bottom-up democratization, intensifying social conflicts and violence were in fact a crisis involving the ability to represent the world Latin Americans live in? What if its roots cause were their ability to conceive of their society as a source of positive values? And what if the media were both the source and the vehicle of that representation? Working with moving images — film, television, Internet — the object of the third project of the research line is to identify the type of crisis — or indeed its weathering — depicted throughout the vast corpus of the Latin American moving image, and, at the same time, to contribute to the theory of Latin American encoding processes. This project looks at moving image narratives in selected Latin American countries. Central is to investigate the so-called anchors of public and fictive narratives of everyday life in Latin American “commonsense knowledge.” The local actors of this project are both writers and directors of Latin American movies as well as journalists. Here, the most useful crossover between cultural analysis, semiotics and social science work on belonging occurs through the Ecological Schema Theory. In this films and television broadcasting programmes are studied as the major source of microanalysis in order to understand the ideas encoded in the scripts and films as well as the perception that the viewers and audience could have had in decoding them. Connecting these methodological fields and disciplines enables the microresearcher to enhance the understanding of how the selected public expressions, such as used in films, narrate the transformations in the essential sense of belonging in the era of globalisation of the Latin American nation. The films are privileged and selected on their explicit or implicit narration of everyday identities. Other sources will be used to understand the social-cultural context of this narration and to weigh the findings from “real life” against fiction.