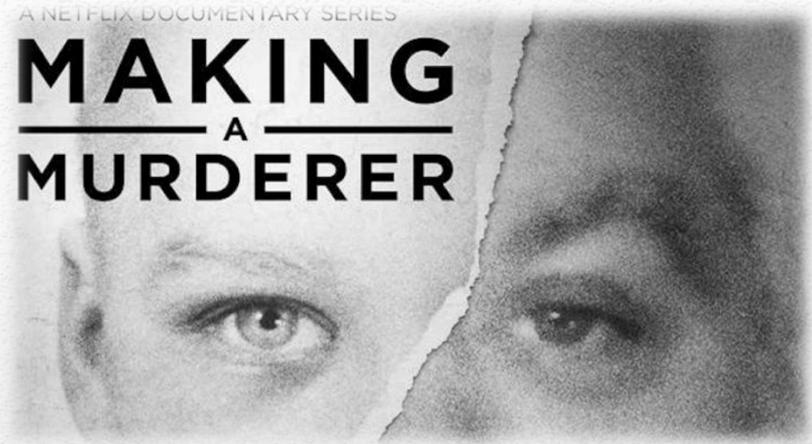




Film as Social Action

Power of the moving image to inspire change



- From Ken Loach's 1966 *Cathy Come Home*, which saw the launch of *Crisis* and *Shelter* - to Netflix's 2015 *Making a Murderer* which has effectively reopened a highly questionable murder case - the power of the moving image as a spur to change has plenty of examples.

Moving Images Moving Society On

- We love to be told stories
- We love to see people like us on screen
- Film as a medium can be more instantaneous than text or audio
- Powerful stories can resonate with us on a deep emotional level whether it be anger, empathy or guilt - a well told story can change the way we see and perceive things and inspire us to act



Why do films have affect?

Our response to a film can result in different kinds of action

- A change in attitude and awareness affecting a longer term shift in society
- Direct action, joining a political group, campaign, demonstrating
- National level change, Kirby Dick's 2012 Invisible War exposed the military culture of unpunished rape and assault of over 500,000 women in the military service in US. Picked up online, the campaign #invisiblenomore reached the senate and changed government legislation



So a film can affect a change at -

- **Governmental level**
- **Global level** - 2012 'Find Kony' had 21 million views worldwide and sparked a global conversation about exploitation of child soldiers (although film itself is controversial)
- **Corporate level** - (Morgan Spurlock's *Supersize Me* forced MacDonal'd's to withdraw its supersize muni and improve nutrition)
- **Societal level** - Current film project **Calais Children: A Case to Answer** by colleague at Goldsmiths, Prof Sue Clayton, challenges the representations of child refugees in our MSM
- **Local level** - Inspire local communities to action and cohesion



**Social change happens in the context of social action,
and films can play a key role in building for that**



- My own work as a filmmaker focuses on the inclusion of the film subject to take part in the process of making the film – participatory filming
- Participants will experience the power of telling their own stories in their own words through film
- The social impact of the films is measured in the long and the short term in changes in participants lives, responses from the community and changes at governmental level

Films for Social Action in Nepal



- 2005 film **Kumari Living Goddess of Nepal** and the rights of the child may have contributed to 2008 Nepal Supreme Court ruling to change the restrictive conditions of girls involved in the tradition.

- 2010 Film with Animal Nepal about the mass animal slaughter during **Gadhimai** festival may have contributed to the banning of the festival in 2015



- 2010 film **Through Our Eyes** with former child soldiers in the Maoist guerilla army contributed to awareness and discussion in the peace and reconciliation process in Nepal post the Maoist civil war
- 2016 current film about to be completed, **The Girls From Pashupathi** about the lives of girls living on the Kathmandu streets will contribute to the development of a national policy on the rights of the street child

“May have...”



- Filmmaking tools are widely accessible, mobile phones, basic editing tools and plenty of tutorials on line on how to cut a film
- Telling stories at local level
- Online campaign and distribution, using twitter and Facebook to spread the word
- Calls to action – join this campaign, go on that demo, write to your MP, individual actions to change the world around us e.g. how to challenge discrimination whenever you come across it

Democratising grassroots filmmaking

- Films for Action www.filmsforaction.org/walloffilms/
- Prelude to Children of Calais #IAMHuman currently exhibited at James Hatchett Building, Goldsmiths
- Get involved
www.shootingpeople.org
www.communityfilmmaking.com
- Make your own films for social action
[/www.filmmakingstuff.com/mobile-filmmaking/](http://www.filmmakingstuff.com/mobile-filmmaking/) a checklist for making a film on your phone

MOJO: The Mobile Journalism Handbook : How to Make Broadcast Videos with an iPhone or iPad
- Getting films out there as a campaign Film Sprout
www.filmsprout.org

Find out more
