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Theme 1

***TECHNIQUES AND APPROACHES TO PRODUCE A DOCUMENTARY
FILM ABOUT THE SOCIAL REPRESENTATIONS OF PORTUGUESE
RURAL AREAS***

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From the XX century there were big changes on the rural world. These transformations were most significant in southern European countries mainly due to the inadequacy of its production systems regarding the global markets' demands. In Portugal, essentially, one of the most striking features of the last decades was the country *deruralisation* (Barreto, 2000) and the dissociation between the rural and the agricultural activity (Oliveira Baptista, 2006). From the causes and consequences of this reconfiguration processes some associated constrains and opportunities may emerge. So, there were major changes on the social and economic fabrics of rural areas, passing from food producers to spaces increasingly recognised as multifunctional: combining agricultural and forestry production with many other activities and functions related with the environment and recreational activities (Figueiredo, 2011).

Thereby, rural areas were nowadays redefined by its new functions, changing its social and institutional representations and motivating new demands consumptions, especially related to tourism and leisure activities. In Portugal the rural areas are generally presented as fragile territories (Oliveira Baptista et al., 2003), despite occupying more than 50% of the territory,

with an absence of socio-economic dynamics and an agricultural activity which may be qualified as possessing a weak competitive capacity (Oliveira Baptista, 2006). So, and recognising that the rural in Portugal is far from having overcome its link to agricultural production (at least in terms of social representations) it is said that the rural area is outpacing a identity crisis, which is necessary to analyse the outlines and, mainly, the consequences (Figueiredo, 2008).

Having in mind the presented outlines of rural areas, this research main goal is to analyse two big areas: the rural representations in Portugal and the techniques associated with producing a documentary film, and finally promote their meeting. With this analysis is intended to approach documentary film characteristics and particularities in a way that they can be used to represent the rural areas. Therefore, the final goal of this investigation is to understand in what ways the documentary film language descriptive and analytic potentiality allows a faithful representation and provides spectator interpretation of social imaginary connected to the Portuguese rural world.

Nichols (1991) focuses the connection of the documentary film concept and world history, pointing too several goals and significant, from event description to political advertising. So, documentary films join together film and historical reality, organizing around an argument where the roots dating back to an existent reality. The definition of this film genre may differ at various points but it's fixed, it is a representation or interpretation of world events. Documentary basis is the representation of local reality, of people and events, and it's through the filmmaker and the way he generates representations that is defined a reality version, less reconstructed and less filtered than a fiction movie (Rodrigues, 2013).

Bill Nichols (2001) refers that documentaries address the world we're living in instead of a world that is imagined by the filmmaker. For Nichols documentaries are dividing in two categories: the "wish-fulfillment documentary" and the "social representation documentary", which differs mainly on the level of histories and narratives (Nichols, 2001).

Therefore, this research aims to present documentaries focal characteristics that can represent the knowledge and imaginary about the rural areas in Portugal and document them, in a way that it can contribute to its public recognising as structural element and strategic for the country economy and culture. Is intended that with this audio-visual product it possible to vehicular the several images and ideas that the Portuguese population have about the rural world in order to contribute for a better compensation of its social significant.

An initial phase is dominated by readings of documents and authors that are important references to understand the meaning of Portugal's rural world in a way to fundamental knowledge about the theme. Considering the knowledge about the rural socio-representations the next step is to retract information about documentary techniques and particularities, reading and analysing having in mind acquire concepts about the rural areas. Plus documents and books that present knowledge about pre-production, production and editing a documentary there are collected as well relevant data through visualization and confrontation of existent documentaries, some about the analysed topic. In this phase data was collected from the process of watching and analysing several films already produced about the countryside, they are symbolical witnesses to several types of imaginaries and aesthetics about the rural world. The analysed films show the rural how he is. As examples of these, "Ainda Há Pastores?" is produced by Jorge Pelicano and "Volta À Terra" produced by João Pedro Plácido.

With the collected information, its systemization divides in two parts: the knowledge about rural representation and its inclusion in the audio-visual product and the instruments and techniques that should be used. This information organization allows creating a state of art, in other words, a basic notion about what exists in the investigation area centred in documentary products in social themes such as rurality is.

So, this study includes not only a research about movies that portray the rural context, but also an analysis of them in terms of colour, shots, sound, movement. Thus, despite the complexity of the process, the core of this research is to produce a documentary film that reflects the Portuguese rural world, this exploration process will serve as foundation and discipline to produce that audio-visual product, who reflects its striking characteristics.

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