



TV'S NEW EYES

TV EDUCATIONAL PROGRAM TO CREATE NEW AWARENESS AND VISION

Foreword

"The citizens of a civilized society, people who act civil, are not the product of chance, but rather the result of an educational process"

Karl R. Popper – A patent for the TV

The making of the documentary *The Body of Women* was the result of an emergency. Real women were disappearing from the TV and being replaced by grotesque, vulgar and humiliating figures. The loss was tremendous: women's identities were being cancelled out in front of a large audience and nobody was reacting to it, not even the women themselves.

This gave us the idea to select images from the television where women's bodies were being manipulated, in order to demonstrate what was happening. Show it to those who never

watch TV and are unaware, but especially to those who do watch TV and are blinded by it.

Our work also brought up the fact there aren't any adult faces on TV, people use plastic surgery to help wipe out all signs of aging, and this has important consequences on our society.

The documentary has been watched to this day by 4.000.000 people.

on the web, both in Italy and abroad. It's been shown at meetings, debates, festivals. From these experiences and from the hundreds of hours of TV we watched, we realized how urgent it was to put under the spotlight what was actually going on, to make TV viewers aware and therefore free, especially the minors.

The problem, the negative influence of certain TV messages, is not only the feminine world but how reality is depicted in general. It's a serious matter because the TV is a very powerful tool, it allows us to see the world, it entertains us, and it informs us.

Object: Training seminars for teachers

In a world in which we communicate through images, it's very important to receive an education on audio-visual language codes.

Schools do not give a proper education when it comes to audiovisual and new technologies.

It's therefore crucial to create a system that includes schools and families, to form individuals who will then be part of the communication process, and free to choose.

Recipients

The course is intended for adults who have a role in the formation of young kids, particularly for middle school and high school teachers. These people already have a solid training that needs to be reevaluated. Some of them already have a basic training in communications: with the course we can bring out their potential.

Objective

We want to give teachers the right intellectual and operational instruments for them to teach kids how to interpret images they receive on a daily base from the media.

Indirectly, we want to give young people a new tool: how to look beyond the images and recognize the messages hidden behind them. They need to become exigent spectators, they shouldn't be watching passively. They need to be attentive to the quality, request a better quality from the media; a better media will help in building a better country.

Method

Sociology and communications are the start up points, and also psychology. This is the scientific approach of an actually

very simple teaching method; it helps even those who do not have a previous education in those fields.

The core of our work is to slow down and stop images on TV, explaining the visual and linguistic messages they represent.

This is very difficult when you are actually watching something, you get stimulated through words, images, and lots of inputs do not leave time for you to process the information critically. The same type of work can be done on other media as well, depending on the media. The clue is to deconstruct the images that are usually playing too fast for us to comprehend what's beneath them.