

Film-discussion



TYPE OF TOOL: **INTERPERSONAL COMMUNICATION/PUBLIC SPEAKING**



Goals

► Inform, Sensitization, Education, Training



Targets

► Communities, Partners, Decision-makers



Production Steps

The Film-Discussion consists of the projection of a film followed by a public group discussion about the film.

DESIGN

Select a film based on the intended discussion topic (e.g. environment, health, society, gender, etc.), the objectives and the target audiences. The film/video should capture the audience's attention and transmit pertinent messages in way that is direct and accessible in terms of images and language, to the general public. Prepare an introduction prior to the start of the film to address the purpose for the gathering and inviting people to stay afterwards to participate in the discussion. Also, prepare for the post-film discussion by drafting some key discussion points about the themes and issues as well anticipating some possible questions and debates that might arise and being prepared to respond. Plan ahead and make the necessary arrangements for any equipment and logistics that will be needed (varies): A location for showing the film and holding the discussion; electricity/ generator; video player; screen (or a hang a white sheet); computer (which can play movies); DVD player, etc.

PRODUCTION

It is advisable to propose some "Ground Rules" prior to the start of the film, for example, "Allow people to speak/ don't interrupt; Be courteous; No personal attacks" etc. Following the film, start the discussion part of the evening with some easy, general questions, to get people engaged, for example, "Who can tell me what this film is about?" and then move the discussion towards the issues that are the focus of the debate and the reason for the gathering and in so doing help create the conditions for sensitization about the themes and objectives of the projection. Try to get as many voices (speakers) heard as possible while also paying attention to the time. Don't let this go on for too long. An hour is usually a good amount of time. Think about having someone do a summary of the discussions prior to closing the program.

Key points:

Test all the equipment to be used prior to the program. Identify one or two main issues that will be the subject of the discussions and debate. Make sure the event is well-publicized so that the public is informed about attending (radio announcements, posters, door-to-door, passing the word via village chiefs/influential community leaders, etc.). The purpose of the film-discussion program could be announced in advance, or people could be enticed by offering just enough information "teasing" to make them curious and so they'll have to come in person to find out more. Be sure to have an Attendance List. Choose as the Master/Mistress of Ceremony someone who is well-known to the community and/or is someone who has status/influence and who also has the capacity to moderate such a gathering.



Content

One or several films, not too long in length, different genres possible (fiction, news, documentary, animation); Equipment needed for the projection/post-discussion.

MESSAGES

Inform, Sensitization, Alert, Call to Action

IMAGES

- Choose a film that has good technical quality so that the format will not distract from taking in the content/messages.
- Think about taking photos/video of the program during the projection and during the post-film discussion in order to later capitalize on the experience.



Indicators

Number of participants; Length of the discussion session; Number of questions; Number of people who intervene.



Experience Capitalization

For each Film-Discussion program should be well documented in a report that includes photos and interviews/ participant feedback. Capitalizing on the Film-Discussion program provides an opportunity to assess the level of peoples' knowledge, and to refine plans regarding education, information and/or communication, as well as doing monitoring and follow-up.

Example

Photos from the film-discussion programs organized by **Biosfera** and **Oceanium**