

## **Introduction to Representation**

### **Representation in a social and cultural context**

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Duration of video clip: 49 seconds

In a creative work a maker is balancing questions of artistic freedom with also a social context. There is no work that exists outside a social and cultural context and the ethics of representation will determine - the way we think about ethics - will determine who's in our film, what in their experience do we look at, how do we shoot, frame and edit it, and what stories do we then tell based on those understandings. And if the way that we focus our attention is too narrowly understood in terms of only one kind of experience, we could end up with a media that is unable or unwilling to look more plurally at a range of diverse experience that comprise our social context.