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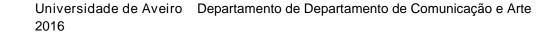Departamento de Comunicação e Arte

Imran Khan

UM ESTUDO PARA ANALISAR A IMPORTÂNCIA DO CONTEÚDO AUDIO-VISUAL NA DIFUSÃO DAS ATIVIDADES PROFISSIONAIS DA CULTURA ANTIGA

A STUDY TO ANALYSE IMPORTANCE OF AUDIO-VISUAL **CONTENT IN DISSEMINATION OF ANCIENT CULTURE'S** PROFESSIONAL ACTIVITIES

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Dissertation presented to the University of Aveiro to fulfil the requisites required to obtain a Master's Degree in Multimedia Communication, held under the scientific guidance of Professor Maria João Lopes Antunes and Professor Telmo Eduardo Miranda Castelão da Silva, Assistant Professor of the Department of Communication and Art of the University of Aveiro.

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Palavras-chave

Resumo

O conteúdo do áudio-visual tem elementos dinâmicos para transmitir a mensagem de forma positiva e eficaz. As imagens e o som melhoram a experiência e o conhecimento do usuário sobre as atividades profissionais de uma determinada cultura antiga. A escolha de conteúdos audiovisuais na divulgação das actividades profissionais da cultura antiga (Tourada) para uma aprendizagem melhorada irá revolucionar as formas de aprendizagem existentes e facilitará e reforçará o processo de aprendizagem em comparação com os processos convencionais existentes. Os benefícios oferecidos pelo conteúdo audiovisual estão além dos processos existentes para a divulgação da educação cultural e podem preencher as demandas futuras e existentes rapidamente, pois os usuários têm mais oportunidade e liberdade de mostrar envolvimento no assunto. Além disso, o conteúdo audiovisual evoca e apresenta um significado mais profundo e muito claro de educação para os usuários. Portanto, o objetivo básico deste estudo é promover antigas atividades culturais profissionais como a tourada através de conteúdo audiovisual. O estudo propõe-se explorar e documentar o uso de fontes de conteúdo audiovisual na divulgação da profissão antiga e na aprendizagem do processo no processo de elaboração de documentos existentes. Este estudo relacionará o conceito de conteúdo audiovisual com a profissão antiga. Este conceito de audiovisual ajudará a compreender a dinâmica do conteúdo audiovisual. Este estudo produzirá um documentário que será baseado na profissão de touradas. O documentário vai explorar várias fases da luta de touros, tais como sessões de treinamento ea luta arena.

Keywords

Abstract

The audio-visual's content has dynamic elements to convey the message with positive and effective way. The images and sound enhance the user's experience and knowledge about any particular ancient culture's professional activities. The choice of audio-visual contents in the dissemination of ancient culture's professional activities(Bullfighting) for enhanced learning will revolutionize the existing ways of learning and will facilitate and enhance the process of learning compared to the existing conventional processes. The benefits offered by audio-visual content is beyond the existing processes for disseminating the cultural education and can full-fill the future and existing demands rapidly as the users have more opportunity and freedom to show involvement in the subject matter. In addition, the audio-visual content evokes and presents a deeper and much clear meaning of education to users. Therefore, the basics purpose of this study is to promote ancient cultural professional activities such as bullfighting through audio-visual content. The study proposes to explore and document the use of audio-visual content sources in disseminating ancient profession and learning the process in existing documentary making procedure. This study will relate the concept of audio-visual content with the ancient profession. This concept of audio-visual will help out to understand the dynamics of audio-visual content. This study will produce a documentary that will be based on bullfighting profession. The documentary will explore various stages of bull fighting such as training sessions and the arena fight.

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Introduction

The journey of audio-visual content started by a photographer named Edward Muybridge. The motion images concept is not a new concept. The motion images concept started at 1877. In 1877, the motion capturing techniques introduced by Muybridge. He was working on a project called Horse breeder. The purpose of this project was to find out, how horses run. In this project, he used multiple cameras (12 cameras on different sides), for capturing the horses' running step by step. The results of this project were really stunning because Muybridge learned how to control the possible speed of horses on screen by controlling shutter speed of cameras. Muybridge also used that technique on others animals, and human (Barnouw, 1993).

The audio-visual concept contains motion images and sound effects. Sometime audio-visual content just provides the moving images without sound or sometimes with sound. According to Betzel, M., & Lauf, E. (2008), the audio-visual content consists "moving images with or without sound". According to this statement, the motion images are important to define the audio-visual contents. The definition of Betzel and Lauf's about audio-visual content emphasised only on the part of audio-visual that is visual but in fact both part audio and visual is really important in the present scenario. The sound is a very important to make the documentary films and fiction to make movies more interesting, rational and truthful. The sounds recoding equipment came very late in the market for commercial use as compared to motion capturing equipment. The first audio recording equipment was used in late 1920. After the introduction of sound recording equipment, the filmmakers (documentary makers) understood the dynamics and worth of sound effects. The filmmakers immediately started to record the dialogue or sound effects in the documentary as there were doing with their fiction movies. In the early cinema, most directors recorded dialogues by taking stage vocal, who narrate the stories and dialogue, dialogues were already written or scripted (Ellis, 2012). After the invention of sound recording equipment, the revolutionary changes came in the fields of the cinema industry. Especially, in documentary filmmaking that was based on ancient culture practices dissemination because documentary makers were able to carry sound equipment in fields to record the actual sound.

An American producer and director named Robert J. Flaherty Robert produced a feature documentary named "Nanook of North. The Nanook of North was a documentary in which

Robert used actual sounds effects and high quality of cinematography. Nanook of North got huge success. In this documentary, the audiences could listen and visualized the content what was producer provided. Due to audio-visual content, the audiences could understand the ancient culture practices in a better way. Before the introduction of sound aid, they could only watch and imagine by their self about the documentary story and events. The sound aid provided to them a complete image of ancient culture. Now the audience can understand the ancient culture practices in depth with the help of audio-visual contents. This study focused on audio-visual contents and its contribution to disseminating the culture. The focal point of this study understand the strength of audio-visual contents, elaborate the strong points of audio-visual contents and draw guidelines how to make documentary on ancient culture practices. The lack of knowledge exists in the audio-visual study area. This study will contribute for a scientific society to understand the audio-visual contents and its contributions because the audio-visual is a focal point to understand any culture and dissemination cultural activities. This study explores the main contribution of audio-visual contents, to disseminate ancient cultural practices because very lack of knowledge exists in the field of audio-visual, which explores contributions of audio-visual for spreading the cultural activities. This research aims to provide the procedure to the scientific society to understand the utilization of audio-visual contents, for promoting the ancient culture and its effectiveness. The final outcomes will present some guidelines. These guidelines will explore the strength of audio-visual contents. The guidelines will explain the procedure how to make an audio-visual content more effective and reliable to understand the ancient culture and promote it, by using the innovative audio-visual technique such as sound effect and cinematography technique.

This dissertation analyses, from the perspective of the concept audio-visual content, and ancient profession that is very famous in Portugal as an outdoor entertainment. This dissertation includes reports and descriptions of documentary making that are based as ancient profession(Bullfighting). The aims of this study to elaborate the dynamics of audio-visual contents and draw guidelines how to make the documentary on ancient professions. The audio-visual content has the strength to promote the cultural education, disseminate the cultural activities and ancient professions (Bullfighting) on a broader scale. In the modern world, it is very easy to promote the cultural activities across the globe by using different platforms such as internet, cinema, TV and documentary. This study focal point is, to produce a documentary on ancient cultural practices (Bullfighting). There are very few people who produced

documentaries on ancient profession (Bullfighting), especially on Portuguese culture practices such as bullfighting, because bullfighting profession always hub of controversy, due to violence against the bulls and killing the bulls in a brutal way for sake of entertainment. This study is not against or in favour of bullfighting profession. The main purpose of this study to show the contribution of audio-visual content's contribution to disseminate the complete image of Portuguese's an ancient profession (Bullfighting), whether in front of the camera or behind the camera because every image has two side, one what we can see from one particular perspective such as, people see the bullfighter in the arena when he is fighting inside the arena but people don't know his personal life, his training and his family life. The study covers all important facet of Bullfighting profession such as the personal life of bullfighter, training of horses, training of bullfighter. The study also focused the other professions that are associated with bullfighting such as saddle manufacturers and costumes designers. This is the first documentary on Portuguese's ancient profession (Bullfighting) which is filmed and provided detail description about ancient profession (Bullfighting profession). The detail information through audio-visual content about Bullfighting will enhance the knowledge of audiences and also disseminate the Portuguese's ancient profession.

The dissertation structure divided into two parts: first part discusses the theoretical framework that surrounds the object of study. The first part consists of two chapters. In the first chapter is presented historically correlates to the concept of audio-visual. The first chapter deals with the relation between documentary and ethnography. The researcher counted with a historical approach to the study of audio-visual language, from the Lumière brothers to the relationship of ethnographic cinema. The second chapter deals with the origin of the concept folk communication and concept of culture. For this, framed to the historicity of anthropology, ethnography, the birth and transformation of culture, communication and information. Second part presented the results and discussions. The second part consists on the processes of the documentary production, including pre-production, production, and post-production, besides giving rise to ethnographic methodology in their production. Then shows the conclusion: results and discussion, Finally, all bibliography used to make the dissertation.

Research question:

The following question was defined and elaborate to pursue this study.

What are the guidelines of the procedure that should be allowed to produce a documentary about ancient culture?

Objectives
The objectives of this work are mention below:

- To investigate the contribution of audio-visual contents to an effectively dissemination of ancient culture practices.
- To identify the guidelines of procedure not done of producing a documentary about ancient culture
- To explore hidden story about ancient professions (bullfighting, saddle manufacturer & costumes designers) through documentary film

Chapter I. Research methodology

In this chapter, the researcher presented researcher methodology's phases and parameters that are adopted by researcher to conduct this study. The researcher methodology phases are mentioned below (Table 1).

Figure 1Phases of research project

Phases of research projects			
Phases	Date	Participant	Objectives
Phase 1: Generating idea	1st October,2015 to 30th November,2015	Researcher	• To find out an issue that is still ambiguous for scientific society • Idea that will be worth full to remove the mist of dust through audiovisual content
Phase 2: Define the problem	1st December, 2015 to 31st March ,2016	Researcher	• Literature Review • Refine the problems • Write the introduction of problem • Come up with specific questions and objectives
Phase 3: Define the method	1st April,2016 to 30April, 2016	Researcher	• How to conducted researcher • What parameters will be suit able to explore the information about specific problems? • Researcher conducted by documentary Research
Phase 4: Pre-production	1st May,2016 to 30th June,2016	Researcher	• Selected a profession to film a documentary (Bullfighting as ancient profession) • To find out an ancient professional(Bullfighter) to make a documentary on his profession. • write a basic script of documentary
Phase 5: Production	1st July,2016 to 30th September	Researcher	• Film a documentary on ancient professional's personal (Bullfighter) and professional life activities
Phase 6: Post-Production	1st October, 2016 to 31st October, 2016	Researcher& narrator	• Story building by sound and images • Graphics designing • Sound designing • Music editing • Color correction Documentary available on this online link(https://drive.google.com/file/d/0B1PqjO-4dDH4a29JdFFkX25QQzA/view?usp=sharing)
Phase 7: Results and conclusion	1st November, 2016 to 30 November, 2016	Researcher	• Define the guidelines how to make documentary on old culture's professional activities • Discussion how audiovisual content disseminate the culture activities in positive way • Disseminate the results

After defining the researcher methodology phases, the researcher executes these phases in further chapters for instance, chapter two and three about literature review and chapters four

about procedure how to make the documentary such as from pre-production, production and post production.

Chapter II. History of documentary in context of audio-visual content

A documentary film which is based on actual events without adding any kind of fiction or manipulation. A documentary is a set of activities that is organized in creative and innovative ways. A creative documentary presents specific issues and object that can grab the attention of viewers. A documentary always contains two aspects such as ethical task and physical activities which was based on facts and figures. According to the Grierson (1966), a documentary is an artistic treatment of actuality. It is a big contradiction between truth and creative work, because some filmmaker shows facts and truth in the films then movies itself-inevitable fall short its claim. If somebody is providing the reasons and arguments about pain and sadness, then that argument can be wrong by some other critics or filmmakers. The purpose of a documentary filmmaking to watch more and more by audiences due to its authenticity and based on true events. The documentary should be truth side, not just a documentary which is based on manipulation and far away from the truth, because the documentary portraits the big image of doubts, arguments, issues, and disputes. The purpose of the documentary is to show the present problems rather than provides the solutions.

The documentary phenomena started to take a breath at the end of nineteen centuries. The First documentary film was based on different issues of society such as cultural and wildlife or nature. The first feature documentary was "Nanook of the North" (1922). The documentary can be a poetry visualized such as Joris Lvens's Rain (1929), written a poem on a rainy day and the poet tried to portrait the image of the rainy day and he tried to explain about the combination of rain drops and storms sounds make touching music. The documentary can be a propaganda. A propaganda can be based on a piece of art such as Soviet filmmaker Dziga Vertove actively proclaimed that fiction cinema was taking last breath. The propaganda documentaries provided fresh breath to the cinema. In 1929, propaganda documentary named "Man with movie camera" produced by Dziga. In his documentary, the filmmakers tried to promote the propaganda for the political issue in film's style.

The question is what is a documentary? Some people think, it is not a movie, a movie such as Harry Potter means the Harry Porter fully fiction movie. In fiction movies, everything scripted, such as characters, story, and dialogues. The documentary is not scripted and manipulated. There is very less space to make the documentary scripted but that documentary should be based on true events. There is a documentary which was based on fiction movie style but on

factual evidence, which broke all record of a documentary film on box office named "Fahrenheit 9/11(2004). This documentary takes the audiences to a thrill full ride by providing authentic evidence and information about 9/11 incident. Actually, the documentary produced for entertainment and education purposes. The main purpose of the documentary is to tell a story about a particular issue that's why there is space to manipulate the documentary for the better understand of audiences. The documentary makers film the real-life events as raw material for their documentary and technical team (editors, sounds designers &graphics designers) make it furnish to identify the problem by producing the story board in form of audio-visual content and use this story board and audio-visual content to identify particular issue or problems. Many people think the documentary is not fully based on factual events, images and sounds effects because without sound effects graphics effects are not possible to make a film. According to Aufderheide (1995, p.2), a broadcast journalist Edward Murrow once said: "Anyone who believes that every individual's film must represent a balanced picture knows nothing about either balanced or picture". Now the question is, how much manipulation will be acceptable in the documentary phenomena. It is not a new tradition to manipulate in the documentary films because filmmaker of the greatest first documentary named Nanook of the North also did manipulation. In this documentary, there are many spots, that were manipulated by the filmmaker. Robert Flaherty did lots of manipulation in his documentary, such as the main character in the documentary, the Robert tried to show the audiences, the main character is fully illiterate even he was well aware of technology because during the shooting, he could assemble and disassemble cameras. Robert also manipulated the name of character his real name was not Nanook. There is some space for manipulation, but this is manipulation for improvement of the message not for the miscommunicate with the audiences.

According to Nichols (2010), the definition of documentary is not just like the definition of any chemical compound such as water's chemical definition is Hydrogen and Oxygen compounds combine together and makes water. The documentary definition does not have any particular laws as defined the chemical compound. The documentary definition based on realistic (rational) and comparative. Such as subject as love takes on the meaning in contrast to indifference or hate. The same with fiction documentary and experimental and Avant- Garde film. Further Nichols explained about the documentary, the documentary produced the facts, truth, and reality, but this reality is not based on reproduction of reality. The documentary is an actual reflection of the world because the documentary is a way of presentation of the world.

The documentary actually shows the audiences which are already existed in the society without manipulation, fabrication or concoction.

2.1. **First Stage of Documentary Film's History (1877 to 1945)**

Documentary films are dealing with ancients or historical topics that are growing famous within audiences by every passage of decades. In the digital world, where people have satellite televisions access. even they are living any part of the world, they can watch local television and international television by using the latest technology such as internet or satellite technology. There are many television channels that are only on-air the documentaries, these documentaries can be based different genres such as wildlife, ancient history or ancient cultural activities. There are some famous names of television channels those are running documentaries such as, National geographic channel, History channel, and Discovery channel, these channels are broadcasting huge amount of documentaries, that are representing ancient culture practices. In this section, the study focused how the documentary phenomena started and what are the people's contribution to the development of documentary? What are the ups and downs faced by documentary phenomena during the development process? How audio-visual technology made ease for the documentary filmmaker and what are attitudes of documentary films and filmmakers in present scenario. This section explained the brief and complete historical background of the documentary

2.1.1. Chronologically developments of documentary

documentary is not a new phenomenon. The documentary's history covered more than one century. In this long period, the documentary phenomenon faced many ups and downs, but documentary never lost its identity and importance amongst the audiences, and film genres, due to its dynamics components, such as factual, visual, authenticity of material and sound.

The cinema invention attracted the legion of people, due to its diverse of stories and drama. After the huge success of cinema, some social scientist felt to document the facts, and action in the form of audio-visual content because the social scientists were thinking, the documentary has strong emotional

Figure 2 sequences with jockey on horseback by Muybridge.

feelings to get the attention of audiences due to strong elements such as motion pictures, sounds, and authenticity. In 1877, The English man Edward Muybridge was introduced motion capturing techniques. He was working on a project called Horse breeder. The purpose of this project was to find out how horses run. In this project, he used multiple cameras such as 12 cameras placed in direction. These cameras were filming horses' running step by step from different angles. The results of this project were really stunning because

Muybridge learned how to control the possible speed of horses on the screen by manipulating the shutter speeds of cameras. Muybridge also used this motion pictures technique on others animal and human (Barnouw, 1993). This invention of Muybridge laid foundation of a documentary by using the motion capturing techniques. In this documentary motion pictures technique, he used the factual data without manipulating with pictures. Figure 1, shows twelve pictures. Every picture is different from each other. When he was showing these pictures on the big screen with different shutter speed. When he was increasing speed of frame per second of images then people observed, the images were moving such as people move in real life. Muybridge technique is a base stone of motion capturing technique, which put soul in dead images. Muybridge technique was a first stone in the base of the cinema world, especially documentary film making. After Muybridge's motion capturing concept another name brought revolution in the field of photography and cinematography named Etienne-Jules Marey. According to Rabin Bach (1992), in 1883, Etienne-Jules Marey did a lot of experiments by using chronophotograph. In this technique, he captured the movement of people. Marey and Muybridge's motion capturing technique can be evaluated as similar, or even equal, however, they exhibited important differences that are not limited to the technical features. First time in 1883 chronophotograph technique introduced by Jules Marey in the cinema industry, which was the turning point between time and photography relation. It may be, due to that borderline capability fact that Marey have produced an impact that went beyond the strictly scientific framework and eventually integrates a conceptual reconfiguration broader about movement of time and also images, not because their assumptions and goals were out of this area: they were part of scientific formulations of time and in this context, played a significant role. The impact of Mary's work was, at least in part, to the high scientific rigor of their experiences. However, as Bergson realized (Rabin, 1992), the analytic movement from a spatialized and the subordination of human experience to an external and measurable time - fundamental aspects of physiologist methods were expressive elements of a major positivism crisis at the end of the

century. After the invention of motion pictures technique Auguste and Louis Lumiere presented first film for screening on December 28,1895 at Grande café on Paris Boulevard de Capuchins. Auguste and Louise Lumiere were son of renown painter Antoine Lumiere. They got their education in technical school. Due to their technical expertise, in 1895, Lumiere brother invented a device that worked with the combination of projector and the camera with printer and they gave a name to that device, it was "Cinematography". Its speed was 16 fps. In 1895, around 40 movies used Cinematography device and released these movies in different part of worlds such as London, New York, and Brussels. These movies were based on the French culture and daily life. The first documentary that was produced by Cinematography device was "Lyon fire department". The cameramen took cinematography cameras with them and went a different part of the world to film the different scene, problems and brought their innovative video. The invention of Lumiere brothers' brought revolutionary changes in the field of cinema and photography (Pruitt, 2014)

Edward Curtis was a professional photograph. He worked on Native American's life and culture. Edward portrait the American Native Indian lifestyle. Most famous image of Edward that was Princess Angeline. Princess Angeline's image exhibited, that exhibition conducted by National Photographic society. National photographic society selected Edward's image for the gold medal. After this huge success, the Edward decided to use the motion capturing camera to record the North American natives Indians, by using the field camera techniques since 1906. In the end of 1912, he decided to create the feature films which portrait the North American daily life, culture and elaborate their problems. Edward selected a tribe for filming. The name of the tribe was Kwakiutl and the tribe lived in Central Coast of British Columbia, Canada. He gave a name to this

Figure 3 Princess Angeline photo takin by Edward cuties

unique subject "In the Land of Head Hunters". Edward released "In the Land of Head Hunters" on December 7, 1914, in Casino Theatre New York Gidley (1998). After the successful experiment of field documentary by Edward Curtis, another name came in the field of cinema industry that was Dziga Vertov. Dziga Vertov is a very renown figure in cinema development and history. In 1919, Dziga Vertov

adherently criticized Soviet Union film industry because the Soviet Union was relaying on fiction, scripted and stage actors. He suggested the film industry should rely on truth and factual stories and actors. He thought, the future of documentary and cinema will be based on truth and factual events. Dziga Vertov produced a film in 1922 that was based on factual and truth. The name of documentary is "News reportage" (Berkeley, nd). Dziga Vertov emphasis on reality because he thought factual images and truth full content get more attention as compared the to hire script and actors (Dawson, 2003).

The camera is providing motion images since 1896, that time people could watch moving people, running trains, crowds of people in the market and workers were working in the factories, but without any of sound. Late 1920, expertise introduces sound recording equipment. The after the introduction of sound recording equipment, the filmmakers understood dynamics of sound, they immediately started to record dialogues or sound in the documentary, such as filmmakers done in their fiction movies. In the early cinema most directors recorded sound by taking stage vocal, who narrate the stories and dialogue that were already written or scripted. In the 1920s, well-trained directors used sound recording techniques in their fiction movies to create the sensation, thrilling action, and romance feeling by sound effects. The directors were relying on short dialogue and use sound effects according to the situation. The directors were succeeded to get the attention of audiences by providing them sound aids before that viweres were used to watch movies without any special sound effects. In documentary situation, the filmmakers needed a device that could be help full in field recording such as in a forest, mountain or desert, because in documentary need to provide all information in the factual form (Elli, 2012).

In 1930, Film and Photo League was planned to gather filmmakers and photographers to make the documentaries on a various topic such as, socially and political genres, but independent basis. According to Campbell, R (nd), film and photo league was a major part of culture movement that was sponsored by a communist. In 1930, when downfall came in the economy of America that time many unemployed workers rushes towards union square in the New York and the first time the capital press had revealed and exposed the police's brutality because they were brutally tackling the crowd. During the workers 'protest when situation was more worst during the protest and ignored. The people understand the media importance during this incident because no one there to report their issues and tell world how brutally police were handling protestors. It was pretty much clear that media houses needed workers for reporting.

Samuel Brody who was a daily worker and critic. He wrote "I want one more to emphasize the new films is the important thing: that the capitalized class knows that there are certain things that it cannot afford to have shown. It is afraid of some pictures Behind the science, the meaning of this quotation, The Brody insists on making the film on the social and political issue and these films empower the lower class to get their rights. The same year workers called to the filmmaker to make the film that depicts the real political and social issues. In May 1930, the film and photo league started to work and filmed the workers' events (Campbell, nd).

Frank Capra who was a North American film director. He was determined and focused on the relationship between the theme of "Public Opinion "advertising and documentaries. He produced "Why we fight " for Department of War United States in 1942. In 1945, he being used at the time motivational videos targeted to those soldiers who would be sent to battlefields. The decision to study that film series was due to its relevance at the height of tension prowled the USA in the 1940s. He was considered a strong representative of the art within the Advertising and communication policy. By one of the major Hollywood's names were part of war effort. It indicates to what extent the public, the American was initially reluctant to country's participation in the Second World War. Thus, in addition to showing as American ideas were worked and manipulated by the director Frank Capra in that period of World War II, Frank video also aims to launch issues about war and state as strong build machines and training of public opinion, and used the propaganda as strong support for that purpose, he was using "Why We Fight" as plain background in the elucidation of the issues proposals (Rollins &Peter, 1996).

2.2. **Second Stage of Documentary Film's History** (1945 to 2000)

2.2.1. Lightweight cameras and documentaries (1950-1960s)

The first period of audio-visual development was up to 1950s. The end of the 1950s, the dramatically the big change came in the field of documentary filmmaking. The big change came with the beginning of the television transmission. The omnipresence of television and daily new persuaded documentary filmmakers to change the documentary components according to new values and demand. The 1950s' opened the new horizons for the documentary filmmakers because filmmakers had lightweight equipment technology such cameras and sound equipment. The images and sound brought people nearest to the reality because images and sound itself concrete evidence of any particular issues. The filmmakers did not need to use the

studio for sound recording or manipulate with sound, because they had lightweight sound and cameras technology with the help of lightweight technology, they had the opportunity to record the sound in the field. The sound recording technology provided more authentic evidence and explores the real essence of documentary means (Nichols,1991).

In 1950, it was a new era for the documentary due to lightweight cameras technology. The lightweight equipment technology brought film and audiences nearest to nature. The old cameras were very heavy and did not easy to take them in the field for filmmaking, but after the lightweight cameras handling technology's invention, the young American filmmakers brought audiences near to nature and reality. According to Hostetler (2004), during the 1950s and 1960s the American young filmmaker reborn the concept of the documentary. The Photographers such as, Garry Winogrand, Diane Arbus, and Lee Friedlander, they mixed the traditional concept in new concept that was introduced in 1950. They were looking world by a new concept that was also contained old and new concept. The old concept was based on manipulation and new concept is based to shoot facts and figures in the field without any manipulations.

The television rapidly became very demanding because television's focused on daily life issues and portrait daily life of general public (Turnock, 2007). The television provided a new dimension of the world in the form of news and documentary. The television explores actual issue exist in the society in the form of daily news bulletin and documentary films. In 1960, the television started to broadcast the family programs that was based on entertainment, sports, family or society issues and dramas. These family dramas were based on emotions and relations. In 1950 to 1960 people had general thought about television, the television could reveal the complication of life, through a combination of camera and sound. The television became the eyes witness of all events happened that time and preserved all events in the form of audio-visual documentary.

2.2.2. The first documentary on aired (1961)

Before 1961, people could watch movies and documentaries only in theatre or cinema. Before 1961 People had not have accessed to TV technology. Due to less access to television, the filmmakers had only one choice to bring a legion crowd of people at the same place by using the cinema or theatre as a medium. According to Pitts (2008), Edward Murrow produced

a controversial documentary that was about migrants, who were agricultural workers, named "Harvest of Shame". The documentary "Harvest of the shame" was based on investigating method. First time, Edward explored a very hard-core topic which was very controversial for the politician and some stakeholder. He was exploring how migrants live like animals and how their landlords were treating with them. On 25 November 1961, a first time one-hour documentary presented by CBS TV, it was "Harvest OF Shame". Edward revealed the real face of American policies against migrants. Due to that documentary American faced embarrassment in front of the world (Pitts, 2008). The Harvest of Shame opened the new doors for documentary filmmakers to make documentary on serious issues and provided smooth surface for investigation documentary filmmakers genre.

2.2.3. Lonely Boy (1962)

In 1962, the filmmakers were introduced new concept of documentary as compared to old concept which was based on an ancient culture, and hard-core issues. They tried to document the celebrities, such as actors or singers. The new documentary genre was very interesting because in which concept the audiences could watch their star actors, singers and they can understand their lifestyles behind the camera and in front of the camera. The people could get to know what are efforts of their stars to achieve their goals and objectives. According to Stone (2002), the idea of Wolf king, who introduced a new genre of documentary that was belong to the entertainment world. The wolf idea was to make a documentary on pop singer and film his concerts and his lifestyles. This documentary directed by Wolf Koenig and Roman Kroito. The main character of Lonely Boy was Paul Anika. He was very famous singer of that time. Wolf documented life of Paul in the form of audio-visual content. He tried to bring out different aspects of Paul's life in front of the public such as, behind the cameras and in front of cameras. This documentary did not easy to make because documentary doesn't have a traditional story or script. It was story of a man who was celebrity and really famous among the public. It was really hard to edit it and make a story that attracted audience's attention. Editing task was really hard, its editing was just like make palace in the heaven. It was the first experience to make this kind of documentary. It was very hard to edit good images by creating a sense or developing the story because, without developing the story the purpose of the documentary could be worthless (Stone, 2002). Biography documentary credit goes to Wolf because he opened new horizons for documentary makers and he provided multi-dimensional thoughts for the documentary filmmakers.

2.2.4. Abraham Zapruder (1963)

By improving technology, the documentary phenomena is flourishing very effectively among the consumer and filmmakers. Cinema technology was improving by passing every single decade, especially in filmmaking equipment, such as camera, lenses, and sound equipment. According to Pasternack (2012), Abraham Zapruder filmed one clip. He used 486 frames with 8mm Bell& Howell home movie camera. The duration of his film just 26.6 seconds. Those 26 seconds made history because, that film was contained historic, horrific, and clear visual evidence of assassination of United State of America's president John Kennedy. Abraham's film was without sound but it was really important to solve the murder conspiracy. Abraham's film was really important for the history and forensic investigation. Abraham filmed the scene exact that time when

Figure:4 (Abraham Zapruder 8MM Camera and Film, 1963. Photo Bell & Howell.)

president John hit by a bullet. Abraham provided some copies of that clip to the investigators to solve that historic tragedy. Abraham documentary took the first step for investigation documentary. It was unintentionally filmed with very short duration but, this documentary made history for America and helped for investigation (Rosenbaum, 2013).

2.2.5. Frederick Wiseman 1967:

The documentary film making is a property of intellectual, who has innovative and creative ideas. An intellectual, who brings the existing problem with an innovative way or method to gain the attention of legion crowd. Frederick Wiseman by educationally was lawyers, but he produced one of the best documentaries series. Frederick was an independent documentary maker in the America. He was a one-man show, that's why he leaded the documentary movement without any group of filmmakers or followers. He tried to explain the documentary phenomena, according to him documentary is boundary-less in a genre context. In 1967, the first documentary "Trial of Titicut follies" that was a long documentary series in the history of cinema. This documentary was restricted for publically display because this

documentary raised social and ethnic problems. This documentary based on face to face interview about specific issue or problem. Wiseman forces the independent documentary makers to furnish their documentary by portrait real issue in the society, which are ignoring by the government personals. Wiseman raised all these issues in his documentaries and faced many problems such as government put restriction on his documentaries to show on televisions and written materials. Wiseman went to the court. He requested courts to remove the restriction on his documentaries (Anderson& Benson, 1939). Wiseman work was not against anybody; he was revealing ground reality. The work of Wiseman gives a new direction of filmmakers to make such kind films that represent the actual problem in the society, even some people don't like it or against you.

2.2.6. Narrative approaches and documentary (1985)

One of the important component in the documentary is a narration. The narration actually is storytelling technique in a documentary. The procedure of editing in the documentary, the editor tries to edit the documentary in such way, in which the audience realized somebody telling them a story with the combination of image and sound. According to Kermode (2000), to convey the complete message in the documentary, the narration is mandatory because audience should understand the actual essence of documentary through narration. The filmmakers' nonfiction material, what they gathered during filming, needs explanation by providing a narration of actual events. Further, Kermode is explained about narration, the mechanism of documentary film narration based on the sequence of events in the chronological method to create the chain of events in such way every event ended with a sense of compilation and other events start with new sense but connected with previous events.

The filmmakers were experimented old and the traditional style to narrate any specific issue. In which, voice over of third person who was reading the script and nobody could watch the narrators inside the documentary because he always provided the narration behind the camera. The script of narration always is based on factual evidence without manipulation. According to Hume and Rossener (2014), the student of MIT Ross McElwee, who got funds to produce documentary films on Williams Tecumseh Sherman's experience of Georgia civil war, because Williams was the eyewitness of civil war and he had many memories in his mind about the war. Sherman's documentary was a state of the art in the cinema history. The documentary got many awards due to its own uniqueness such as documentary won Sundance film festival

award in 1986. In this documentary, he used the own voice for narration throughout the documentary. He expressed emotion and feelings. This documentary was the first step in narration field where a person narrates his feelings and emotion by his self. There is no doubt, the narration put the soul in moving images because without narration, people could not understand black spots in the film. Black spots mean there are some points in the film where people could watch the images but they could not understand meaning of those images. The narration method removed ambiguity what people had have in past. Now people have full images of any particular issues due to narration techniques. Now, in documentary every image has meaningful status because narration providing substantial information about images. The narration never let audiences lost in the film due to authentic information.

The new approach to the documentary (1991)

The documentary filmmakers always try to bring factual and truthful contents for the audiences, but this truthful and factual contents always create few doubts about the authenticity of documentaries. The audiences have claims that the film would be more truthful if decrease the involvements of human in camera handling. In 1991, people raised many doubts and questions about the authenticity of documentaries. People were thinking, the filmmakers manipulated with images and sound to make it more factual and truthful. In 1991, the digital technology changes whole concept of photography and documentary, because digital camera reduced human intervention in camera. Now everybody could use a digital camera without any special training or education. The first digital camera introduced in 1991. The first camera had chemical coated negative reel vector. When someone wanted to take a photo, he just needs to press the photo taking a button and the negative reacted with light and get the images on reel vector. The digital still camera increases high chance of truthful and authenticity of documentary materials. The reel vector worked as concrete evidence because in reel rectors have very less chances to manipulate. The negative reel vector worked as a reference of images, for instance, if somebody has objection and doubts about images then that negative works as solid prove (Ellis, 2012).

The twentieth century brought new challenges for traditional photographic and documentary filmmaking. The challenges were related to digital technology. The introduction of digital technology and fast circulation of this technology itself a big problem for the traditional

photographic. According to the Mitchell (1994), the rotation of graphics technology in the market, is the biggest problem for the traditional photographic. He had a concern about the graphics communication rules. Mitchell suggested to the expertise should define the graphics communication rules because the graphics communication is creating problems for image production and authenticity of a documentary. These conditional requests, with expanding direness, an essential basic reappraisal of the utilizations that put realistic ancient rarities, qualities in this way dole out to them, and the moral rule that guides our exchanges with them.

In twentieth century biggest problem with the documentary is a manipulation of images by using different digital graphics software. The digital graphics software is a question mark for documentary authenticity and evidential status in the eyes of researchers and academic point of view. In digital regime, digital images contents are the biggest challenge to prove the authenticity of images as an evidence. The old process of image taking method was really simple and had fewer chances to manipulate with them because negative reel vector was a concrete evidence to prove the image. Now with the help of digital technology, there are high chance to alter the image or manipulate with them with the help of digital graphics software. It is not possible to abandon photography because people are raising the question about authenticity of the documentary's material. In the end, this is not a mean, the digital technology always destroys truthfulness of images and manipulated with real essence of documentary. The digital technology can be used for sake of improvement images and innovative purposes. There are many alter procedure to produce the images as they are in real without any manipulation. In this era, this is need of time to produce the images by using the digital technology. Nowadays, everybody well familiar with the digital technology and they are also knowing the negative use of these technologies. The photographer has a harder exam to prove their work as truthful. The photo producers pass through a process that is contain two stages. The first procedure, photographers have to show their work then they have to answers the questions, how they produced these images. In second procedure they have to provide solid evidence to prove these images are authentic and there is no manipulation of their contents. These procedures provide an opportunity to photographers to make their work authentic and truthful (Ellis, 2012).

2.2.7. Twentieth century: Concept of Documentary in internet era

The twentieth century is a most advanced century in humankind's history in the context of digital technology. In the twentieth century, a new platforms introduced in the field of media industry named "Internet". The internet provided a new path to access the legion crowd of people in different parts of the world at the same time. The internet started to provide the online services on massive and various devices. The devices are desktop computers, laptops, smartphone, tablets, and smart TV. The combination of the internet and smart media devices (phone, tablets, & computers) brought revolutionary improvements in the documentary filmmaking because in the smartphones have the facility of recording, production, reception, and transmission. With the help of the Internet and smart devices, it is easy to make the documentary for those who are professional or non-professional. The smartphone users take the smartphone and record the events. The smart phone users upload a video of an event on the internet, where the consumers can watch that event on her/his smart devices (phone, tablets, & computers). The one of famous plate form, where people upload their documentaries and watch documentaries by entering different keywords named YouTube (Carrier, 2014). The YouTube is a platform, where anybody can upload, download and watch live broadcasting. The YouTube is an online service. The consumer can use this service by having internet connection. YouTube platform provides different service for its consumers. The services of YouTube are live streaming, uploading and downloading. On YouTube, anybody opens their channel and put his and her documentaries, movies, and news. The audiences can watch their program online. There are many other services as like YouTube. The YouTube equipped with self-evaluating tool. When somebody put documentary film on YouTube the YouTube immediately warn uploader, this is pirated material what they are uploading on, YouTube and YouTube is not going to monetized your contents. The internet services opened new horizon for professional and non-professional documentary films producers. The film producers can spread message approximately throughout the world in very short time by using the internet service. The Internet has a big share in the development of documentary because the internet spread the documentary phenomena on a massive level that is beyond thoughts of early filmmakers.

2.2.8. Media Globalization and Documentary (in present scenario)

This part of study explores relation between media globalization and documentary. The internet and satellite technology converted world into global village. In this global village people

are connected with each other by internet technology, even they are living different part of the world such as they are connected with each locally or one community. Through internet technology, the social media (Facebook, twitter and what's up) is producing the global media culture, for instance, a Facebook user in America post his and her hair style picture on his& her wall (Facebook), when people see this hairs style, they start adopting that hairs style or fashion in any part of globe. There is no aim to promote one specific culture because media globalization actually has an influence on all dominate culture and creating new culture such as a global culture. In global culture approximately all people will have same norms, education, and tradition (Hendricks, 1999).

The media globalization also has an impact on documentary films, but the question is how media globalization is an impact on production of factual film or documentary films and factual entertainment. The Media conglomerate and media production houses always looking an opportunity to work beyond the borders. These production houses have sub- production houses across the globe, where linked each other as a chain. After successful globalization of production houses, Television industry flowed footsteps of production and they expanded their services around the globe by using the internet and satellite technology. After the expansion of films and television activities around the globe. There are some television channels, who adapted the globalization very effective. The Discovery is a channel who expanded its services around the world with partnership BBC Worldwide. The main purpose of this partnership to produce factual films, program, and documentaries on various genres. This partnership consequence was really stunning because millions of people are their viewers and they generated too much revenue by providing them factual documentaries and programs. The according to Chris (2002), Discovery channel started its services in 1985 in US, the main aims of Discovery channel to promote truthful and factual programming. The globalization of media promoted factual programming and documentary on a massive level and accessed legion of people.

2.3. Taxonomy of documentary

Since the documentary introduced, the documentary developed its self-according to public demand and using available technology. The documentary is a very successful genre all the time because documentary phenomena has capability to immerse in every new technology

(the internet, mobile technology, and satellite). The documentary always moulds its behaviour according to present technology and behaviours of audiences. The attentive and inattentive procedures are responding truthful genres. Now audiences have a great deal of prior knowledge about the experience of television watching, reading (magazine, newspapers, and books), and listening music on radio, tablets, and cell phones. people are well aware of new technology such as the internet, smartphones, and laptop. The factual programming now days associated with "Leaky genre" because in the actual genre has the ability to dissolve into any media for various innovative ways. American writers named Bill Nichols, who wrote nine books and more than hundred articles in context of fiction and nonfiction films. Nichols started to overserve the documentary on a large scale because according to Nichols documentary is not based on single category. He thought, there are many categories exist inside the documentary. When he started to examine documentary in the context of documentary structure and aesthetics. Nichols presented modes of the documentary in 2010 in his book "Introduction to Documentary" In his book, he presented the mapping and modes of documentary. Every mode defines the different genre of documentary Such as poetic, observational, expository, participatory, reflexive and performative modes. Most of these modes behave like Paul Rotha's traditions (Natusch & Hawkins, 2014).

2.3.1. Modes of documentary (Genres)

In the filmmaking the field, the documentary making is an only phenomenon that behaves every time differently. The documentary's example as fingerprints of human, the fingerprints always different from one human to another human. Same situation with the documentary because every documentary is different from others documentaries. Every documentary raised new topic, voice or problems in new styles (Nichols, 2001). The documentary works as a different breed of seeds put in same lands but you will cut different crops. In the documentary images and voices works as seeds and when filmmakers put them into films ground and final results brings new phenomenal films that are based on new style and a new voice.

1.4.1. Poetic modes

The poetic modes abandon the continuity editing procedure. In poetic modes, the documentary is a subjective exploration or interpretation and use the narrative materials. In poetics modes objects, characters, and events underdeveloped mode. The poetic modes

generating a unique state of mind or lay. In the poetic mode, the editing defines the collaboration and motif that includes rhythm and spatial juxtapositions. The poetic documentary contains a bunch of unrelated images to explores an event such as a sunny day in London by creating a link between image and events. In Poetic mode documentary, filmmakers shoot images without continuity then put them in right orders by creating a specific tune or rhythm (Nichols, 2001).

2.4.2. Expository Mode

In the expository mode, the image and narration connect different part of history by using most argumentative ways as compared to the poetic modes. The expository mode narration major part contain which explains and argue about images, events or contents. The expository mode documentary makers, first they collect images that have potential. The expository mode follows the God-commentary concept. The God – commentary concept in which audience can listen a voice of narrators but they cannot watch narrators. The narrators are not a common man, they are expertise of correct pronunciation of language and their vocal sounds. They put the soul in the expository documentary thought their voice. The structure of expository mode involves around authentic and logic knowledge that is presented by narration. The narrator is not only explaining images, he also providing background and relevant information. The editing procedure of expository mode is quite different because in this mode the filmmakers used very small amount of traditional editing style and tone (Nichols, 2001).

2.4.3. Observational mode:

As explained previously about poetic and expository modes that modes are fellow little formal documentary style, but the observational documentary slightly different from the poetic and expository.

There are some reasons why observation is different from poetic and expository. The reasons are, the observational documentary filmmakers first gather images with cameras then these images pass through an analyses process. In this process, the filmmakers analysed the images from different aspects. The filmmakers raised the argumentation on content such as, why images are important, what is meaning of these images and what kind of knowledge this picture providing us. The purpose of argumentation to explore hidden knowledge behind the images

and create awareness about specific issues. The observational documentary provides the open end for audiences to think or imagine the final consequences (Nichols, 2001).

2.4.4. Participatory Mode

What is participatory? And why Nichols use this term in his documentary modes. The social science researcher always interacted with the common public such as sociologist and anthropologist. The anthropologist and sociologist always go field research. They go to the public domain and interact with them. The basic purpose of this interaction to observe the natural behaviour and attitudes of people. After or during the interaction and field research, they put their observation on a piece of paper, this is called participatory (Nichols, 2001). In the participatory documentary, the filmmakers go to the field as the anthropologist and sociologist do their research. The participatory filmmakers put their self into that situation, where other people live and encounter their experiences. They also portrait the experience of people through camera lenses. The participatory documentary provides feelings about particular situation. The situations mould final results. These final results actually define the participatory documentary because the final results bring out actual attitudes, behaviour, and problems through observations of filmmakers. The actually participatory mean filmmaker should have imperialized him/herself into the situation and feel the given situation as the people feeling in real (Nichols, 2001).

2.4.5. Reflexive mode

The documentary phenomena always raise a particular problem and portrait its reality. The documentary film engages with characters to explore the truth or facts. As mentioned in the Participatory mode, the filmmakers put him or herself in a situation such as subject is living in a particular situation, but filmmaker negotiates directly with audiences. The engagement with audiences become focal point of the reflexive documentary. The audiences more enthusiastic to watch this kind of documentary because they have an idea in that documentary and filmmakers are involving with the common public. Generally, the filmmakers produced documentary films that are based on the authentic information and get the attention of audiences about any problems and issues, that's why there is no direct engagement with audiences or viewers. The reflexive documentary filmmakers engage them self with viewers by raising the question about any hard or soft issues (Nichols, 2001).

2.4.6. Performative mode

The documentary always provides different knowledge, for instance, exploring the problems, highlighting lifestyle of native, and proving the observations of filmmakers about the specific encounter, these are a different kind of knowledge. The question is, how the performative mode is different from other modes. The performative documentary always raises question about knowledge to the audiences. In this documentary filmmakers ask questions what did you gain to understand from the knowledge. The Performative documentary explores different types of knowledge that are evolving around emotional and subjective facet of documentary and promote a knowledge in the context of different meaning for different people. The main question in the reflexive documentary can be an about prominent person, health, racing cars, dashing guns, and about different adventure experiences. This question can explore person's emotional and subjective involvements. The Performative documentary finds to divert its viewers into subjective attachment with its unique point of view about the world. The conclusion with this words the performative documentary talk about a knowledge in which audiences involve by emotionally and subjectively called performative documentary (Nichols, 2001).

2.5. Conclusion

The technology made the word a global village but audio-visual content enhances the knowledge of audiences by providing authentic information through documentary phenomena which is based on actual images and sounds. There is some space to manipulate documentary material for artistic purposes. The documentary faced many technology ups and downs but always documentary accommodate every technology with very open open-hearted. The documentary faced many ups and down related authenticity of material but the documentary never lost its identity rather it improves its identity and accepted every type of criticism. The technology opened new horizons and make easy to make documentary films. The expertise still has objection on authenticity of documentary contents but this criticism always improves documentary image.

Chapter III. **Ancient culture's dimensions**

3.1. What is culture

In early stages, the term culture associated with the cultivation of animals, crops, and religious activities in English language. In nineteen centuries, the term culture started to apply on a big scale such as human practices, personal etiquette, arts, norms, and customs for improvements purposes. In same era, culture term was also used to define the society and its improvements. According to the Williams (1976), culture term explores further three terms which are reflecting the historical transformation. (I): The first term is based on improvements of society, individual person or society in the context of intellectual, spiritual and aesthetic (ii) the second term draw a circle around all products such as, film, music, theatre that are associated with intellectual and artistic habits. (iii) The third terms represent all aspect of the life of a person, group, and society such as faiths, customs, beliefs, traditions. (Smith& Riley2011). According to Smith and Riley (2011), there are two anthropologists named Kroeber and Kluckhohn. Kroeber and Kluckhohn compiled of best definition of culture. Kroeber and Kluckhohn analysed the definitions and put them into six categories for better understanding. These categories briefly explained below.

3.2. Categories of culture:

(I)   **The descriptive culture**: The descriptive culture covers all aspects of life and describes them in detail. The definition of descriptive culture is, the descriptive method pinpoints every aspect of life in depth, which makes the culture. The descriptive culture is contained these aspects of life such as, customs, traditions, norms, moral values, beliefs, laws and all habitual activities that are a person do in a daily basis in a specific group or society. The descriptive method explores two sides, one is the concept of group or society, for instance, standards, laws and artistic work or art and the second part is, how they practice or take action in the context of moral, art and laws. The descriptive method clearly explains an idea of a social group or society and how they execute these ideas. The descriptive method clears the image of any culture by explaining the ideas and activities as cited (Smith& Riley, 2011).

(II)   **The historical culture**: The historical culture stands for, a set of morals value, laws, and activities that transfer inherently from generation to generations called Historical culture. When one generation received cultural values and activities from their forefathers and they preserved it. The new generation preserved their culture as it is, as they received (Smith& Riley,2011)

(III) **The normative culture**: The normative culture defines different aspect of culture, the culture is, what is a share of lifestyle that modifies the idea of attitudes and encounters of the community, for example, a life always follows the footprints of a community, that is represented a culture, the collective morals values, and mechanism (Smith& Riley2011).

(IV)   **Psychological culture**: Psychological culture is a knowledge of emotions and attitudes, which is injected into the community. The culture expertise defined the psychological culture as a problem-solving device. The psychological culture provides an opportunity to accomplish their emotional and materialistic desire. For a better understanding of psychological culture, it is really important to observe the human attitudes or behaviour. There are two types of human behaviour, (I) overt behaviour and (II) coverts behaviour. According to the Fendrich (1967), (I) Overt behaviour based on action and reaction (responses). All actions that are observable called overt behaviour. Indeed, Overt behaviour always associate with human's actions or habits. For example, one man walks every day five miles per hours, the hours are the duration every day is a frequency, and five miles per hours is an intensity. (II) Covert behaviour linked with beliefs, thoughts, and meaning. According to the Stemmer (2003), the covert is an external activity of a person and these inner events build the covert behaviour components. The cover is a mechanism of observations or thinking, during the thinking process. The covert behaviour is applying when somebody founds the solution of some critical problems inside the mind without knowing other persons (Moore, 2001). The covert behaviour actually explores internal thinking process.

(V)   **The structural culture**: The structural culture is "a historically transmitted pattern of meaning embodied in symbols. The structural culture is a set of inherited

concepts that are expressed in a symbolic form allowing people communicate, perpetuate, and develop their knowledge and attitude towards life. The structural culture is a composed interrelated the isolable parts of the way of life and highlighted in the way that culture was a reflection that was not the same as the solid conduct (Greetz, 1973

(VI)   **Genetic culture**: The genetic is biology terms that can be used for definition of culture. According to smith (2001), this definition clarifies how culture phenomena continues transfer from generation to generation. The culture explores the communication between old generation and new generation by leaving their ideas, values, and beliefs and as it is, as they got from their forefathers. Culture phenomena is very difficult to express, it is very hard to give one definition because social science is not like pure science, such as Newtown's laws. In Newtown's law nobody can add and subtract anything from the law because these laws present the universal facts that cannot be changed. A social science that's are not based on pure science that's why every passage of a year the social science faces ups and downs in term of changes. The concept of culture is not easy to understand because the term culture depends on three different procedures or ways. The first procedure defined by Mathew Arnolds in 1867 named exemplified. According to Arnolds, the exemplified, the culture associates with think-tank and expertise's struggle to achieve the objectives. Further, he explains that culture belong to Folkways. He explained that culture can be the property of any small social group, they can produce a culture according to their intellectual and artistic characteristics (Spencer, 2012) According to the Spencer (2012), Edward Tylor is presented second procedure of culture. The name of the second procedure is a pioneered. pioneered procedure, groups' skills, expertise, norms, and traditions that are based on the quality of work. This procedure is a base stone of culture definition. Tylor defined t culture in way, that contains few terms that are faiths, beliefs, knowledge, artwork or art, moral values, laws, customs, traditions, norms and all these activities that are need of human as part of a society. The third usage of culture define by Franz Boaz. According to Franz, there is no high and low culture, for instance, one culture is civilized and other on savage (barbarian) based. The civilized and savage culture is not representing the class of culture. He tried to persuade and stress different values, and his emphasizes to discussion on

cultural elements not on the class of culture because elements of culture are more important (Spencer, 2012). In conclusion, the culture covers different aspects of life such as thinking believes, knowledge, experience, norms, and customs, that represent a particular social group or society lifestyle etc.

3.3. Characteristic of culture

The culture represents the numerous societies and groups, in which a person has relation. To learn or practice culture is not an inherently or scientifically transfer one to other. The culture is a conceptual roadmap. It is important to follow or learn the characteristic of a culture. For better understanding, the culture has divided into five basic characteristics.

I.   Learned:

The culture is not a genetic component that is transferred from parents to their kids. The culture is a conceptual knowledge. The culture is a concept that is based on beliefs, morals values, experiences, and practices. The question is how people can learn the culture. The people learns their culture from their childhood. When kids get a sense to explore the world and they start to learn their culture through different sources, such as parents, peers, education departments, and media. This learning process is a very strong component of culture.

II.   Shared

The culture is not concerned about an individual or group. The culture is always a collective practice. In culture, individual and group of people enjoy moral values, beliefs, customs and traditions what they have in their culture (Farooq, 2011). Indian culture is a shared culture because Indian believes more than on God, that term called Polytheism.

III.   Based on symbols

The most important characteristic of culture is a symbols, signs, and pictures that have some meaning. The symbols and signs mostly represent an ancient language or communication style. According to the Moore (2009), the symbolic culture communication between generation to generation. The symbols elaborate the lifestyle,

norms, and tradition of that person who created them. Basically, the people who created these symbols, they wanted to communicate with upcoming people. They also wanted to tell them who we are and what is meaning and purposes of these symbols.

3.4. Integration theories

The cultural integration depicts different cultures come together and integrated into dominated culture. During the integration process, the local culture dilutes into a dominator culture and make a new global culture. Being an integration of culture, every element of culture has very strong connection with each other. To understand the culture, it is really important to analyse every component of a culture Algan et al, (2013), explained integration theories named Assimilation theory, Multiculturalism theory, and dynamics theory.

According to the Algan et al (2013), Assimilation theory is based on three main components. (I): Ethnic group: The first components are an ethnic group for example when immigrants migrate from one place to another and the migrants share their previous cultural experience, customs, and norms as a native. They experienced sharing process would be natural, people will share everything without any manipulation and without any social-economic pressure because when they migrate, they will have equal rights and opportunities as the native of that country have. (II): The second component, the vanishing of original culture, the integration of original culture by the passage of time will lose its identity and after some time the original culture will be vanish and a new culture will take the place of original culture. (III) Third component explore how the ethnic groups dilute their self during the transformation of culture from one generation to other generation. The multicultural theory has a different point of view as compared to assimilation theory. Multiculturalism theory refused the mechanism of integration that is proposed by assimilation theory. In multiculturalism, immigrants inherently keep modifying their culture and they secure identity by living inside the united social group as a member of any state (Glazer & Moynihan 1970). The culture is a dynamic and quite complex because the culture just like an overwhelmed river that is flowing among streaks of the mountain rather than behave like a placid lake. The culture always fellow from one generation to other generation with adoptable changes, which means culture modify their components by the passage of time by solid and effective way. The human cultural system communicates and expresses by the different procedure and ways, so that is very hard to recognize the most effective dynamics of a culture. The culture dynamics evolve around words, tone and body

gestures. The words, tone, and body gestures indicate the person cultural background (Side, 2013).

3.5. Elements

The culture is a vast field of study for sociologist and anthropologist. The culture is a metaphorical shadow of a human because the culture exists where human exist. The humans are living different part of the world and they have a different way of life that's why, there is no hundred percent same culture on the earth. Every culture is different from due to its elements or components. every culture contains four major elements that are mentioned below.

I. Symbol

All culture has different kinds of symbols and these symbols have a different meaning. These symbols are instigating of feelings and emotion towards a particular cause or purpose. The symbols are useful to evoke actions and reaction of community. There are two types approach to understand the culture's symbolic system. The first approach is not prominent amongst the investigators because this method critical observed all components that come under its shadow. This method explained every part of culture's elements in detail as David Schneider (1968) presented his analyses about the American kinship. He explained everything that is associated with kinship such as, nature, laws, and sexual intercourse. In second method, the researchers have a focal point around object and symbol, that is really important for any culture. In that culture, the researcher digs out the meanings of symbols that is worth full for culture (Ortner, 1973. There are some signs that are explained by Ortner (1973).

a) The natives explain how much object or symbol is important for their culture
b) The natives might be having good or bad feelings about that object or symbols
c) Symbols or objects pass through many stages and these symbols have background history. These symbols communication within a culture and symbols belong with different beliefs arts and norms.
d) The culture's symbols are the hub of vocabulary because many words are associated with these symbols to explain the one or more purposes.
e) There is some boundaries or limitation associated with these symbols to avoid the negatives meaning.

The symbols have a strong stance in every society to elaborated their ways and ritual activities. The basic purpose of symbols communicates with society and also generation to generation.

II. Language

The language is a very important element of a culture because the language is a set of different symbols and signs. The human is the only creature on the earth who can write and speak their own language. Due to these qualities, human is quite different from the other creatures. The language is a source of knowledge and human can learn their culture through their own language. The language is a very important component of human life. Through language, the human communicates in their daily life with each other. The human integrated the language in their every part of life, such as education, business, and their daily life. The language work as media to transport the knowledge, meaning, and symbols for better communication. The language presents the two-way traffic which is communicated by using renowned symbols and language also associated with sound production (Keraf, 1980).

The language always associated with symbols. Symbols have particular meaning to communicate within a culture. The basic motives behind the symbols to run a communication system among the community. To run the language communication system, it is important for language users to follow the language rules and every language has laws and limitations. The purpose behind rules is to establishment to avoid communication ambiguity amongst the language's user (Kelompok, 2011).

III. Values

I. Personal values

The values identities cultures because the values are always considered standard, concepts, ideas,
personal principles, and rules that can be used to make a decision based on culture. Improvements in values associated with our culture environments can change due time lapsing. People learns personal values from their families and culture. The family and culture educate how to set personal values because these values represent emotional and intellectual approach

and needs (Doolittle & MacDonal, 1978).

II.   Cultural values

Cultural values and personal values are different as mentioned above. Personal values which are passed by families and culture individually. Cultural values are the opposite of personal values because cultural values react on the collective basis. Cultural values are shared or practiced on a big scale by people or member of any society. The values pinpoint or recognized all those elements which are most important and valuable for the member of any society or group, for instance ,objects, symbols, conditions, and characteristics (Fallis, 2013). According to Fallis (2013), the cultural values contain four elements
and through these elements the society can produce or enhance their decision power and improve their integrity

III.   Learned values

To learn values, it is not important to get formal education, means nobody needs to go school or university for values learning. Member of any society learns their values from different sources such as, social circles, families, peers, and from their formal schooling or education and religious practices, because when they interact with their near ones and during the interacting they are also sharing and learning values from each other. The values' learning process is based on the continued learning process because an individual or collective members of any society forget some values and add new values to their culture by interacting each other.

IV.   Values are relatively enduring

Values cannot be changed by an individual or group of people. Values are called the roots of any society because when a child get senses he starts to practice his values and as time goes by these values get a very strong position in his life. This is not impossible for individual and a group of people to change
these values. The values have too much impact on community members, because every time they have to think and evaluate a situation when thy use their values(Fallis,2013).

V.   Norms

The existence of every society is based on different social pillars such as customs, laws, and Norms. Norms are the base of any culture because norms represent rules and laws that a society or group should use. The uses of norms explain as positive or negative behaviour, values attitudes, and beliefs. The Norms are set of ideas which are presented by an individual or whole society about good or bad. Norms are different from people to people or society to society. In Muslim culture, where Muslim always give a high level of respect for their elders such as, father, mother, elder brother and grandparents even they are sick or very old but they follow their orders and commandments. These are Muslims' cultural norms which are considered a good way. The cultural norms work as a tool to improve their sense of order, solve their problems such as safety issues and belonging. The norms are a way to improve their behaviour and attitudes. Mr. Mikes (Nd), explains the definition of norms "behaviour patterns that are typical of specific groups. They are often passed down from generation to generation by gatekeepers, parents, religious leaders and peers". According to this definition, the norm is a set of behaviours that are imperialized by one to other through different school of thoughts. These schools of thoughts play a vital role to disseminate the norms from generation to generation.

Another definition of norms defined by Macionis and Plummer (2005) state that norms belong to "rules and expectations by which a society guide behaviour of its society". According to this definition people should act as somebody expected to them by the following decorum of any events The musician and singer always have an expectation of their audience to clap, dance, and give positive response towards musician and singer. One more example, when a politician leading really for the election campaign, he always has an expectation to his voters or supporters, to say yes whatever he says in front of them.

3.6. Conclusion

The culture is set of laws, rules and norms which are practiced by individual or group people. The culture cannot be taught in university or any formal educational institutes because culture can be learned by interaction of people such as parents, relatives, friends, peers, school friends and social groups. Culture doesn't have a specific definition because in social sciences there is no permanent definition as compared to pure science, where every definition is based the universal truth. In pure science, nobody can add or subtract anything from the definition. For

example, water definition based on Hydrogen and Oxygen. If somebody removes Hydrogen from the definition of water, then this definition cannot be able to define water because this is universal truth Oxygen and Hydrogen combine together and makes water. The culture has dynamic elements like symbols, values, language and norms. Every culture has different elements and these elements give the unique identity of any culture.

Chapter IV. Documentary "Gladiators", Pre-production, production, post production,

4.1. Making of description

To do documentary research on ancient profession, the researcher tried to take care to avoid fabrication as an investigator because documentary always based on factual events. During this work, the researcher was included in the ancient profession (Bullfighting) as documentary, respecting the dialogues and behaviour of ancient cultural activities or professions (Bullfighting, saddle manufacturer & bullfighting costumes designers). The procedure of this research was ethnographic analysis and qualitative analysis. Qualitative analysis features a realistic environment in which the researcher can join throughout the documentary making procedure. The procedure to be developed is descriptive and exploratory and involve: comprehensive literature reviews of authors who have investigated and published studies on ancient cultural professions. Analysed products (filming) of the ancient cultural profession from preparation to end for an instance pre-production, production and post production. The investigator has produced a script about documentary that is based on interviews, its aims to take interview of that people who belong to ancient professions (bullfighter, costume designers of bullfighting, & saddle manufacturer). The researcher also produced the script for voice over. In the documentary voice over allowed researcher to explain the essential information about ancient profession(bullfighting). In the research was used an interviwe method, voice over. filming personal and profession life of professional. to investigate the impact of audio-visual media in the context of ancient cultural professions. This study was designed as a qualitative research and conducted through documentary making.

Qualitative research method adopted from David (2004) book "Doing Research in real world". Qualitative research is a formal, objective, systematic process which is used to obtain information about the world. This study is based on documentary film. The documentary is a systematic method for gather information about (a sample of) ancient cultural profession's activities and film events to describe and provide information from different aspects of ancient cultural profession (Bullfighting) by adopting documentary making method. This method was adopted from Nichols (2001) book named Introduction of documentary. In this method, the documentary is based on the voice of God that attracts the attention of audiences by telling the story of images and what they were watching in the documentary. This method also contains interview taking techniques. In this study, the researcher conducted interviews to all those personals that are associated with ancient profession(Bullfighting), directly or indirectly, such as bullfighter, costume designers, and saddles manufacturers. The main purpose of this

documentary is to describe the guidelines how to make a documentary on ancient culture and highlight how audio-visual content disseminates the cultural activities and convey the message to audiences in an effective way.

4.2. Pre-production

4.3.1. Selection of ancient profession:

It was really hard to find out and select an ancient profession as study object because in Portugal, there are too many ancient professions that exist since Portugal came on map of the world such as traditional fishing style, preservation of cod fish by salt, traditional wine production, old style of sea salt's production, folk dancer and musician, Bullfighting, mapmakers, navigators, and scholars. The researcher analysed all these professions. After the investigation, researcher found the most the ancient professions don't have any controversy to continue their profession except Bullfighting. The bullfighting is the centre point of controversy due to brutal behaviour with bulls. Many organizations are running campaigns against the bullfighting profession to put a ban on bullfighting profession. The researcher decided to make a documentary on Bullfighting because this profession is in danger from many decades and by the passage of time new generation is losing interest in this profession. The researcher tried to portrait personal life of bullfighter (Filipe Gonçalves), his training and personal life outside the bullfighting arena. The basic purposes of researcher are to dig out the hidden truth about Bullfighting profession and convey the complete message and story of bullfighting to general public by using documentary film making method because audiences who always see one side of image but researcher tried to show two sides of bullfighting profession such as, inside the arena and outside the arena.

4.3.2. Researcher faced problem to contact with bullfighters:

The researcher sent a message (Portuguese) using different platforms (Facebook, twitter& emails). He did not get any response from any bullfighters and bullfighting organization up two weeks. There are few reasons that's why the researcher did not get the answers from

the bullfighters such as, bullfighters afraid to reveal their work in front of the researcher because bullfighting profession has many social and legal restrictions. Mostly bullfighters and bullfighting organizations have negative perceptions about media personal. They think, media personal just come to talk about the negative side of bullfighting and portrait the bullfighting profession as a barbarian profession and they will force the government put a ban or restriction on bullfighting profession that's why they were avoiding to talk with researcher. The second problem is that the researcher physical features (facial, colour& height) are not look like Portuguese because researcher came from an Asian country and probably that's why the bullfighters and organizations can suppose that researcher just came here to show negative part of bullfighting. They suppose that researcher want to expose the bullfighting in negative way. When researcher observed nobody responding in a positive way, then researcher decided to send the same message what researcher sent in last time, but this time, he also sent his previous work's information that is available on the Facebook page (https://www.facebook.com/umdianavida/?fref=ts).The researcher requested to bullfighters that if they have doubts about the researcher character, you could check my official Facebook page where I posted my previous work. When the researcher provided to them his previous work information then researcher got two replies from bullfighters, one of them was Filipe Gonçalves and Filipe Ferreira.

When researcher got the answer from bullfighters he evaluated these two bullfighter's profile, who is more famous in bullfighting profession by analysing their Facebook "likes& followers". The researcher found Filipe Gonçalves has more "Likes" on Facebook as compared to the Filipe Ferreira. The researcher decided to talk Filipe Gonçalves as a study object for his research work. The researcher asked thanks to Filipe Ferreira for his corporation and researcher regret to him because researcher promised other bullfighter to work with him that's why he is not able to work with him. then researcher started to communicate with Filipe Gonçalves.

4.3.3. Conversation between researcher and Filipe Goncalves (Bullfighter) Filipe Goncalves (Bullfighter)

"Olá, podemos falar um pouco, mas qual é o tema do documentário!? E é um documentário escrito ou programa de tv!? E o que pretende saber e fazer nesse trabalho?"

Researcher:

"Prezado Senhor, este é o documentário sobre toureiros. o nome do documentário é gladiators.in isso, vamos filmar a vida dailly, o seu traning, o seu perfomnce ao vivo na arena de. e nós também traning filme de touros e de estilo de vida de touros .se precisar de mais infomation por favor me avise.

Filipe Goncalves (Bullfighter):**"**

"Vem da Índia, filmar para Portugal!?"

"Este site nao dá para ver nada... Então diga me uma coisa, o intuito do documentário é qual!? A favor ou contra das corridas de toiros!?"

Researcher:

"não, este objectivo documentário não é contra touradas este documentário sobre hoje em dia o que são problemas toureiro enfrentando para continuar nesta profissão. Este documentário também explorar a vida de lutador do touro como estão vivendo, como eles treinar sua auto e como eles treinam os touros este documentário simplesmente explorar os pontos positivos de touros e touradas e sou estudante da

Universidade de Aveiro I documentário já está louco na pescador, pastor estou enviando-lhe minha   página   documentário   por   favor,   você   verificar   este. https://www.facebook.com/umdianavida/?fref=ts.   esta   nossa   página   e   já   fez   algum documentário sobre muitos temas"

Filipe Goncalves (Bullfighter):

"E está a pensar fazer esse trabalho para quando!? Isso requer varias visitas em múltiplas situacoes e ambientes taurinos. E o documentário final será de quantos minutos!?"

Researcher:

"o documentário será em torno de 40 a 60 minutos eu tenho que filmar muitas coisas que pode fazer a programação e me dizer-lhe datar eventos coisas assim, porque eu quero fazer documentário totalmente profissional que vai valer a pena completa para mim e para você."

Filipe Goncalves (Bullfighter):

"Bom dia,,! Desculpe ontem ficou tarde, entao e quando quer começar o documentário!? Eu vivo em Pegões entre Montijo e Vendas Novas, o meu número é."

When the researcher provided evidences to bullfighters about himself to prove he is a genuine student of university and he is not belong to any anti-bullfighting organization then the bullfighter Filipe gave him permission to work with him.

4.4. Planning for pre-production

The greatest difficulty attributed to pre-production and production was the reduced number of people that was involved in documentary. In documentary production, the researcher worked alone and because of this researcher faced many difficulties such camera operation, sound recording and other equipment operation that are associated with cameras and sound. Because of solitary production, the researcher merely carried lightweight, lenses and torchlight. For video and sound recordings, the researcher produced a documentary with the following material

Figure 5Material Description

Material description		
Item name	Item Type	Quantity
Camera	7D	2
Sound kit	Zoom H4N	1
Lenses	24-135MM,50mm,75-300MM	3
Tripod/steady cam	Big one	1+1=2
Memory cards	SD	5
UV filters	According to the size of lenses	2

Before conducting the interview to bullfighter, the researcher produced one script of questions semi -structured containing 20 questions for three characters such as bullfighter, costume designers, and saddle manufacturer. For interview, researcher asked the questions to the Filipe Gonçalves a bullfighter in Montijo, Gouch a saddle manufacturer at Alcacer and Sr.Tome Correaria a costume designer at Amadora. For recording sound and images direction of the interview was under the researcher's responsibilities

4.5. Script of documentary

Portugal was first global sea power in the world. Portugal had one strong army that was spread around worlds Portuguese rulers succeeded to imperialize their culture in a different part of the world and also they learned many cultures from others subcontinents. Portuguese preserved their culture very effectively and are trying to transfer culture to a new generation.

The documentary was based on a one ancient cultural profession such as bullfighting. Bullfighting is one of the oldest and prominent entertainment profession in Europe and America from many centuries. This profession has lots of problems and hurdles to keep its identity and dignity, due to socio-economic issues and controversies that are associated with the profession. The documentary explains different positive aspects of bullfighting profession through documentary. The main character of this documentary is a bullfighter named Filipe Gonçalves. He is professional Bullfighting and he lives in Pegões between Montijo and Vendas Novas (Portugal). The documentary will portrait his personal and professional life.

This documentary was filmed in different cities, such as estremoz and figueira da foz where he fought professionally in the arena. The researcher needed to film training session and that's why the researcher travelled to Pegões between Montijo and Vendas Novas. In Pegões, bullfighter (Filipe Gonçalaves) has a farm house in which he has horses, bulls, and one arena for training. In the arena, the bullfighter) gives training to the newcomers, in this all bullfighting modalities from the knights, pitchforks, slayers of bulls, and the younger they are learning these professions would be very productive for our documentary. One session was contained an interpersonal interview with bullfighters and with main characters.

3.5. Voice over script

1. Intro clips:

Portugal was a first global sea power. Portugal had very rich culture. it was the golden age of Portugal. Portuguese imperialized their culture, language, and catholic religion from Rio de Janeiro to Tanegashima, Japan. Portuguese people were scholars, mapmakers, astronomers, navigators and as well as bullfighters.

2. Food

The day of bullfighter starts very early in the morning. Horses need special food three times in a day.

3. Female mares

Every group of horses has a mare; the horses become mares after four-year-old. The mares work as production houses, who produce brave horses for bullfighting profession.

4. Feed clips,

The hay of hoses comes from one of the biggest hay fields of Portugal that are situated in the north. The hay production has three steps: bowing, cutting for drying and packaging.

5. **Young horse's clips**

The young horses are send to the forest when they get 6 months old. The horses spend two and half years in the wild environment without any human interruption. After the two and half years, horses are bringing back to stables for training and give special horse' feed to make their muscles strong for bullfighting profession. Selection of horses is made based on breed, intelligent, bravery and in the last beauty.

6. Bulls clips

Bulls are must powerful and symbolic animal on earth. Under the sun, bulls walk without any directions, this is south of Portugal where are one of big bull's farm houses. This is paradise for the bulls. The bulls spend four years after their birth. These bulls are totally wild they did not have any interaction with human.

7. **Horses' Shower**

This is the first time horses are taking a shower after their birth. Before training the horses they need to take a complete shower, cut the hair and being decorated like a bride. Every horse needs to bind their hair to make them more beautiful.

8. Training first session.

First of all, the bullfighter need to warm up horses before training. It is the first interaction of horse with the fake bull. This is a hard time because horse can be afraid and hurt himself or bullfighter. The horses are young and strong they are not ready to follow the commandment of a bullfighter. Most of the horses follow the order of bullfighter easily, but some are young and powerful and nobody can handle them.

9. Open arena clip

Before training in the open air arena, the arena needs to water the ground to make it suitable for running, otherwise, any accident can happen. Ploughing makes the ground soft, where horses and bulls can run with any troubles.

10.   Second interaction of horses with fake bull

The second interaction of horse with toy bull will be in the open-air arena because the horse should be familiar a place where he will interact with the real bull.

11.   Bulls selection

The bullfighter selects the bull for a training session that is less than one-year-old. Young bull less powerful and not dangerous for horses and fighters. After the selection of bull, the bullfighter needs to cut

the horns of bulls. Even the bull is young and less powerful but he can kill the horses or fighter by his horns. The bull horns are hard like stone. It is not an easy process.

12.   Open arena training session:

Bulls have the first experience in interaction with human and horses and looks confused and angry. This is a complicated time for horses and bulls nobody knows how both will react. The horses training with fake bull worth full, but always have a doubt, how horses will react when they will face the real bull.

Main purposes of this training is bring horses closes to the bull as much as bullfighter can. It is good for horse's confidence and makes easy for a bullfighter to hit his target. Bullfighter loudly chants to get intention and make the bull angry as much as he can do.

13.   **White horse's reaction:**

He doesn't want to face the bulls. He is young, arrogant, and powerful. This horses did a good job with the fake bull but with the real bull, he is behaving in opposite with he learned in the training. After some hesitation, he worked as a professional horse.

14.   Saddle manufacturer:

There are few saddle manufacturers who are working in Portugal. Every horse's rider need a unique design for saddle because common riding and riding for bullfighting booth are quite different. The saddle manufacturer needs to make saddle based on what bullfighter provides them designed of advices. Saddle manufacturing is a hard profession but in this factory all workers are female.

15.   Training in the fields.

This is North of Portugal. The field training is different from all previous training. In this training, the bull has the freedom to run anywhere in the fields. This is a challenge for rider and horse to chase the bulls and pinch him. The Field's training recalls the horse and bull's memories of wildlife where they belong. This is a young bullfighter. He started his bullfighting training in very early age. The bullfighting training takes several years to be perfect bullfighter otherwise it is too dangerous. A young boy has the opportunity to furnish his skills with this young bull. The young bulls are good for his initial training. This training is good to make the horses strong mentally and physically. It is good training for bullfighter because in this training the bullfighter flourishes his riding and fighting skills as much as he can. The horses are working better as compared to indoor and open-air arena training.

16.   Costumes designers.

Bullfighting customs designers is one of the ancient profession. Bullfighting costumes' designing profession is taking last breath due to the limited number of customers. Every bullfighter wants to look attractive in the arena that's why they always had an important role in bullfighting. Bullfighter wants to look like a king due their unique dressing.

17.   Dressing changing.

They are preparing for a fight. They need to look attractive compared to others. Today they will have utilized all their skills and expertise, what they learned during the training. Today crowd, horses, and bulls will test their patient, skills, and bravery. There is no way to retreat from the arena. They use to prayer before the fight may be, this their last fight of the life.

18.   Beginning of fight:

In the beginning, all bullfighters entered the arena together after listening to the bugle sounds to get appreciation and courage from the public and chief guest of the fight. They rotate around the arena in the honour of public.

19.   1st stage Madator:

In the first stage the bulls face the madator. The matador teased the bull with colourful capote to make the bulls furious. The bull has the first meeting with the horse, bullfighters, and a legion of people.

20. Lady:

This is one of the dangerous profession in this world but women are actively participating and fight with bravery.

21. 2nd stage:

the bullfighter entered the arena. He makes noise by yelling in the arena to get the attention of bulls. The bull is angry and hitting every single thing that is coming in front of him. Even the bull alone in the arena but he is a one-man army and he can kill the horse and bullfighters.

22. 3rd stage The death squad

The death squad is a most fearless group of young boys. Who has one leader in front them to tease the bull boy yelling, body movements and moving towards the bulls. The leader jumps right in the middle

of bulls horns and after the jump, they need to stop the bulls and control it. One boy holds the tale of bull and drags his self around the bull.

23. 4th Stage Faena of muleta

Madator re-enters the arena with a cape. Madator uses the cape to reveal his domination on the bull and also bring the bull close as much as he can. This is a series of passes in which madator uses the cap(Muleta) and ends with bulls stand in a static position.

24. Bulls

The bull is alone in the arena but he is not ready to give up always ready to attack anything move in front of him

25. Final stage

The bullfighting is unique art in which the bullfighter need to provide the entertainment by his skills of riding, acrobat, domination and pinching the bulls. In Portugal, they don't kill the bull in the arena. The bulls free now. They send the bulls back to the wildlife where from he belongs after the medical treatment.

26. Ending words

These are real gladiators, who spend their all life in danger. Their every day starts with new challenges and risks

4.6. Production

The documentary production based on the script. The script contained on different aspects of bullfighter's life inside the arena and outside the arena. The researcher visited different cities to film the different events that are associated with bullfighting profession.

4.6.1. Travelling route:

The researcher lived in Aveiro, Portugal. The researcher is not familiar with geography of Portugal. The researcher took help of google map and travelled from Aveiro, Portugal to Estromoze, Portugal by Public transport.

Figure 6.Rede expressos bus services

4.6.2. Accommodation

One of biggest problem was accommodation because the researcher needed to find an accommodation which is cheap and near to events. The researcher booked a room in low hotel named Alentejano, a low cost hotel. This accommodation was for one night and researcher also need an accommodation near the farmhouse of

Figure 7.Accommodation sign board.

'bullfighter because next few days' he need to stay with bullfighter to film his training and personal life. The researcher tried to find a room near Pegões. The researcher talked with bullfighter (Filipe Gonçalves) about accommodation problem. The bullfighter told researcher, there is no hotel or accommodation

near to his farmhouse because his farm house 30km away from the population but the bullfighter suggested to the researcher, there is a room that is situated inside the farmhouse and the room was not neat and clean. The bullfighter told the researcher if you can clean the room then you can live there. The researcher did not have any choices that's why he accepted the bullfighter offer. The researcher spent seven days in that room for filming the documentary.

4.6.3. Food

The researcher belongs to Muslim faith. In Muslim faith, the Muslim only eat Hallal foods (A food that is free of big, alcohol and animals which is slaughter by Islamic way) and researcher also don't eat red meat. Food was big problem but he found a solution for it, the researcher bought dry fruit, fruits, corn breads (typically Portuguese breads) and tin packed tuna fish.

4.7. Filming of Bullfighting profession:

It was a big challenge to film the bullfighting profession because most time documentary film is not scripted and there no retake in documentary film making. The researcher needed to be very attentive to film the bullfighting profession. The researcher need to ready the camera and sound all the time. The researcher filmed the documentary actively and with creative way.

Figure 8 production studio taken from createseeshare

4.7.1. Bullfighting events.

It was really hard to film this bullfighting event without any filming crew. The researcher did all things by his-self such as camera work, sound recording, transferred the images from

memory card to computer and handling steady cam. The researcher had 35 Kg weight of equipment on his shoulder when he was shooting event. This bullfighting event held on 30 April, 2016 bullfighting square in Estremoz (Evora) capital of Alentejo. It was not easy to film this events because inside the area, there was very narrow place around the arena, there were too many photographers who were working for their organizations. The photographers also need to get good images that's why they all running one place to other place around the arena. For photographer is suitable condition to move quickly on place to other place for photography but

Figure 9.bullfighting event at estremos taken by researcher Imran khan

for video, it is not easy because the research was handling camera and sound equipment on same time. The researcher responsibilities were to film the different facet of the event. The researcher did innovative work, he adjusted the sound equipment with boundary wall of arena with his shoes laces and increased the sensitivity of Zoom H4N audio recorder that was 80, because now no need to stand with sound recorder, now recorder can catch long and short distance voice clearly. The researcher filmed the event from beginning to end such as how they unload horses and bulls from container. How they change dresses. How they offer the prayer before going to the arena. How they measure t body temperature of bulls to estimate how much this bulls are angry. The researcher filmed the opening ceremony of bullfighting event, in which all fighters come to gather in the arena and give honour to public in traditional styles. After opening ceremony, the bullfighter came one by one to fight with their bulls that are selected by jury for them. When the event started the researcher filmed every single movement of the

bullfighting from beginning to end. The duration of the filming around 7 hours without any break and researcher recorded around 500GB data in one day

4.7.2. Daily life activities

The second task was to film the daily life activities of bullfighter so that the researcher travelled from Estrmoz to Pegões with a bullfighter, in his horses' track. In Pegões, bullfighter has a farm house in which he has horses, bulls and training arena. The researcher recorded the daily life activities of a bullfighter. The activities include, giving the food to their horses, bulls and cleaning stable, feeding the pony's babies because some babies' mother died due to disease and these babies need cow milk with special diet every two hours. The bullfighter gave the shower to their horses. The researcher filmed everything what bullfighter does in his daily life.

Figure 10 Filip farmhouse at Montijo taken by researcher (Imran khan)

4.8. The first session for horse training

The training of horses starts when they get three years old. Before three years old, the horses live in a wild jungle, where nobody rides on them, nobody touches them. They live free in the jungle without any human interruption. When horses get three-year-old, bullfighters catch them from the forest and bring them in the stable. Where they give them shower, maintain their hairstyle and put a saddle on his back. After this procedure, horses ready to interact with a bull, but first time they will not face real bull, means they will face fake bull. A bull looks like a big toy

that is adjusted on bicycle wheel, and with bicycle handle. A man holds toy bull. The man runs towards the horse with toy bull such as a bull move in the arena. The researcher filmed and recorded t sound of this training session. This training session was complicated to film because horses were aggressive and they were behaving abnormally.

When toy bull came in front of horses, they stated to run opposite direction of toy. The major problem was to find a place where hoses did not come and will not hit the camera because the horses running all around the arena. The researcher had one more problem: the bullfighter did not give the permission to film this event because he was thinking the horses not working as he wanted but the researcher wasn´t there to film only good work of the horses because he need to show every part of the bullfighting. The researcher got good images. The Bullfighter gives training every day to the horses until horses use to work with the fake bull.

4.9. The second session for horse training

After the basic training with the fake bull horses are ready to face the real bull. The training with real bull was in the open-air arena that is not constructed professionally. The arena had just boundary wall to stop the bull in a limited area. There was no place to put the camera and film the event. The researcher found the solution which was to put camera on a big tree that was situated outside the arena. Then researcher filmed the events in an effective way. In this training session, bullfighter need to select a very young bull, which was approximately one-year-old. After the selection process, the bullfighter needs to cut the horns of bull because it is good for the bull, horse, and bullfighter's safety. After cut the horns of the bull the horses were ready to face the bull first time. It was complicated for very one because the horse could be out of control and they could react very aggressively towards bull or it can be dangerous for the bullfighter. In the beginning, horses showed some hesitation but after some time everything was fine and horses worked as professional horses do. The researcher filmed every part training. The researcher filmed that training session with creatively and different aspect. The researcher also need to record the sound of this training session. For the sound recording, the researcher used old method like the one used in Estremoz. The researcher used his laces and tied the microphone and bamboo with boundary wall. The result of this experiment was really good because the researcher got all important voice he needed.

4.10. The third session in the Fields for training:

The field training is very important for horses. The basic purpose of field training is to work with horses and bulls in natural environments. The field training is good for mental and physical health of horses. Actually, horses come from wild environment, and the fields training encounter realized the horses and bulls' wild environment where from they belong. Horses work more efficient after experienced natural environment as compared to the open-air arena training. To film fields training session, the researcher again travelled to Pegões on 8 July 2016 and he filmed fields training session. This session was really complicated to film because in this session, bulls, horses, bullfighters and researcher had to stay in one place (fields). In this session, the bulls have freedom to run anywhere in the field and horses had to chase them. In the beginning, bull was really fast and nobody was able to catch him in the field but by passage of time, horses chased them and they did their training with them. It was really nice events inside the fields with the good landscape, greenery, and natural environment. In this session the researcher got very good images and sound. The hard thing that researcher faced was to chased the bulls and horses in the field. The researcher was running behind the bulls and horses with filming equipment but researcher filmed the event with creative ways

4.11. Horses **and bull's selection process:**

The horses and bulls are back bone of this profession. Without good bulls and horses, it is impossible to continue this profession. The selection of horses is a hard task for the bullfighter because the bullfighter need to select a horse who is young, brave, intelligent and beautiful. The bullfighter travel one place to other place to find out good horses for this profession. The researcher travels to Leiria and Evora to film horses and bull's selection

Figure 11*Bull fighting in the Estremoze's arena images taken by researcher (April 2016)*

process. The researcher filmed what kind horses and bulls are good for this profession (bullfighting) and how people take care of these horses and bulls. The researcher visited a farm house named Herdade das Salgadas at OTA. This farm house run by Vitor Batalha. The main business of Vitor Batalha raised the different kinds of horses and sale them.

The researcher met with the owner of farm house and manager and filmed images of manager (Jose Armando). Manager explained to Filipe (bullfighter) first they send the horses in the forest for three years after the 6moths of their birth. After three years they bring back horses to stable and give them good food and sell them to the bullfighter. In the case of bulls, they send the bulls into the forest for 4 years to make them wild as much as they can. Bulls after four years are ready for a fight. When they bring the horses into the stable after some time they sell them to bullfighter for fighting. The researcher filmed all selection process that is associated with this selection procedure. The researcher stayed one complete day at farmhouse to film the horses and their selection procedure.

4.12. Costumes designer:

The bullfighters use very unique dressing style for bullfighting profession. In the bullfighting costumes, the bullfighter looks like a king because the bullfighting dressing is so colourful due to embroidery work. Every bullfighter has different costumes design, colours and

Figure 12costumes designer takes from daily mail

embroidery design because bullfighters want a unique look amongst the bullfighters. The researcher found a person who is working in Amadora, Lisbon (capital of Portugal). The name of costume designer is sir Tome the Correaria. The researcher asked him some questions and filmed his work, how he deal with costumers. The researcher faced a big problem that was how to communicate with costumes designer. The researcher took help of Filipe Gonçalaves (A bullfighter) to communicate with costume designer

4.13. Saddle manufacturer:

It is very hard to ride horse without saddle because saddle provides ease to sit on horse and safe ride. It is really important for bullfighter to have a good saddle because bullfighters not only ride the horse, they also need to move from left to right because they need to hit the bull. The main purpose of researcher was to film the saddle manufacturer and dig out all information about saddle manufacturing and how the saddle is important for bullfighting. So researcher decides to find out a person who manufacture the equipment of horse riding and bullfighting. The researcher found a man who lives in Alacer do Sal. The name of saddle manufacturer is Groucho and his business name is Correia Manchanda. The researcher took his interview and filmed his businness from different aspects.

Figure 13Picture of saddles taken from correaria machado

4.14. Post production:

After video recordings, it was decided which was made paths and video graphics languages and the documentary discourse. The post-production is just like that a musician when he tries to make small music tones and mix them to make a great music another example of architects who design and made houses. First architects need a land then a daw a design of houses for building (Rodrigues, 2012). For films makers land is images what he filmed in production, now he need to design a house by taking these images on a platform (film editing software's) The software to do decoupage and assembly were Adobe Premiere cc 2015, After Effects cc 2015, and Adobe Audition cc2015. First the researcher decapod-all interviews which divided each word of bullfighter's interview for themes. It was the production of illustrations that the researcher would use in assembly.

The illustrations were made in program Adobe Illustrator cc, and animated in Adobe After Effects cc. The resolution of images and animations were made in 1920 by 1080 pixels' format and 25 frames per second. The beginning of documentary started with different clips of the whole documentary based on small chunks of bullfighting profession that seems just like a small promo. In the documentary, it was hard to make the story because the researcher filmed more than 1500 GB data that's why it was hard to make story which persuade audience to watch and make it understandable for audiences. The researcher analysed all images and interviews. After analysing images and sound, the researcher edited all events in chronological order. In the begging the researcher edited some images with voice that is bases on Portuguese history about, how Portugal became a global sea power and how Portugal ruled out from America to Asia then researcher edited an intro clip that is revealing some information about bullfighting profession and what will be inside the documentary. The second editing stage is to show the daily life activities of bullfighter, how day of bullfighter starts and how he takes care of the horses, bulls, and their pets, with slow Spanish guitar music. The researcher edited small parts that were based on horse feed production, in which the researcher showed where horse's feed come from, who are the big horse's feed producer in the Portugal and what is process to make the horse feed. After the horse feed clip, the researcher edited the horses and bulls' selections process. In this section the researcher edited bullfighter interview with voice over to explain the whole story behind the selection process. After the horse's selection process, the researcher edited the images of bulls in which the researcher showed images with voice over to tell the audience where they spend their life before coming in the arena.

Figure 14 post production studio picture taken from creativecow

The researcher edited training sessions to emphasise all aspects that are associated with the bullfighting training such as shower of horses, watered the arena to make the arena suitable for training, indoor training session, horns cutting process, and open-air arena training session. Before editing fields training session, the researcher realized the component about saddle manufacture and saddle manufacturing business. The saddle interview contains voice over, factory images and workers in the factory. The basic purposes of this interview was to provide information to audiences about relation of saddle manufacturer and bullfighting, and how these professions interlink with each other. Before moving to final part, viewers need to know about a training session the training session outside arena. This training session was in fields. The researcher edited these training sessions in a very creative way. The researcher tried to show a beautiful landscape, horses and bull running in the greenery. In these images background music associated is folk music to identity bullfighting profession. The costumes are a very important element in bullfighting profession, without costumes, the profession is not completed. The researcher edited costumes designer interview before moving to final session. It is important to provide information about costumes designers because Bullfighting costumes are really important for the profession. Every bullfighter has their own unique style in their dressing. The researcher edited the interview of costumes designer to provide information of bullfighting costumes by showing the daily activities of costumes designers. The last session

was really important, in which, the researcher tried to edit bullfighter activities before fight. The activities are changing the dressing and offering prayer before going to the arena. In the end researcher edited the final fight, in which researcher portrait how they fight with bulls and how they get points to win the fight. The researcher also edited awards ceremony. From the starting to end documentary has background music, interviewer voice, and narrator's voice. The voice over, interview and music make images meaningful for the audiences and they can understand the whole story what researcher tried to communicate with them.

4.15. Discussion and conclusion:

Audio-visual concept is an old and unique concept and a reliable tool to promote any culture. The audio-visual contents not only entertain the audiences but they also provide a complete image, and knowledge of any culture. In audio-visual content, the audiences entertain their self-due to combination of sounds and motion images.

4.16. Dissemination of cultural education.

Education is a key factor for success in this world whether it is pure scientific knowledge or social knowledge. Education is really important for everyone whether it is male or female. Education leads the person or group of people to open the new horizon of the creativity, innovation, new knowledge and furnish the existing knowledge. The audio-visual evokes the interest of learners or users about any specific culture or issue. The audio-visual content enables audiences to deeply involved in the subject because images and sound reproduce natural environments. Users are getting the knowledge about any specific issue and they think, they are involved or they are present the same place where from the images are coming Through audio-visual aids it is easy to understand different faces of culture. Audio-visual content contains different tools such as maps, charts, television, documentary film (cinema) Radio, (Rather,2004). Through these tools, it is really easy to disseminate culture education not only in the limited area, but beyond the borders. In this project, the documentary Gladiators based audio-visual contents provides a complete image of bullfighting culture in Portugal. The documentary is an effective platform to disseminate culture globally. Audio-visual content is a reliable platform which recreates the past events that are associated with ancient's cultures. Audio-visual content has strength to grab the attention of audiences due to its factual content. The realistic experience helps to understand the cultures. The documentary (Gladiators)

provides a realistic experience and factual content that increase the understanding of the phenomena. The researcher produced a documentary (Gladiators) that is based on real events and sounds which make the documentary more interesting for audiences. The researcher produced the documentary to show the whole story of an ancient profession.

4.17. Helpful for future documentary film makers.

The researcher uses audio-visual content in a very creative way and covered all aspects of ancient cultural profession (Bullfighting). The researcher produced a state of art documentary which is helpful to disseminate ancient profession (Bullfighting) through audio-visual content. In this documentary, the researcher provided the information with combination of audio and visual content. The information in audio contained interview of bullfighter, saddle manufacturer, costume designer and voice over. In interview the bullfighter explained his experience, problems, and attachments with bullfighting profession. In the interview, the bullfighter exchanges knowledge about the bullfighting which is people don't know before. The second source of information in context of audio content, it was narration. The narration or voice over provided essential information which is based on academic knowledge and research. In the documentary, the researcher narrated the information which did not provide by bullfighter in his interview. The researcher tried to disseminate the knowledge about bullfighting profession as much as he can do through audio content. The second component is visual content. The researcher provides visual content in a very creative way. The researcher filmed every single object that is associated with bullfighting profession. The researcher divided the whole documentary into chronically orders such as in the beginning, the researcher showed daily routine works, feeding the horses, training sessions, and in the last, the researcher showed final fighting in the arena. If somebody don't know about Portuguese language, he can at least understand the main idea or purpose of documentary because researcher filmed the documentary in a way that every image is revealing its worth. The procedure of this documentary, fist showed the interview of bullfighter then provide the images related with interview with essential information through narration. The researcher explained every single point that could be useful for future producers and documentary film makers such as, how to communicate with people who don't know your language, how to convince them, how rectify the food, travelling, communication filming problems, editing problem, editing process, and how flow the information from film to general audiences. This research is a possible receipt for new filmmakers. Through this piece of papers, the filmmakers can utilize audio-visual content in

effective way and they can produce a state of art documentary. There are some guidelines' that are draw by researcher. The guidelines are mentioned below.

4.18. Guidelines to produce a documentary:

4.18.1.　Tell the story **people don't know**.

The documentarian first need to think about a topic that is very new and rare for audiences. The audiences always very enthusiastic to know about all those thing that are not in their culture or knowledge. The audiences always looking for a new topic for discussion even it is controversy or not. The film makers are artist, they are not judges who can justify, this is wrong or this good. The film makers need to bring an issue in front of public without any fabrication and tell the people about issue that is exist in the society.

4.18.2.　Exploration

Once film maker select a unique and new topic for documentary, the next step is to explore that topic with detail. Learn everything that is associated with your subject and dig out information that is buried very deep under mist of literature. It is very important to investigate the subject because every issue has two side one we can see easily but other side we can't see without proper investigation. The investigation process helps out filmmakers to bring an authentic and clear images of an issue.

4.18.3.　Strategy

The filmmakers should draw an outline before they are going to produce a documentary. The film makers should explain how they will tell a story to the audience through documentary film and what will be a structure of documentary. A filmmaker should select a topic and explain why he is going to take this topic, what are objectives to make this documentary, what are the target audiences. The filmmakers also need to explain; they are going to film with brand new images for their documentary or they are going to use old images those film by other filmmakers. What are the main characters and what are supporting characters? What are the key points that make story more interesting for the audiences?

4.18.4.　Think about short list

Every ancient profession has different shooting style as compared to the other ancient profession because some profession exists in villages, mountains, cities, and some are in the forest. Due to different background, culture and location of ancient profession, the filmmakers

need to create a shot list because short list will work as ingredients of delicious food for documentary film.

4.18.5.   Find a professional who can speak your language.

Language is an essential part of any job because every work need a strong oral and verbal communication. If you don't know a language where you are going to work, then you will face many problems to work there. Same problem in documentary film making, if the filmmakers can't speak language of their study objects, its mean they are not going to give a good documentary. It is important for filmmakers to find a person who can speak their language or they can speak his language for better communication.

4.18.6.   Hire a translator.

There are many languages we can't speak even we are living same country. To make a state of documentary you need to understand the language of study object. If filmmakers and study objects can't speak same language, then filmmakers need to hire a translator. The translator will work as bridge between filmmakers and study objects. Through translator you can dig out the hidden truth of ancient professions that will help to shoot good images and create good story.

4.18.7.   How to persuade you study objects to work with you

Why professional people work with you and waste his/her costly time for you work. First of all, give a complete and brief introduction of yourself who you are, where from you, what is purpose of making a documentary, why you are making this documentary, what are the reasons to make this documentary, this documentary is favour of study objects or against. After you need to provide him/her your previous work what you did in you past and you can share your social media pages with him/ her. The documentarian need to provide him/ her very solid reasons why documentarian want to work with him.

4.18.8.   Extra equipment for shooting

Before going to shoot final your work, you should make sure you have extra equipment for filming. If you have less equipment for filming, then you can face worst consequence may be you will postpone your documentary production for example you have one camera and during the filming camera stop working in the middle of forest or a place where is no camera repairing shop then what you will do? Defiantly you will postpone you shooting. 2nd thing is, the

filmmakers always take mobile-charger, extra batteries and extra memory cards with them because these are essential parts for filming to avoid future problems, you should make sure equipment working properly.

4.18.9.   Weather situation

The field documentary depends on whether situation. If the weather is rainy and stormy then is a big problem for filming. Before making appointment with you subject, you need to check the weather repot then you should make an appoint with you subject.

4.18.10.   Food.

Health is wealth, according to this phrase if your health is good then you will be able to do any kind of work but if your health is not good then you can't do anything properly. For better health you need to eat very healthy food. This is responsibility of documentarian to investigate what kind food they can buy from shooting spot. There are any places where documentarian can't buy food because there is no shopping mall and no restaurant in this situation the documentarian should buy tin pack food, dry fruits, and mineral waters.

4.18.11.   Start shooting.

Once you rectify all problems such as communication, research, and equipment then you start your shooting for your documentary. First you need to fellow foot print of shorts list that you made before shooting. If there is problem to fellow the short list then you should shoot you documentary with very creative and innovative way for instance, you should film every moment even that it is good or bad because good and bad you can decide in post-production. The filmmakers also keep basic story of documentary in their minds because they thought something else before shooting and they are shooting differently. Keep in your mind how you documentary will be viewed because that can dictate your shooting and your story styles. Make sure when you are shooting an event to capture a variety of angles including close-up, wide shot and medium shots.

4.18.12.   **Don't disturb you study objects.**

The study objects give you permission to work with him, it does not mean you hire that person for you documentary and he is bond to fellow your orders. The study object need to do his personal and professional activities so that you need understand needs of your study objects and respects his feeling. When he will give you permission to work with his then you can

start filming otherwise don't disturb him. If you will disturb again and again for filming, then maybe he will stop working with you. To avoid problem then you need to give more space and time to your study objects

4.18.13.   Be-friendly and calm

It is really important for filmmakers to behave very friendly with their subjects even their subjects are behaving very badly with them. Most of professional are not use to face the camera and when camera man fellow ancient professional, this thing makes the professional irritate special when they are doing their professional work, or doing personal activities. sometimes study objects behave very badly towards camera man or other crew member that time filmmakers need to behave very softly and keep their self-calm. The filmmakers bond to work with this professional but professional not bond to work with these filmmakers. It is important to remain calm and friendly in all kind of worst scenario.

4.18.14.   Be punctual

The punctuality means doing a thing at previously appointed time. It is often said that art is long and time is fleeting. Punctuality makes us to do a work within a short span of time. In documentary field, punctuality is really important characteristic of all successful filmmakers. The punctual filmmaker leaves good impact on study object. If you filmmakers is not punctual and he has appointment with his study objects but documentarian is not on time for interview or for filming that thing will waste time of interviewee and leaves bad impact so, try to be punctual, to save your and you study object time.

4.18.15.   Be ready for shooting.

As documentarian you should be very active because documentary is not like fiction movies where everything well scripted and well managed. The documentary film everything based on factual events. The factual events can't not be retake for shooting. Once an event is passed away   and you did not catch it through camera then you have to wait for next time. It is important to avoid the problem during the shooting, you should be ready for shooting for example, the camera man should ready with camera setting according to light situation, camera batteries are full charged, camera equipped with UV filters to control extra light, if they are shooting in sunlight or where they have extra lights. The sound equipment setting ready for recoding.

4.18.15. Accommodation

The accommodation has one of the important role in documentary film making. If you are not use to living in different environments and you are used to live in luxuries, then documentary film profession is not suit for you. In documentary profession you have to live in cold, hot, without mattress, dirty rooms, and sometime under sky. The documentaries need to find out a place for his accommodation that is very near to filming spot or he can request to study objects to give permission to live with him because it will be more worth full as compare to live outside. If you will live far from that place where you will shoot your documentary may be he will miss some event because he is not present, all time with study objects. But he is living with him then he can put different material in the documentary and he can present a start of art documentary.

4.18.16. Script writing procedure

Once got all images what you required for your documentary. Analyse the all images what you have and their importance. When you will finish the analyse the images then start writing a script that make a story in context of images what you have. The script shows the combination of sound and images that attract the people to watch your documentary

4.18.17. Post production

Now filmmakers are going to play a big puzzle game in which the need to find out right images for right sound clip and create the emotional feelings by creating sequence of images, voice over, interview, and music. One again you need translator in your editing process because in sound editing you need to cut right sound clip for right images but you can't do without help of translator.

4.18.18. Build a story

In documentary, it is very hard to make story without having a proper script as we always have in fiction movies. For documentary filmmakers should start provide the information from grassroots and put in chronically orders for instance, in this study the researcher provided the information of bullfighting profession from very basics information such as how bullfighter feed the horses, his training sessions, saddle selection process, horses selection process and in the end final fight. Through chronically orders, researcher build a story to gain attention of audiences. It is very important for the documentary filmmakers to provide the information from

basic to very important but in chronically and descending sequence. Through chronically orders we can create a story that is understandable for audiences.

4.18.19. Music selection

Music always back bone of any cultural practices. Some time we just listen a music and we can have recognised immediately, this music belongs to that particular culture. Every culture's practices have their own unique music. Filmmakers need to design the music that represent an ancient profession.

Conclusion:

The audio-visual content can change the concept of people about ancient culture activities, because when people did not had access to the audio-visual content such as Television channels, internet, and Mobil phone, that time they had only access to get information about any ancient culture through new paper, books or other writing material. Through reading people could imagine or visualized the things in their minds what they were reading in the written material but after the invention of camera and sound equipment people had opportunity to understand the ancient culture's activities and professions, after the introduction of sound recording equipment, filmmakers (documentary makers) understood the dynamics of sound and they immediately started to record the dialogue or sound in the documentary as fiction filmmakers were doing with their movies. In the early cinema, most directors recorded dialogues (Ellis, 2012). Before audio-visual content, people could read the about ancient profession and activities from newspaper and books. Through reading, they could imagine about ancient cultures but imagination concept about any subject cannot provide an authentic knowledge or information. The imagination could be wrong about any subject. The audio-visual content provides authentic information about a subject. The documentary film provides factual images and sound about any particular subject. The documentary film got a huge success due to its truthful images and sounds. Technologies like internet, social media, television, and radio provide a way to disseminate cultural activities across the globe. Audio and visual contents play an important role in dissemination of ancient cultural activities, or professions though cinema, TV, product (drama, entertainment programme) and documentary films. Audio-visual content can explore any culture which may not be well transmitted throughout old media tool such as books, and newspaper. For every work we need to follow some well define guidelines. The guidelines always tell you how to performance and resolve the

issue. Guidelines provide raw material to build a house, but this is your responsibility how you will utilize raw material and convert it start of art by following guidelines and your creatives ideas.

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APENDIX.

Question for interview

5.   What was your age when you started this profession?

6.   Why did you select this profession?

7.   You selected the profession because of your forefather?

8.   Did you get any moral or financial support from your parents or not, because this profession is not easy due to life threats and expanses?

9.   What kind of problems you faced to continue this profession?

10.   Did this bullfighting profession put any impact on your routine life and educational because this profession needs too much time and money?

11.   How much time and money need to become a bullfighter?

12.   How much training is needed to become a good bullfighter?

13.   Do you prefer to use ancient bullfighting style or new like American have a unique mixture of old and new style?

Figure 15:Filipe a Bullfighter at his Farmhouse. Picture credit goes to researcher Imran khan

14.   What are traditional training techniques useful to train a bullfighter and bull?

15.   Do you feel afraid to die in the arena?

16.   Did your family stop you from ending this profession and going for another?

17.   What are you contributing to promote this cultural profession in another part of the world or Portugal?

18.   What are the main threats to this profession? Because many organizations against this profession and they are demanding to ban this profession due to the brutal killing of bulls?

19.   Any government institute which helps out the bullfighters in the context of training, and solves the financial issue?

20.   Last few decades, people decrease their interest in this profession, what are the main reasons?

21.   Do you think media can help to promote this profession and cultural activity in a positive way?

In this documentary used the voice of interviewee and narrators who will explain the history of ancient culture's profession (bullfighting) in Portugal and images selected according to voice over context

Departamento de Comunicação e Arte