

Title

**GLOCAL TELEVISION**

**Abstract:**

A group of students of the University of Rome are working for a homemade street television, with a special attention to the European media environment.

Duration : 5'28"

Production : **RAINEWS24 - magazines**

Journalist:

**Martino Seniga**

Camera:

**Imam Sabbah**

Video Editing :

**Benito Conti**

**Giuseppe Mealli**

Video promotional material provided by FAI-TV (Roma)

Interviews with:

**Andrea BELLEZZA**

Producer of FAI-TV

**Prof. Mario MORCELLINI**

Director Sociology Department

University of Roma "LA SAPIENZA"

Vox Populi

## Script

**02.00.00**

### **INTRODUCTORY TEXT**

A new street television broadcast directly from the rooms of the University of Rome "La Sapienza". The director of the department of Sociology, Mario Morcellini, in presenting this initiative, has underlined that these small TV-stations, working in the neighbourhoods, could be able to create innovative programmes for the new European television. A paradox? Maybe not, if we consider the cultural fragmentation of European TV systems and the spreading of street TV. Small TV stations created by young people that broadcast using free frequencies, left by big national broadcasters.

02.44.00

### **Interview 1**

**Andrea BELLEZZA**

**Producer of FAI-TV**

“Hi, this is *Fai TV*. Here you can see a small support control room. At the moment we are broadcasting on air. *Fai TV* has been created by some young students who wanted to work in the media field. But since it is very hard to have access in the Italian system, they thought to produce on their own with this special channel.”

### **03.09.00**

#### INTERVIEWS WITH JOUNG STUDENTS

Question (graphic in Italian)

DO YOU WATCH TELEVISION?

Answers

- 1- Do we watch television? Yes.
- 2- We watch just for watching.
- 3- I can do without it.

Question 2 (graphic in Italian)

WITCH PROGRAM DOES YOU LIKE?

Answers

- 1- I like cultural television.
- 2- (In English)
- 3- Programs about politics.

Question 3 (graphic in Italian)

WITCH PROGRAM YOU DO NOT LIKE?

- 1- Sentimental comedies of any sort.
- 2- I hate the traditional TV news. Maybe we can speak about the awful Italian TV production in the last years.

### **03.42.00**

TEXT

Dissatisfaction, alienation and unreliability are Italian young people's feelings towards TV programmes that are crowding the screens of big national broadcasters. For this reason,

Professor Mario Morcellini has decided to open the doors of the university to the young crew of Fai TV.

### **04.03.00**

Interview 2

Prof. Mario MORCELLINI

Director Sociology Department

University of Roma "LA SAPIENZA"

"We are interested in street TV for several reasons. First of all because it represents a sort of twilight zone and we think it is something strong and different from the present TV system and from the general model of cultural industry. These models rely on few big means imitating each other. They have always-similar programme schedules. On the contrary, I think they should open themselves to new ideas."

### **04.53.00**

Interview 3

Andrea BELLEZZA

Producer of FAI-TV

"In our programme schedule we try to do a kind of experimentation. We introduce innovations in processes and practices. Italian traditional programme schedules have been using the same models for half a century. The contents of our programmes stem from the world of the youth. Young students themselves offer and produce the programmes we then broadcast."

**05.25.00**

TEXT

The equipment to build a street TV can be put on a kitchen table and costs few hundreds euro. But the real problem is how to fill the cases with contents. The projects of Communication Sciences faculty at La Sapienza University in Rome, aims at promoting and spreading the research of new ways of communicating and making television all over Europe. Starting from the creation of a DVD file about the best programmes broadcasted in Europe, outside the big TV content producers both in the public and private sectors.

**06.07.00**

Interview 4

Prof. Mario MORCELLINI

Director Sociology Department

University of Roma "LA SAPIENZA"

“The experience we are promoting can also be developed at European level. We know that even in Rome there is already another experience like ours and there will be others soon. The idea of opening the TV system will receive a great interest at European Union level, as for laws, experimentation and new jobs. Universities are usually able to overcome national borders. So as Departments of Communication we can imagine ourselves as the place where it is possible to protect the memory of these TV experience linked to local areas. Local areas meant as communication landscapes.”

**07.28.00 END**