

The values and heritage of a **community**

Marcello Zeppi – MISFF President



The search for **identity**

- Systems, communication codes that change rapidly and continuously expand the degree of autonomy of individuals at the level of possibilities and options. Growing need for an autonomous definition of themselves!
- Therefore a surplus occurs by promises of personal fulfilment than contained opportunities offered by the system. The choice, at least theoretical, among various options is made even more problematic by the continuous change of living conditions and the lack of reference points.

The search for identity



The **family** and the Media

FOR A NEW RELATIONSHIP BETWEEN THE FAMILY AND MEDIA

In this unequal balance of power between the family and mass media one can say that the family owns a self-reference ideal that no State or institution possesses entrepreneurial. This gives a range of potential and vital flexibility that can make it resurface every intact media bombardment. Social health depends on the quality of the family. So it would be the duty of the institutions to create a suitable habitat for it. But experience tells us how far away is this concern by the political community emergencies, as expected attention or utopian decisive transformations by the masters of the media. Families can therefore start decontamination processes independently of the imaginary.

As it has been possible to produce food «bio», a priori less contaminated than others, we need a sort of "bio-information" .

To clean the information we need "know-how", and have "own resources" to support and spread, even in smaller areas, new forms of communication not controlled by global groups. New squares, new tribes, new communities are possible. This can be achieved through alternative forms of use of networks such as:

-use the media selectively for specific needs, enabling new motivations and skills to a balanced distribution of the time;

-careful not to belittle the symbolic code that supports the family, which is made of suffering and content values, but equally also of corporeality and physicality. Abstract the spiritualization of the family is the misunderstanding on which play media manipulators, to make a symbolic place, intangible rewards and individualistic consumption. "The moral stature of the people grows or shrinks depending on the words they pronounce and messages they choose to listen to" (John Paul II).

The **family** and the Media



The landscape (the village)

Community membership

VAL D' ORCIA, the LANDSCAPE, the Valley is also an important Park, natural, cultural and artistic, and from July 2, 2004 was recognized "World Heritage site by UNESCO.

The Commission has thus justified the inclusion: the Val d'Orcia is an exceptional example of how the natural environment has been redesigned in the Renaissance period to reflect the ideals of good governance and to create an aesthetically pleasing image; "

The landscape of the Val d'Orcia was celebrated by painters of the Sienese school, which flourished during the Renaissance. Images of Val d'Orcia and especially reproductions of his landscapes, which depicts people living in harmony with nature, have become icons of the Renaissance and have profoundly influenced the way of thinking the landscape in the future»



The landscape (the village), Community membership, identity

The landscape (town or village)

Community membership

- What is the nature of the relationship between the young Italians and their place in life? They have a sense of belonging?
- What relationship are young people of foreign origin with their current place of life? They feel towards it a sense of belonging? And keep well to the country of origin?
- What role is the landscape in the process of building the identity of adolescents and in the creation of local linkages and the sense of belonging to the place?
- Is interpreted as the "landscape idea" from the boys: what they mean and what ideas you associate.

"The sense of belonging to the place» is a complex feeling, determined mainly by social factors and the aesthetic quality of the landscape. It is in fact mostly about emotional and symbolic meanings attributed to the landscape: an important role in this regard is covered by the memories and experiences that kids relate to it or its elements and making a significant identity reference, regardless of its aesthetic quality. Also the time and age are important factors in building the sense of belonging.



**The landscape (town or village)
Community membership**

Friendships in the Era of New Media and Social

- «Friendship», the Web 2.0 and social networks
- The word "friend" contains the root of the Latin verb "love" which means "love". But love is incompatible with the mode of online life, where the relationship is "on time" because when you're tired of a contact just switch off your PC or do logout; but in real life the logout do not exist.
- Online friendships are a risk or an asset? Or change how to describe them? It appears necessary to call them: contact us!
- Facebook profile: personal data container, or journal?
- Facebook and identity: people or characters?
- The underlying question around the theme of identity is all in wonder if there is a danger of becoming many figurines. "The Characterization" — the jump from person to persona (actor?), often takes place in a completely unconscious and, more importantly, to the work of stakeholders.

facebook

**Friendships in the Era
of New Media and Social**



Food as an element of identity, socialisation, **membership.**

- Food can certainly be considered a cultural element. Man eats the same foods in all cultures. The choice of food is determined by their cultural origins. Research shows how the consumption of food contributes significantly to affirm the identity of an individual and an ethnic group. The place where food is consumed, it is also seen as the "moment of encounter between different cultures, these rather respecting each other for the sacredness of food tend, over time, to integrate.



**Food as an element of
identity,
socialisation,
membership.**

Il Cibo come Elemento di Identità, socializzazione, appartenenza.

Identity is a whisper.

The one of flour sprinkling on a table , a mother and a grandmother's hands. The hands of each women in the world, since the dawn of time. The hands that become one with the flour, which is grain, wheat golden fields, the effort of the countryman, dark land. The Earth.

Identity is a scent.

The one of freshly baked bread on a table, a home, an old street of stones. A handful of green olives in my grandfather's pocket. It is family.

Identity is a sound.

The sweet one of a dialect, a language, a lullaby. The first that we listen when we are born. Is the word that travels since ancient times, with different shapes but with the same essence. Is the word that tells a story. The story of humanity and its continuous adapting into the world.

Historical and contemporary values

- The values are listed among the important things; while in their vagueness and subjectivity underlying ethical references which are lasting unit over time while not always pursued in real life.





**Historical and
contemporary values**

The pursuit of happiness and fulfillment of dreams

- Primary destinations that we placed at the Centre of our world; gives a perspective to pursue, albeit abstract and unrealistic, but necessary, to strive for. Life can also be understood as a journey that becomes at the same time more "real" than half ennobles him thanks to a moral and existential tension.



The pursuit of happiness and fulfillment of dreams

"The **global community** and the impact of the Media" **Digital Literacy: understanding Government, use of new Media**

- Globalization is also the globalization of mass media, communication and information. The information has become so plentiful as to constitute a central element of our world. But at the same time, everyone can see that, like food, information is also contaminated.



**"The global community
and the impact of the Media"
Digital Literacy: understanding
Government, use of new Media**

Digital Literacy: the impact of the Media in the "global community"

- Contemporary media groups have now relevant characteristics should be monitored: dealing with everything that passes through writing, image, sound, and spread all through different channels (written press, radio, television, cable, terrestrial or satellite, Internet and all sorts of digital networks); are global groups, global, planetary and not just local or national. Through mechanisms of concentration, these hyper-contemporary companies take possession of most diverse media sectors in many countries and on all continents, and become so thanks to their economic weight and their ideological importance, the main players in commercialization. Given that communication (extended to computer science, electronics and telephony) is now the heavy industry of our time, these large groups are trying to expand through acquisitions, and incessant pressure on Governments to remove laws aimed at curbing the concentration or to prevent the establishment of monopolies or duopolies.

CO PRODUCTION PARTNERSHIP EUROPEAN PROJECTS



- European project International & "The values and heritage of a community"
- Partnership with Schools, University & Cineclub, Festival
- Project Job Conference & Videos, Web Series, Meetings, workshops, Lab, Short Movie.
- The topics discussed in the Conference will be used as "subject", to highlight narrative analogies, similes or cultural differences (mirrored in the comparison between the peoples of the Mediterranean). Authors and filmmakers can make or interpret themes unilaterally (and join the work in post production) in other cases decide to write the story together and then turn in the different countries.
- To make easier the start-up project there are active collaborations with the film culture circles (equipped for the production of film, audiovisual works), schools, universities that will be joined our Network, the Festival will present the project
- Themes: the search for identity, family, friendships. Food as an element of identity, socialisation, membership. Food as a cultural element, the pursuit of Happiness and the realization of their dreams. Historical and contemporary values. The Popular Music. Digital Literacy, and its different levels of understanding, the differences between passive use of technologies, and the Government's understanding of the creative process which occupies. The impact of the Media in the "global community", the workarounds.





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Greetings & Special Thanks

concept and creation



Marcello Zeppi MISFF President – Born in Vald'Orcia, Montepulciano (Siena).

Thank you all for your attention, Thanks to Rita Capucho, Antonio Costa Valente.

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Thanks to my son Filippo Zeppi and Tatiana Gribova who helped me in setting my report Thanks to the Tuscan landscape that represents a key part of my identity, finally, Thanks to all those who want to report share inspired, from today, new projects.



Oak of Checche (350 years old)

Val d'Orcia