

Teaching Ethics Through Video & Sound Production
What students can learn from the art of storytelling

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ABSTRACT

Telling a story depends on where you stand. It's the perspective of the storyteller that gives the viewer the first clue in how to respond. With that power in crafting stories comes great responsibility in representing what the subject said and meant.

This presentation demonstrates a practical method for teaching ethics for video and sound production. This key in this type of learning is about being physically involved in the activity. The muscle memory of doing helps reinforce what I am teaching the students. We talk, wonder out loud, think and learn by doing. It's three dimensional learning and it works well in a television studio where many of the skills needed are physical or benefit from physicality in thinking.

I think it's important for the student to learn to rely on themselves and to solve problems creatively. When given the task to create a video project, I challenge the student to get on their belly and look at the subject in a completely different way. It helps the student see new things and will influence their creative storytelling in projects. They learn how to notice the details what go unseen, create a connection with their audience and make them see, hear and feel. They learn about ethical integrity of creating a story.

I work to make the content applicable to the students to understand the relevancy to their projects in a larger context. We talk about ethics in a real, tangible way. Ethical considerations are made throughout the process from before the first interview to the final edit.

They are typically disoriented by this real life approach to project work. We talk beyond the assignment and they acquire the tools that will make a difference in future projects. Students start to understand new ways to look at producing, shooting, editing, setting mood and how little things make a big impact. They also learn that ethics aren't an afterthought. The philosophy permeates each project.

KEYWORDS: Storytelling, Video, Perspective