

**Name of the Event:** Fusion-Research Paper Presentation

**Title:** The Scope of Small Documentary Movies on Social Media

**Name of The Participants:**

1. Janhavi Jadhav
2. Parth Mangla
3. Kiran Bhatia

**Abstract:**

A documentary film is a nonfictional motion picture intended to document some aspect of reality, primarily for the purposes of instruction or maintaining a historical record. Documentary films generally have a low budget and that attracts film companies as even a limited theatrical opening can be profitable.

Documentary films have been on the rise since the latter part of the 20<sup>th</sup> century. There are film festivals where such informative films are exhibited and recognized. Some films are posted on websites and some released in theatres. It is very important that the people are informed about them regularly. The social networking websites like Facebook, Twitter etc play a significant role in the same. Many film makers try to promote their work through personal twitters or by creating individual Twitter and Facebook pages of their work so that the masses are aware and interested.

When it comes to our generation, we are more internet-savvy than anyone else. Majority of the youth is glued onto either one or the other socially connecting applications. The mainstream commercial films are well publicized on television and other media but since the documentary films are low-scale and not supported under major banners, they suffer and are the sidekicks. With more and more popularity of social networking, better are chances of amateurs and freelancers to be discovered through social circles. Also, for the freelance documentary movie makers it is now easy to advertise on the internet and get them the publicity on an effective platform.

Another factor is that the documentary films, mostly being nonfictional appeal to the masses in a very personal and sentimental way. For example, “The Attacks Of 26/11” was a documentary made by Ram Gopal Varma in 2013 and was based on the famous 2008 Mumbai attacks. Mumbai was under bombing attacks for four days. This event being a0 personal loss to all inhabitants of Mumbai as well as India, drew massive attention. The small documentary films also focus on informative issues like important health activities (polio vaccines), unethical practices and environmental issues. The masses can easily connect to all these.

Nowadays, many documentary films are advertised on television and radio as well. Also, with the rise in publicity of these movies on social media, the perception of the

masses towards them has taken a right turn. Due to more exposure to them, the interest increases and so does the value and appreciation of the documentaries increases.

Apart from the major positive role that social media plays in favour of documentary movies, there is a little hitch, too. Many makers of these films remain anonymous and that works against them. In addition to that, there are cases where in too much information or very less of it is exposed on social media. These situations work against their art and cause them to nosedive.

All said and done, if taken to the best advantage, social media can be more than useful for the present and future of documentary films and their scope on popular media is already on the rise.