

# CONCEPCIÓN CASCAJOSA VIRINO

## RESEARCH ASSET

### CULTURAL DIVERSITY IN AUDIOVISUAL CREATION IN SPAIN

Carrying out a professional study on the presence of diversity in audiovisual production (fiction films and series) in the period 2015-2019.

This initiative was born with the aim of analyzing cultural diversity in Spanish audiovisual fiction, both in the stories that are told and with respect to the people who create these stories. Cultural diversity is what gives our life its richness, color and dynamism. It is a cognitive and intellectual window and an engine of social development and economic growth.

The study is published at <https://cambiodeplano.damaautor.es/diversidad-en-datos/>, and shows how Spanish audiovisual production still has a way to go when representing the diversity of society.

#### Conclusions of the study:

- Spanish audiovisual fiction is diverse, but it has to continue advancing on that path. There is, for example, a notable gender gap in authorship. And generational diversity could benefit from the incorporation of debutants, especially in the authorship of series and of the female gender, as well as the permanence of senior authors. There is also a cultural diversity in the stories that could be increased with a greater diversity of geographical locations both in the filming and in the place where the main action takes place.
- Regarding the diversity of the protagonists, it would be desirable to bring the representation of fiction closer to the current Spanish social reality and to advance towards greater inclusion, in the stories and in the protagonists, of groups such as people with disabilities.

Based on the results of this study, DAMA (AUDIOVISUAL MEDIA COPYRIGHTS) and Netflix called a contest specifically with the aim of encouraging diversity in the audiovisual sector.

Email Address

concepcioncarmen.cascajosa@uc3m.es

Institution Name

Universidad Carlos III de Madrid

Country

Spain

Research Area (failing down menu, Frasca ti Manual)  
Communication Studies

Thematic Focus

Television-Cinema: memory, representation and industry

Stakeholders involved

Audiovisual companies, media, private and public organizations related to diversity, culture and audiovisual production

Research Phase

In progress

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## POTENTIAL VALORISATION AREAS

- **Contract or join research**
- **Community outreach**
- **Exhibition and media outreach**
- **Collaboration with industry**
- **Collaboration with government and non-government** in order to:
  - ✓ Promote diversity in the audiovisual
  - ✓ Increase the reflection of the diversity of Spanish society in audiovisual fiction and encourage greater diversity also behind the camera, in the directing and script sections



*Cultural diversity is a cognitive and intellectual window and an engine of social development and economic growth. Spanish audiovisual production still has a way to go when representing the diversity of society. Pushed by the results, DAMA (AUDIOVISUAL MEDIA COPYRIGHTS) and Netflix called a contest specifically with the aim of encouraging diversity in the audiovisual sector.*

## DESCRIPTION OF VALORISATION ACTIVITY

- **New research**
- **New publications**
- **Joint research with government and business stakeholders**
- **Promotion and dissemination activities**

## VALORISATION TARGETS/POTENTIAL FUTURE COLLABORATORS

Short description of the stakeholders that can be important for future collaborations:

- Audiovisual companies
- Media
- Other organisations related to diversity, culture and audiovisual production
- Government authorities related to promotion of diversity in society and, specifically, cultural diversity and in the audiovisual sector