



UNIVERSITY OF
ILLINOIS
URBANA - CHAMPAIGN

Visual ethnography, participatory action based on culture for peacebuilding

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Introduction

- Audiovisual resources improve field work and fulfill the function of a tool in research, their capabilities as a language and way of approaching social reality are seriously limited by the so-called hard disciplines, subtracting epistemological value from new alternative forms in scientific investigation.
- Visual anthropology and more specifically audiovisual ethnography, discovers that fiction is the most effective way to understand the symbolic universe of societies, to generate new multidisciplinary, interdisciplinary and transdisciplinary knowledge.

General objective / Specific

GO

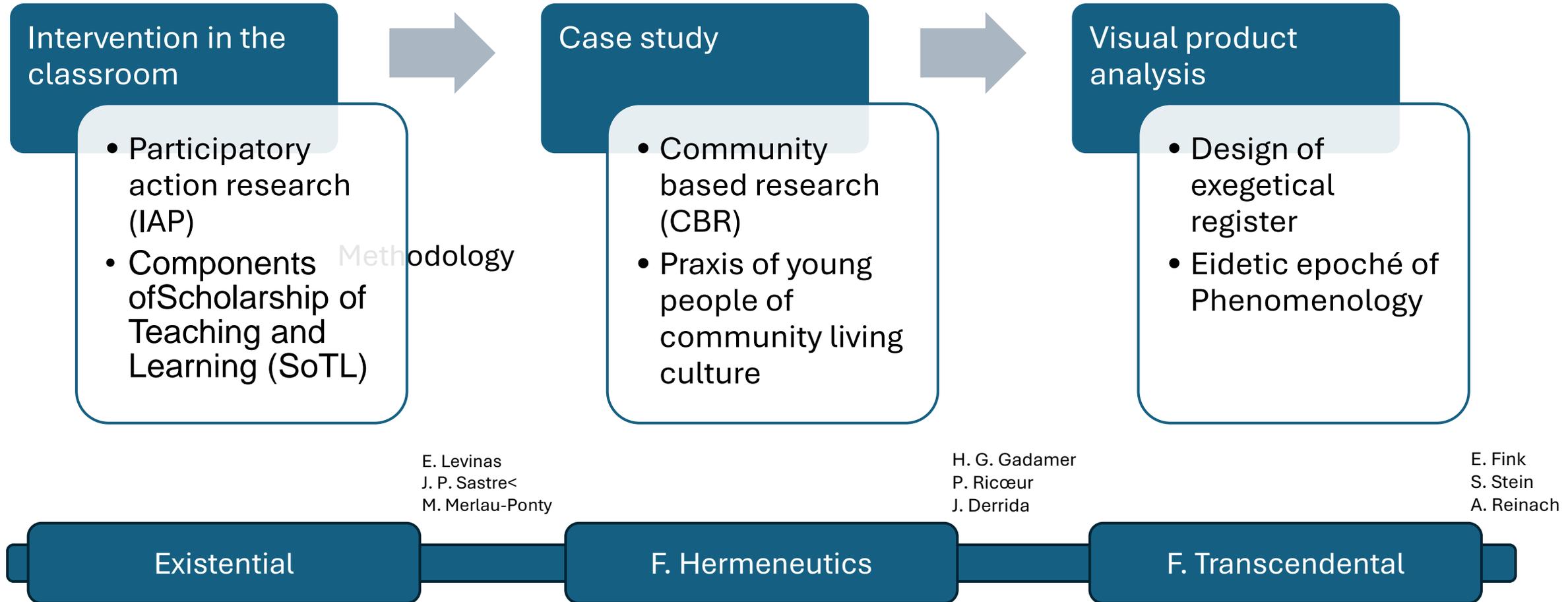
Evaluate the active agent (students) from the discourse (product, a means of action and a meaning) for the technical, symbolic and political construction of the audiovisual image.

E1
Explain the importance of multidisciplinary knowledge from the ontological state of things in existence to social reality with the use of audiovisual material from the educational intervention of the subject "Integrated Communications Workshop" in a university in the southeast of Mexico.

E2
Discover meanings of the symbolic universe with an interdisciplinary case study through epistemological values called alternative forms identified in audio, graphics, photography and video, as tools of scientific research.

E3
Organize the experiences of the soft and technical skills of the community living communities for the construction of educational programs that benefit the holistic or transdisciplinary approach.

Methodology



(Centro de Estudios Filosóficos, 2023, Heidegger, 1947)

Epoje eidético-comprehensiva, desde la reflexividad formativa



Epistemological levels of a Phenomenology

- Exegetical pattern, four basic categories of intention are established in the eidetic-comprehensive epoché, from the formative reflexivity of one:
- 1.- Inquiry: which is realizing the object and understanding it.
- 2.- Deconstruction: break down the parts to build meaning and meaning.
- 3.- Recognition: addressing description, interpretation and understanding.
- 4.- Purpose: reflection projection of the contribution of the intention.

Theories addressed by the study



Construction of
otherness and identity

- Theory of visual phenomenology

Maurice Merleau-Ponty



Construction of
inclusion environments

- Constructivist organizational theory

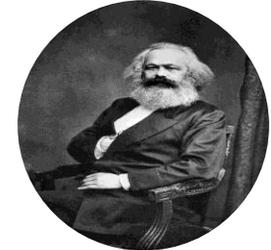
Jean Piaget



Generation of dialogue
between people and
disciplines

- Social capital theory

Friedrich Hayek



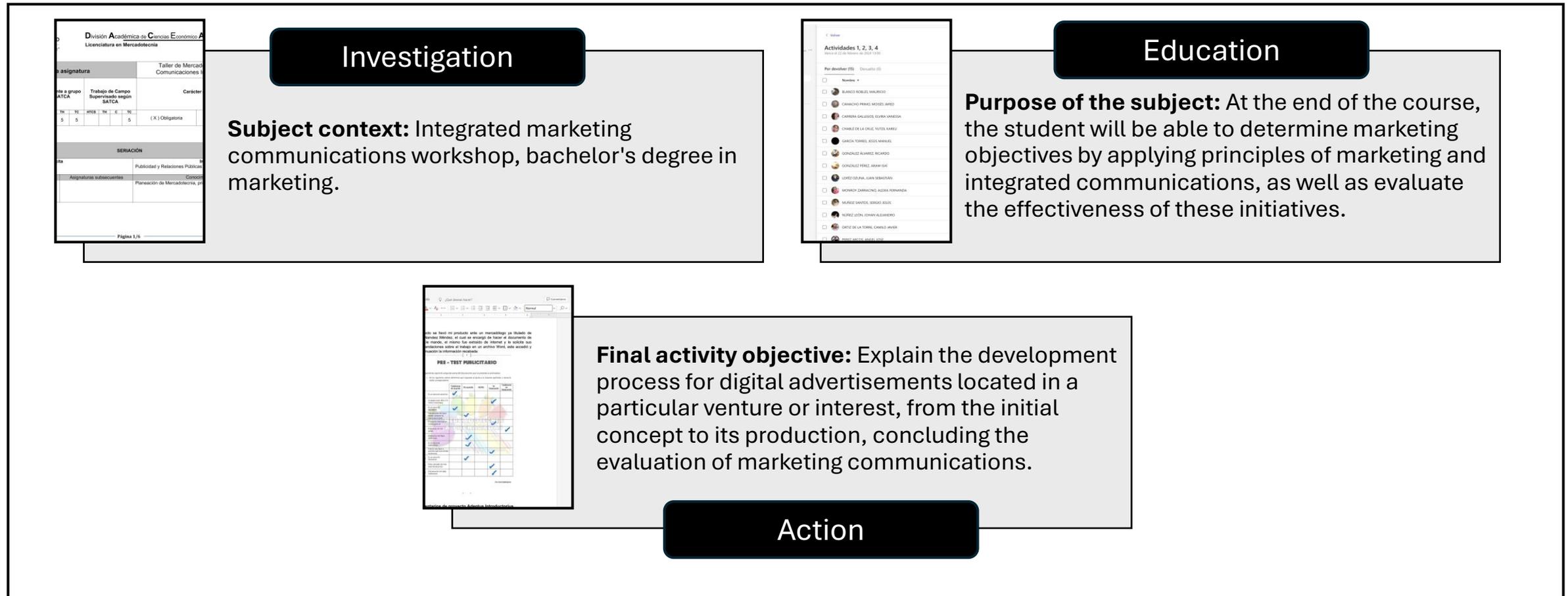
Strengthening
community living
culture

- Theory of new social movements

Karl Heinrich Marx

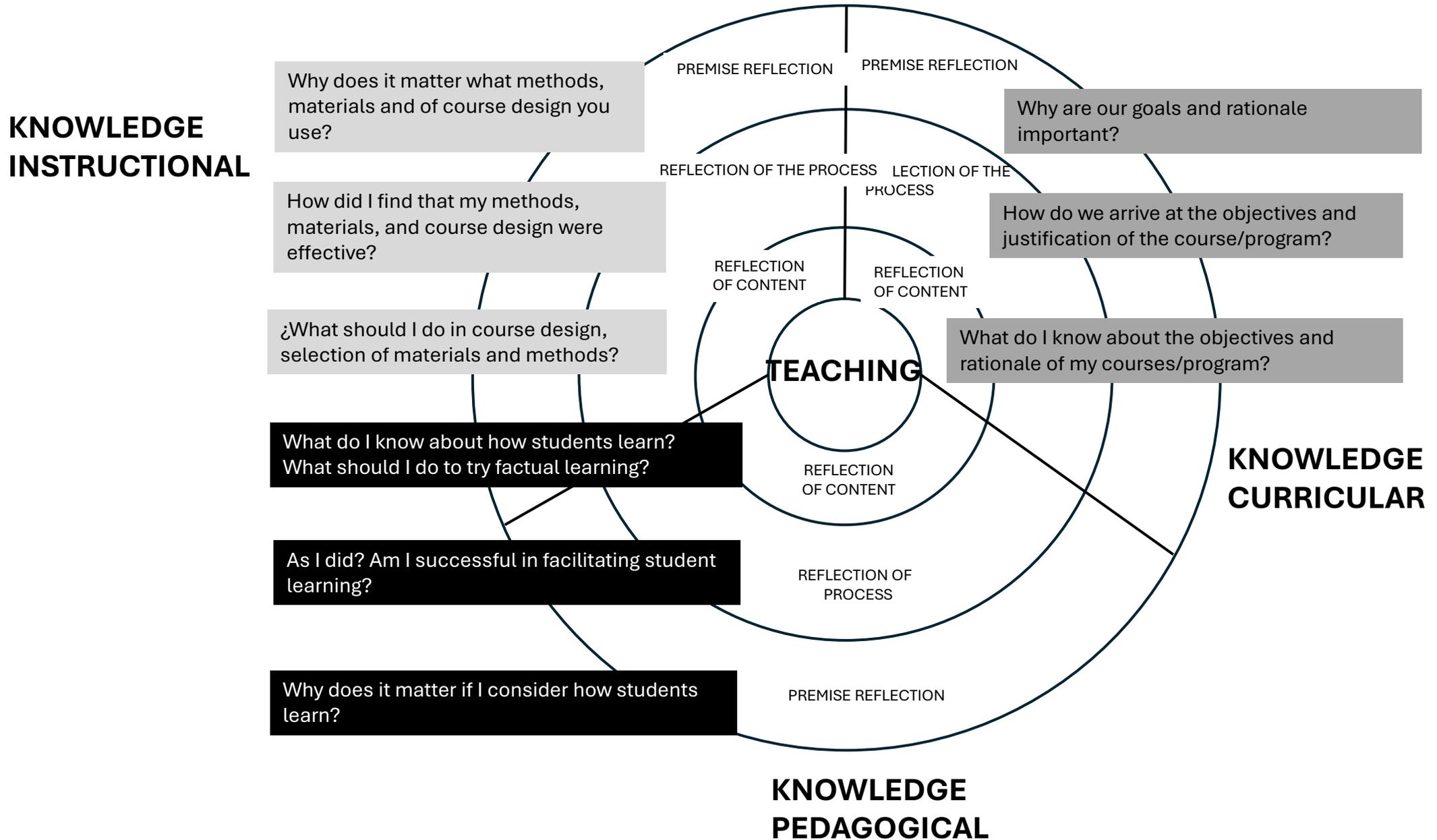
Phase 1. Intervention in the classroom Participatory Action Research (PAR)

(Balcazar-Fabricio, 2003; Fals-Borda *et al.*, 1972; Herrera-Farfán y López-Guzmán, 2014)



Critical vision of the world, through qualitative change / Knowledge produced, converting it into social action at the community level.

Figure 1: Components of Scholarship of Teaching and Learning (SoTL) Source: (Kreber and Cranton, 2000, p. 485)



Phase 1. Methodology

Research and action [RA]: Lewin (1946).

Participatory action research[PAR]: Fals-Borda *et al.*, (1972), Herrera-Farfán y López-Guzmán (2014).

Critical vision of
the world,
through
qualitative
change

Knowledge
produced by
converting it into
social action at
the community
level

PAR core activities(Balcazar-Fabricio, 2003).

Investigation

Education

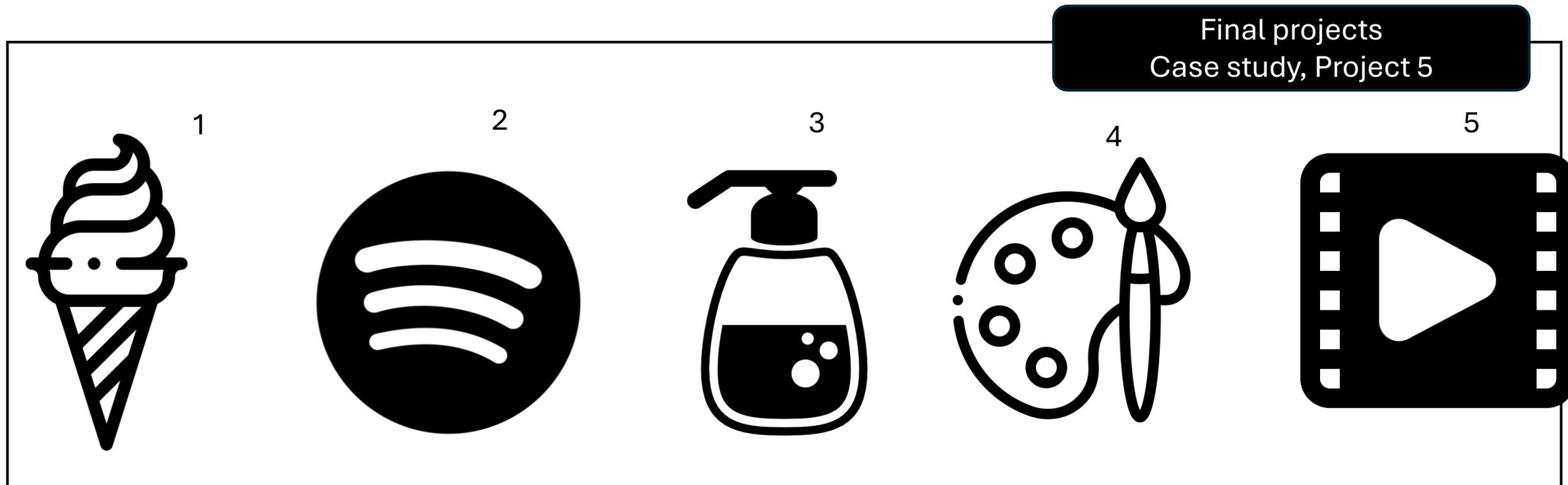
Action

Linguistic ethnography, narrative sounds(Duranti,
2000).

Naturalism

Interpretive practices

Phase 2. Located in a case study Community-based research (CBR) Youth Praxis of Community Living culture



Project 1. MonnoW.
Project 2. Creation of Musical Track
Project 3. Folium Viride
Project 4 Art Curator by AI
Project 5, Title: Furnance Reconedine

Project 1: MonnoW



1



Semana mercadotecnia proyecto de clase fin... Search

Record Upload Favorite Playlist Edit Share

MONOW
El Rincón de Nogales

OBJETIVOS

- El objetivo principal es mostrar la calidad de nuestros productos y la variedad postres para nuestros clientes que gocen con sus seres queridos.
- Comprometernos a un buen servicio a nuestro cliente de manera eficaz y eficiente.

VALORES

- Responsabilidad
- Honestidad
- Confianza
- Compromiso

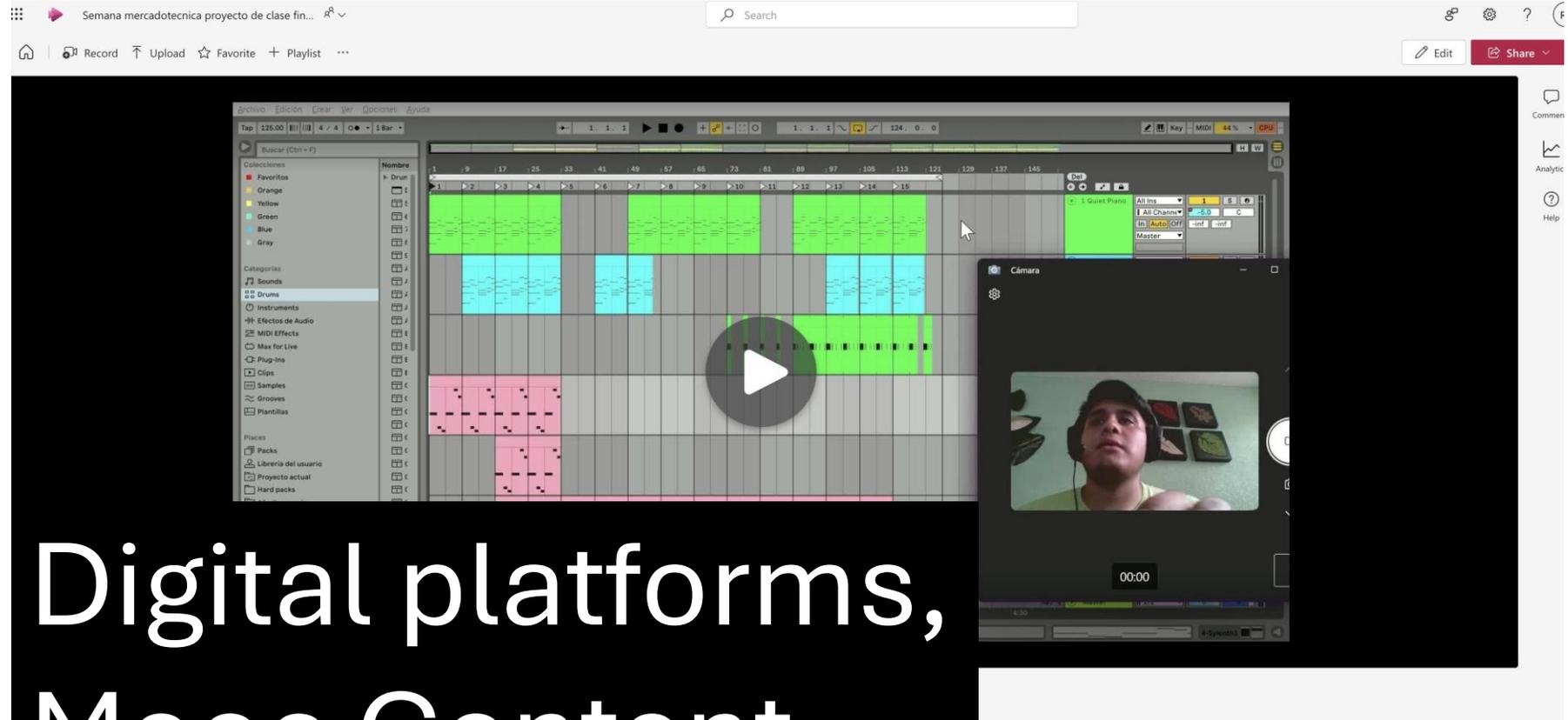
Pandemic,
Global warming

Comment Analytics Help

1x

Project 2: Creation of Musical Track

2

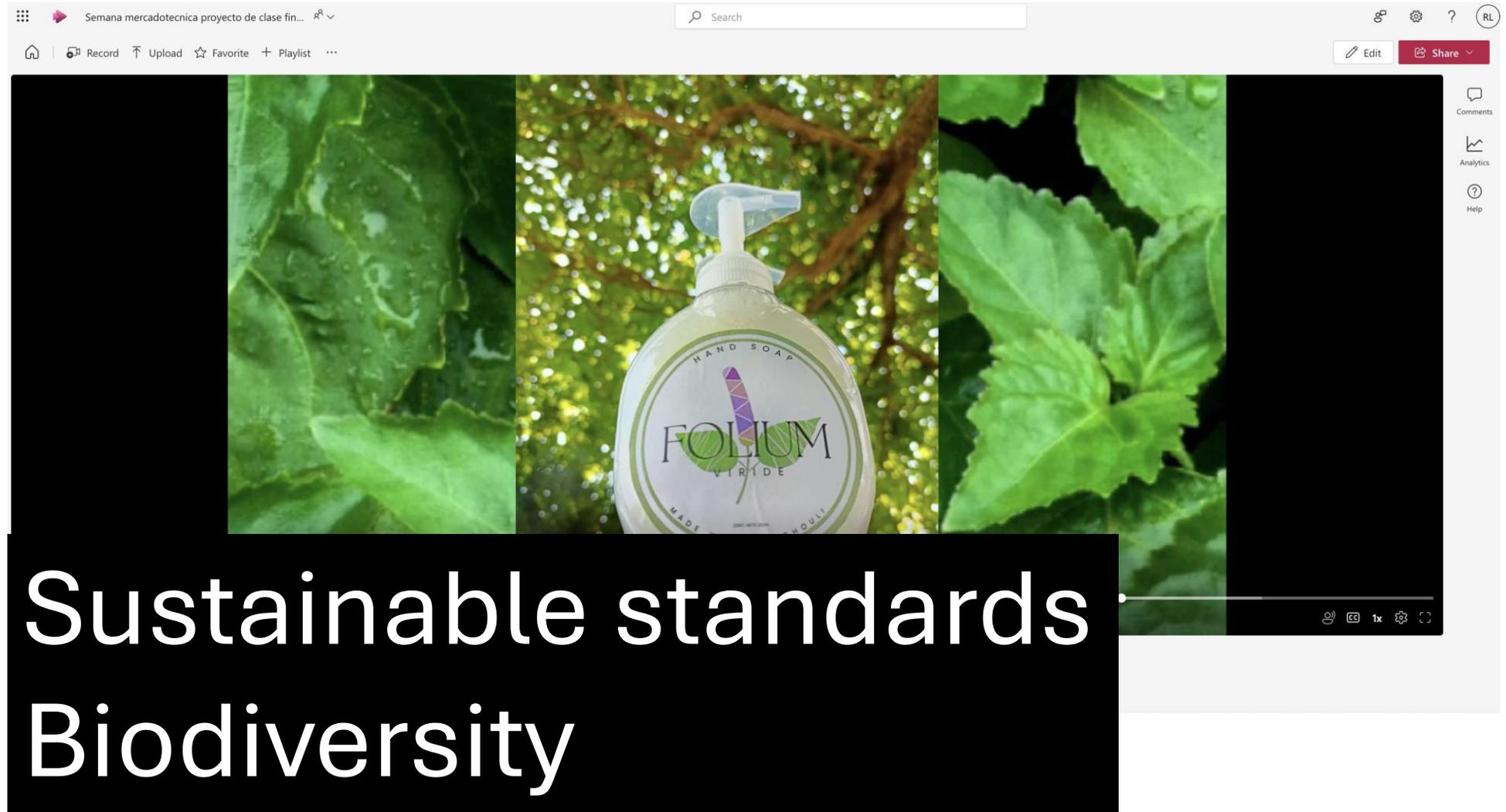


Digital platforms,
Mooc Content,

Project 3: Folium Viride



3



Semana mercadotecnia proyecto de clase fin...

Search

Record Upload Favorite Playlist

Edit Share

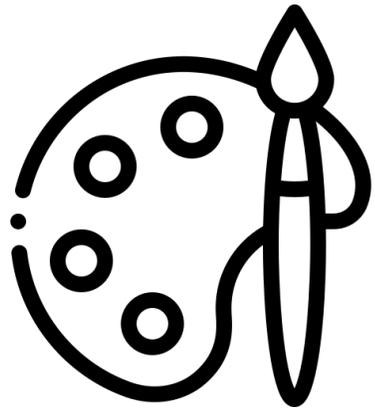
Comments Analytics Help

1x

Sustainable standards Biodiversity

Project 4: Art Curator by AI

4

A screenshot of a web-based art gallery interface. The browser address bar shows "Semana mercadotecnia proyecto de clase fin...". The gallery displays three images in a row: a starry space scene, a colorful abstract portrait with a face, and another starry space scene. The interface includes navigation buttons like "Record", "Upload", "Favorite", and "Playlist" at the top, and "Edit" and "Share" buttons on the right. A sidebar on the right contains icons for "Comments", "Analytics", and "Help".

Metacognition,
Generative intelligence

Case study: Furnance Reconnected

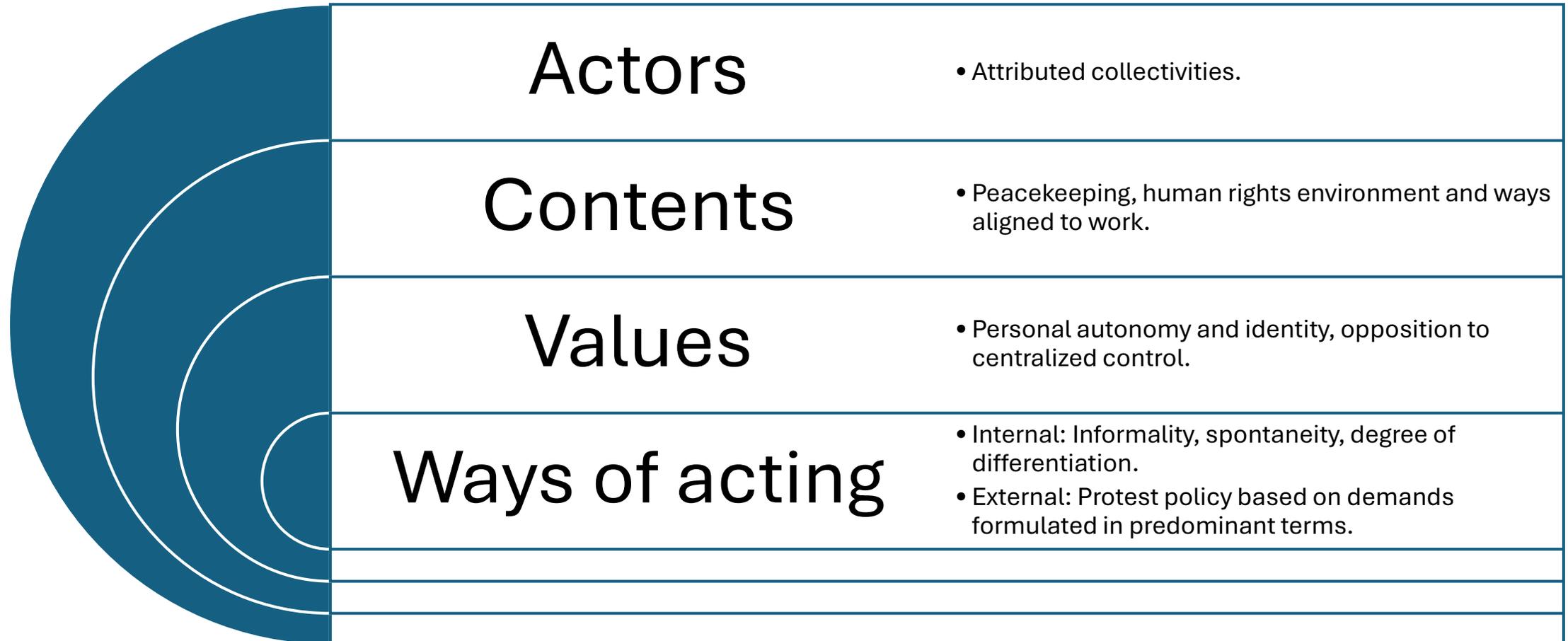


5



- “El nombre de este es una combinación de una palabra en inglés “Furnance” que se puede traducir como horno, haciendo referencia a que es un microondas, y la segunda es un anagrama de un encendedor “Reconnected”, con lo cual se hace un juego de palabras que dice Horno encendedor, en el sentido de que cuando aparece se está cocinando una idea o proyecto”. – Participante

Phase 3. Visual analysis of products New paradigm of social movements



Discussions

Dimension	Description
Educational innovation	Associated with cultural, political and social factors; where the political context is presented in accordance with educational reforms for the development of educational systems with equity and quality. Another aspect refers to the link with information and communication technologies, promoting relevant, pedagogical and widespread use to support teaching and the construction of knowledge, learning, research and innovation for social development.
Innovative pedagogical practices	Articulating axis of the innovator process, related to human nature, with the intentionality of training and development of educational processes, based on continuous and permanent learning, from a perspective on biological, social, spiritual, intellectual and aesthetic processes. These practices develop complementarity in different processes, from the base curriculum to the support of school life.
Role of the innovative teacher	Commitment of teachers to the educational field, having as traits or attributes: autonomy, persistence in the task, order, intrinsic motivation, resilience, enthusiasm, proactivity, problem solving, creativity, flexibility, entrepreneurial and innovative attitude, ability to generate new talents, self-knowledge, task planning, tendency to change and search for achievement.

Discussions Promote educational activities that allow for the promotion of skills for the context of the third phase of the 21st century

Soft skills	Habilidades técnicas
Identify emotions	Observation
Discipline	Promotion of creativity
Punctuality	Use of digital software
Respect for times	Visual data analysis
Empathic communication	Languages
Teacher leadership	
Adaptability	
Critical thinking	
Teamwork	

Note. Own elaboration, according to the analysis of the projects.

Conclusion

Tertiary education can benefit from the adoption of these communities to :

-
- (1) Place community members at the center of learning and research approaches to help amplify marginalized voices and emphasize their needs and options..

 - (2) Understand emerging concerns and issues.

 - (3) Promote grassroots leadership among youth.

 - (4) Strengthen capacities of community researchers.

 - (5) Create a culture of mutual respect and dignity.

 - (6) Two-way exchange between community researchers and respondents enhances the learning process and can help uncover areas of further research..

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• **For your attention, thank you very much.**

In memory of Norman K. Denzin (1941-2023)

