

## **Using film, television, music and art effectively for the transition in Burma.**

Patrick Burgess  
-----

### **Abstract**

No single strategy or approach can achieve the goals of achieving democracy and freedom for Burma and no single person or organization can work on the broad range of factors that are needed. The struggle for sustainable peace requires high-level advocacy, economic sanctions, prohibition of sales of weapons, building awareness, international justice mechanisms, strengthening the voice of survivors, increasing capacity of local organizations. Psychosocial support also a priority. Building accountable new governance structures at the national and federal unit level. The list continues.

A sustainable, peaceful future Burma, at a national and/or federal unit will not be achieved without increasing the knowledge and awareness on human rights of the entire population, particularly decision makers. However, a big question is: "How can we gradually increase relevant knowledge for a large audience?"

In today's world the old methods of long research documents, reports and rigid 'top-down' teaching have become less effective, dominated by short-form audiovisual content. However, audiences are already overloaded by 'bad news' content, much more so for Burmese. Film makers, musicians and influencers want to shout the message of how much the people are suffering but the 'ears' they want to reach may be overloaded and closed to more negative content. They need to find new ways to mix the serious messages with inspiration, hope and positive elements. The presentation explores the author's experience in creating an "edutainment" television series in Myanmar that reached over eight million viewers, broadly entertaining but including lessons for democracy, human rights and gender equality. It will include personal lessons from recent documentary film productions, songs, videos relating to Burma and may include a performance of the song "Mandalay," by Patrick Burgess. Everything mentioned above require tools and methodologies that can effectively increase the knowledge of human rights and rule of law.