

Film in the Archive of Mediatized Politics/Ravi Vasudevan, CSDS-Sarai

- General background of the project is to explore the constitution of film as an archive, and what this entails in terms of characteristic focuses on inventory, classification, retrieval and potential use
- This specific presentation analyses how political leadership is circulated through cinema, as part of a wider field of mediatized politics which includes photography, radio, video and contemporary digital forms

Archives and futures

- Archives as made up of the deposit of material for the future:
- governmentally and institutionally as records for future reference, recall, for the citing of precedent and past practice
- for the purposes of individual memory and recollection
- Jan Leyda: **Film Begets Film**, 1964: as deposits that are indexed or inventoried in such a way as to facilitate a certain aesthetic potentiality in the configuration of sounds and images.

Film archive, time and history

- Film is constituted by a temporal interval, as what was photographed 'was', has been, when it is viewed. As a recording its actual viewing will take place later. The gap in time may be short or accumulate long years before it is viewed or exhibited.
- Archives have to be composed both of film, and the print, oral and auditory archives which provides us an account of the making, distribution and exhibition of films.

Media content, media artifact

- The archive also needs to be complemented with the museum of the technological artifact:
- housing the material life of how filmic images were produced and circulated
- These include cameras, sound and editing equipment, projectors and sound systems, and
- systems of transportation, delivery and presentation which constitutes the process of how films were exhibited before specific audiences.
- transportation, delivery and projection might encompass different features of the operation,
- and in the contemporary digital environment, delivery and projection, signifying different moments in the relay of the recorded film, are generated for different points of reception, online and at physical sites of projection.

Archival and stock footage

- Our specific concern here is the extra footage, footage in excess, which is filmed, and which constitutes so-called archival footage
- Archival footage for use in the future, to refer to historical events and personages
- Stock footage, a related category, may be used generically, a corpus of images which may stand in for a phenomenon, whether everyday or event-based, with at best a fuzzy historical reference

Two historical moments, and the present: Gandhi, Nehru and Narendra Modi

- We will take instances of stock and archival footage relating to the iconicity of Gandhi and Nehru
- Gandhi in archival footage shot by a short film company, Motwane Film Company
- Footage of Nehru used in an innovative compilation film by experimental filmmaker S. Sukhdev
- The contemporary use of Youtube and the hologram in election campaigns by Narendra Modi

Motwane stock shots: Gandhi at the All India Congress Committee, 1942



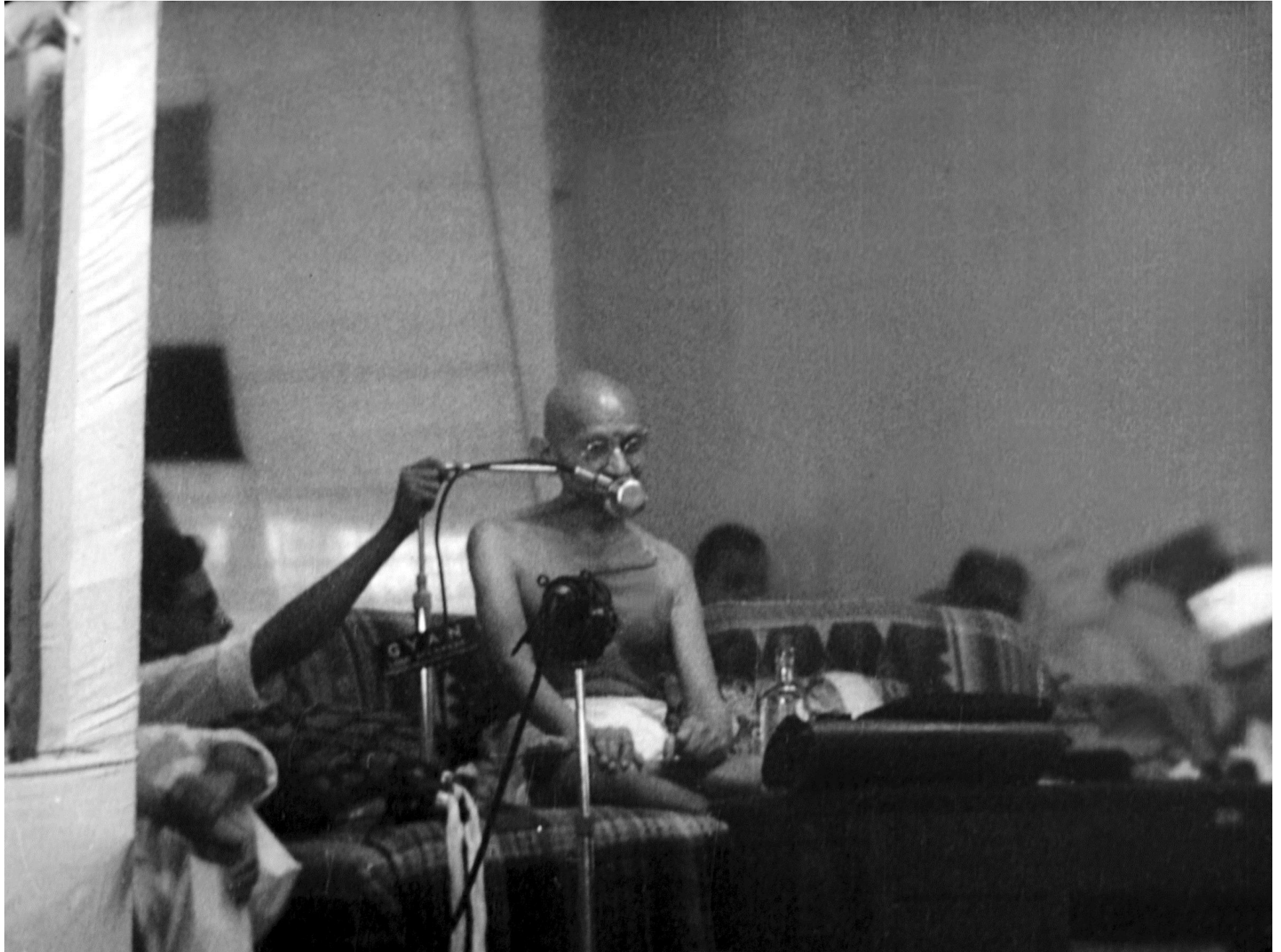
Analysing the stilled image

- As an archival object open to research inquiry, we will notice that a moving image may often be stilled as part of the inquiry; critically, it is important to distinguish such a function as having a distinct interpretative, and not illustrative logic, the latter often reducing an audio visual artefact to a simple or illustrative function rather than exercising a determinate aesthetic and informational force.
- Barthes, in *Camera Lucida*, talking about the photograph, rather than cinema, made a distinction between different types of meaning, the obvious and the obtuse, one governed by a certain knowledge, training and habit of perception, the other unsettling perspective and drawing attention to something else. He counterposed here the latin terms *studium* and *punctum* to capture these different modes of photographic engagement, the latter signifying punctuation but also a `sting, speck, little hole.. A photograph's *punctum* is that which pricks me

Gandhi at the AICC

- Elevated position
- Lighting
- Podium
- Microphone
- Pedestal fan
- Hand

Gandhi at the AIICC 1942 II



THE HOUSE OF MOTWANE

A GROUP of flourishing companies, with a wide reputation for reliability and service to the public is the proud achievement of the Motwanes in the short period of 35 years.

The business was founded by the late G. C. Motwane, who started as a telegraph signaller on the North Western Railway on Rs. 10 a month and soon rose to the position of Inspecting Telegraph Master. The scope which a job on the Railway offered young Motwane was soon to prove insufficient for such an enterprising spirit.

He gave it up in 1909 and started on a business career, and The Eastern Electric & Trading Co., at Sukkur, Sind, was the result. Motwane's natural aptitude for business and his shrewdness soon developed the business, and he moved the Headquarters of his offices to the more important centre of Karachi in 1912, closing the Sukkur office in 1913. The continued and rapid growth of the concern necessitated opening branches in Lahore and Amritsar, and ultimately found him opening up in Bombay in 1919 where he established another company also in 1919 under the name and style of The Chicago Telephone Supply Company. This was quite a landmark in Mr. Motwane's career as, from then on, the Bombay business absorbed all his time and energy, and in order to concentrate on it, he closed all his mofussil branches.

1926 saw Mr. Motwane entering the general engineering business and the name of the parent company started at Sukkur was changed to The Eastern Electric & Engineering Co., which began to run parallel to The Chicago Telephone Supply Co., the latter being changed to The Chicago Telephone & Radio Co., Ltd., in 1936, with branches at Calcutta, Lucknow, Lahore, New Delhi, and a City Branch at 422, Lamington Road, Bombay.

The Khairpur Mir's Electric Supply Co. was purchased by Mr. Motwane in 1934 and a new money-lending and banking concern was started in 1940 under the name of "Gianchand Chandumal."

The House of Motwanes was, however, to lose the driving force of Mr. Motwane in 1943, as he died in that year, full of years and achievement. His mantle has fallen on his two sons, V. G. Motwane and N. G. Motwane, who are now carrying on the family business. They have recently floated The Motwane Radio Manufacturing Co., Ltd., with a capital of Rs. 50 lakhs for the manufacture of radios and allied goods in India, which promises to develop into a unique establishment, and an important contribution to India's industrial advancement.



Late Mr. G. C. Motwane.

Motwane 1950s: producers of `Documentaries, News Documentaries and Publicity Films

PRODUCERS OF
Educational
Cultural &
Technical Film

At your
Service
with this

**14 in 1
SERVICE**

MOTWANE LTD.
(Film Division)
(12) Mahatma Gandhi Road, Bombay 1.

PRODUCERS OF
Documentaries
News Documentaries
& Publicity Films

Illustrations include:
• Interviewing a subject with you in your own headquarters.
• Editing, printing and dubbing.
• Recording and re-recording in sound studios.
• Sound track and other film are then produced in the laboratory.
• Soundtrack and pictures are overchecked for final check-up.
• Final editing and printing the master.
• Making the master ready for pressing.
• Pressing and mounting the film.
• Delivery of the film to you in your own city or abroad.
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Motwane Stock Shots: Civil Disobedience

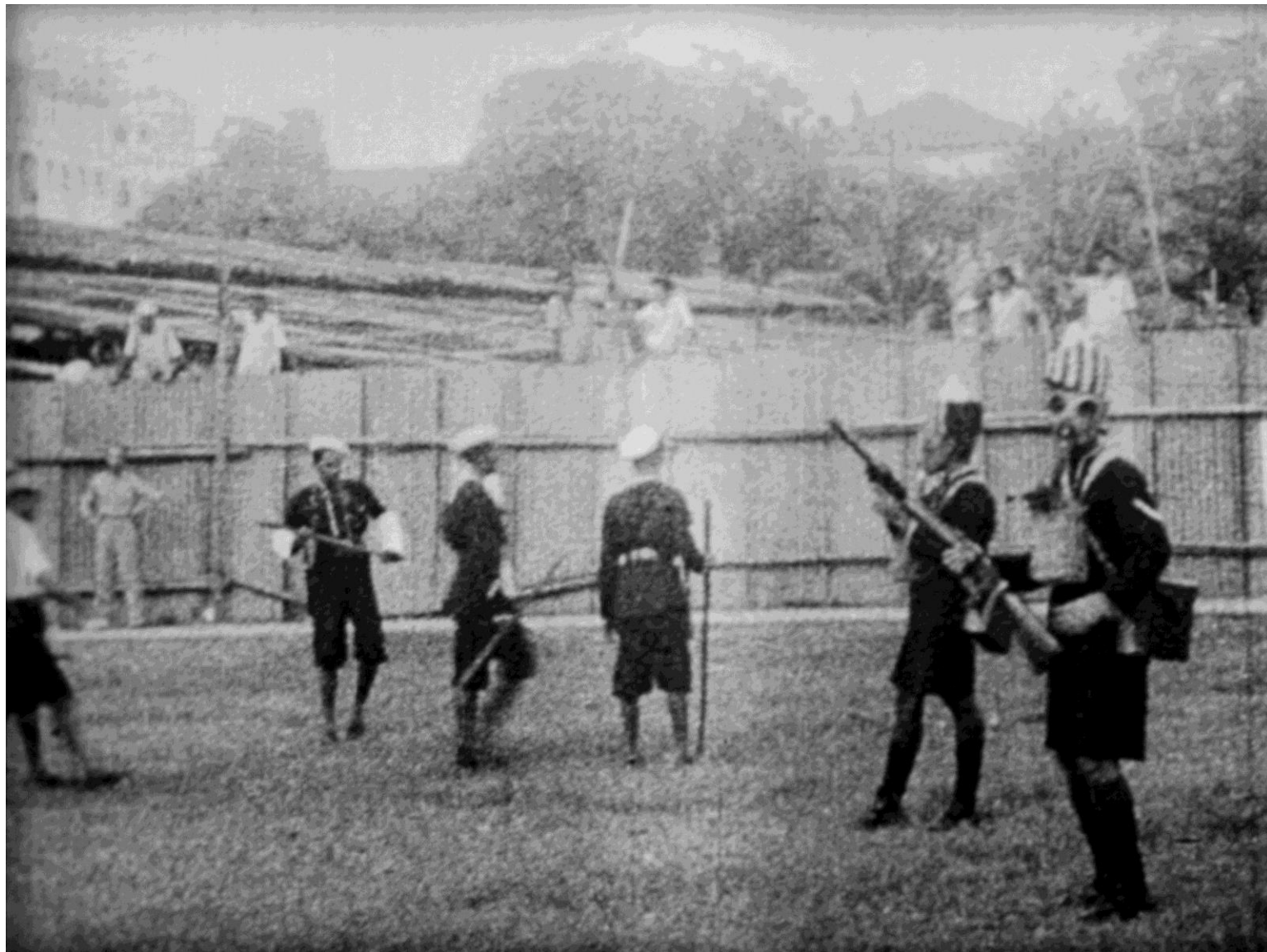
- Distant views
- Use of telephoto lens
- Closer views on police, tear gas and lathi attack
- Closer views on injured volunteer

Motwane 'Stock Shots', Civil Disobedience in Bombay

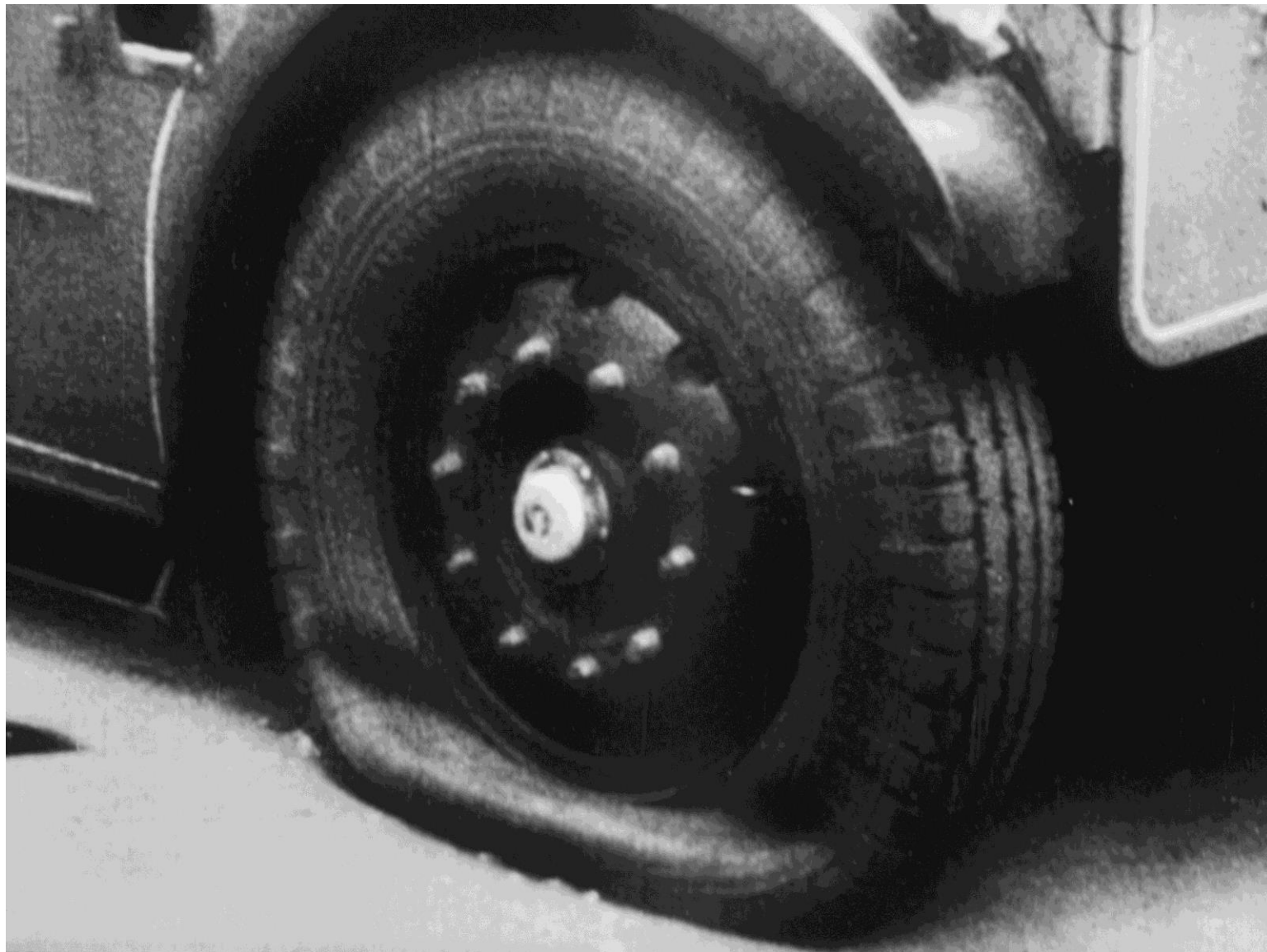


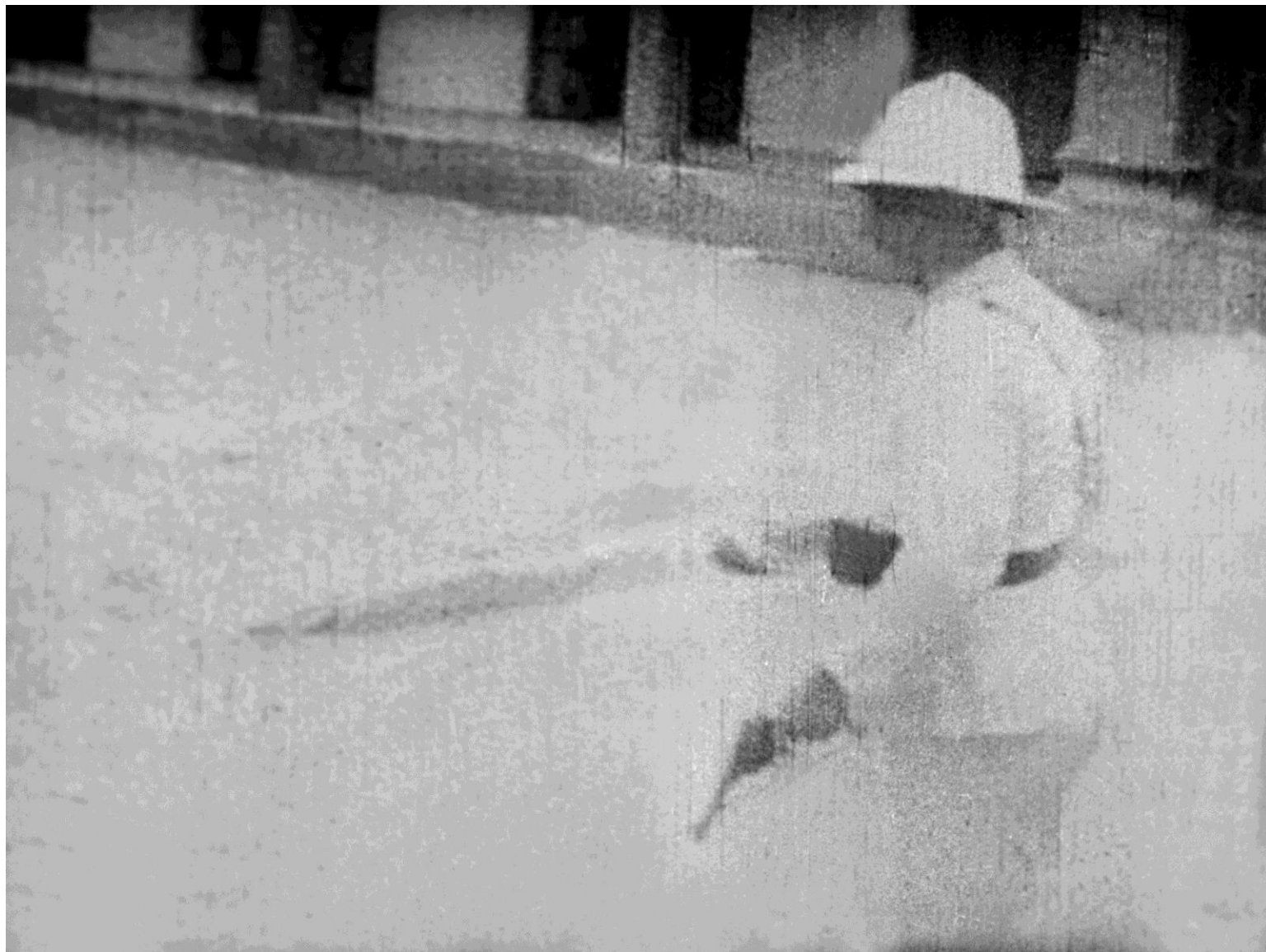


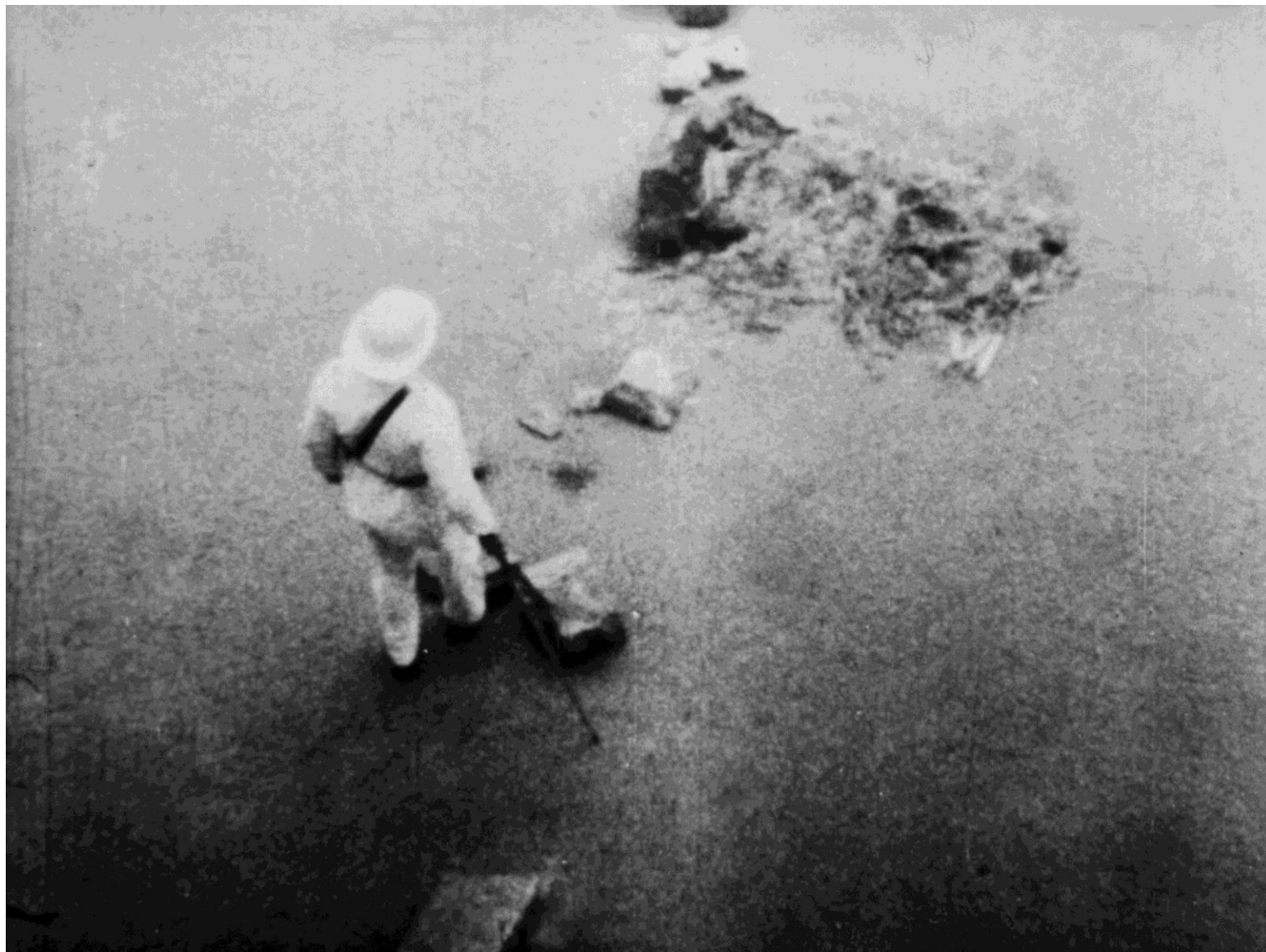




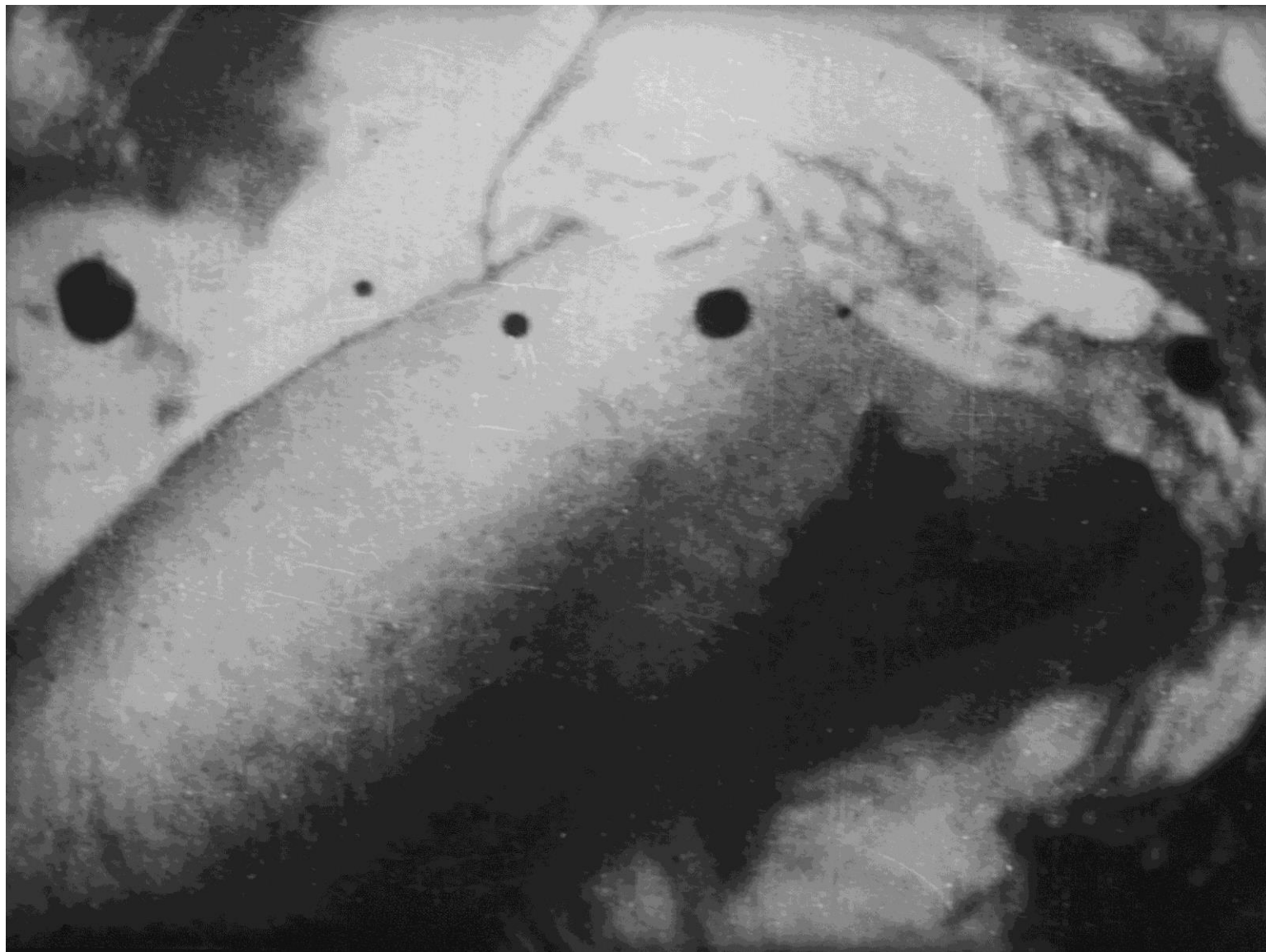








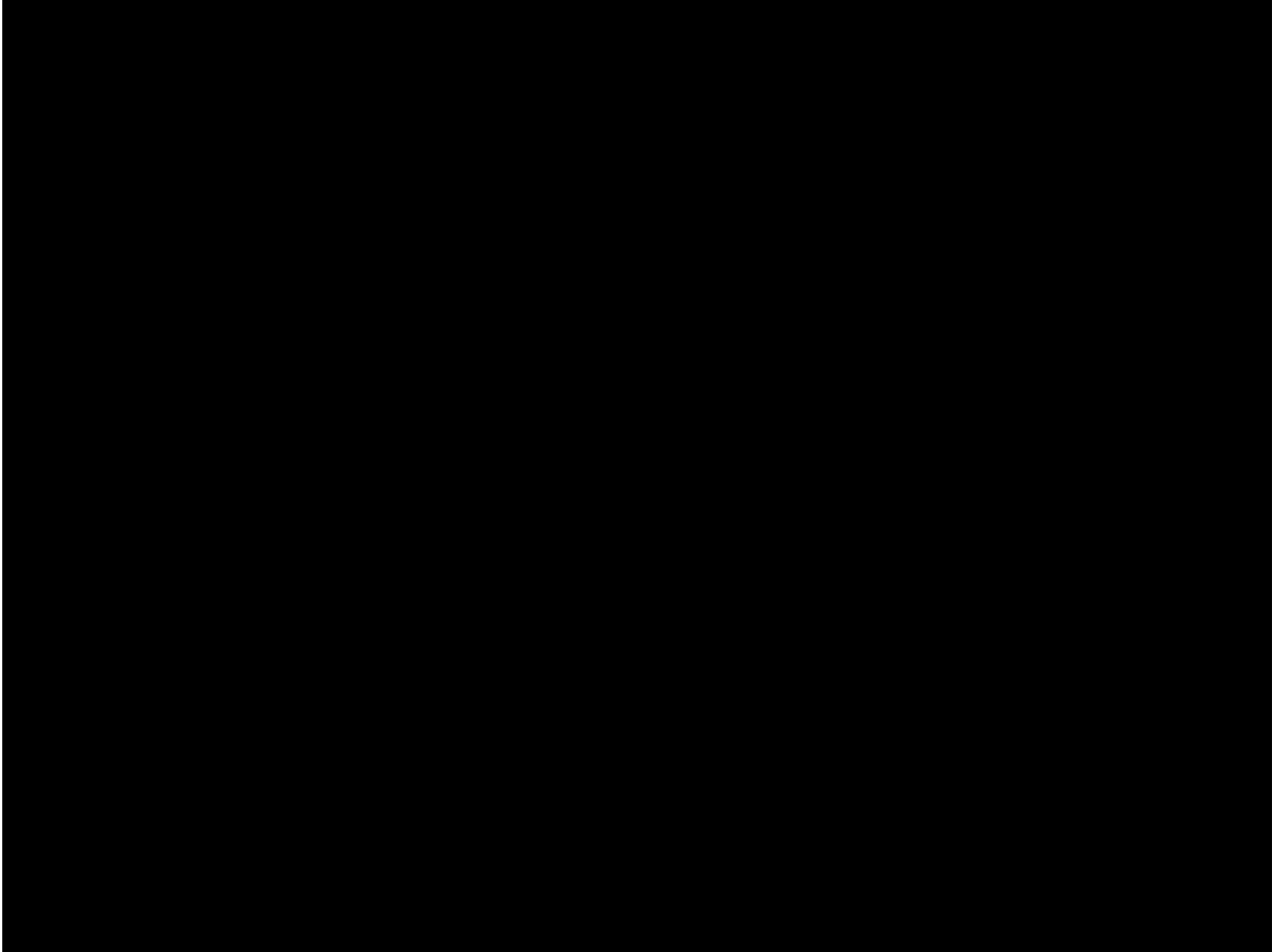




Thoughts in a Museum, S. Sukhdev, 1968

- Films Division, FD, State Filmmaking Unit set up in 1948, immediately after independence
- FD films screened compulsorily at cinema theatres
- Development of an experimental film tendency under the patronage of Jean Bhowmagra, UNESCO official who became FD Production Head 1965-67
- S. Sukhdev part of the experimental group, along with SNS Sastry, Pramod Pati and others
- Thoughts in a Museum of the genre of the compilation film, commemorating Jawaharlal Nehru using archival and newly generated footage

Thoughts in a Museum, opening



Thoughts in a Museum title card

for seventeen years Teen Murti was the
official residence of India's first
prime minister - Jawaharlal Nehru -
1947-1964

this film is based on the material
shot in this place and on excerpts
from old films division news-reels
and documentary films



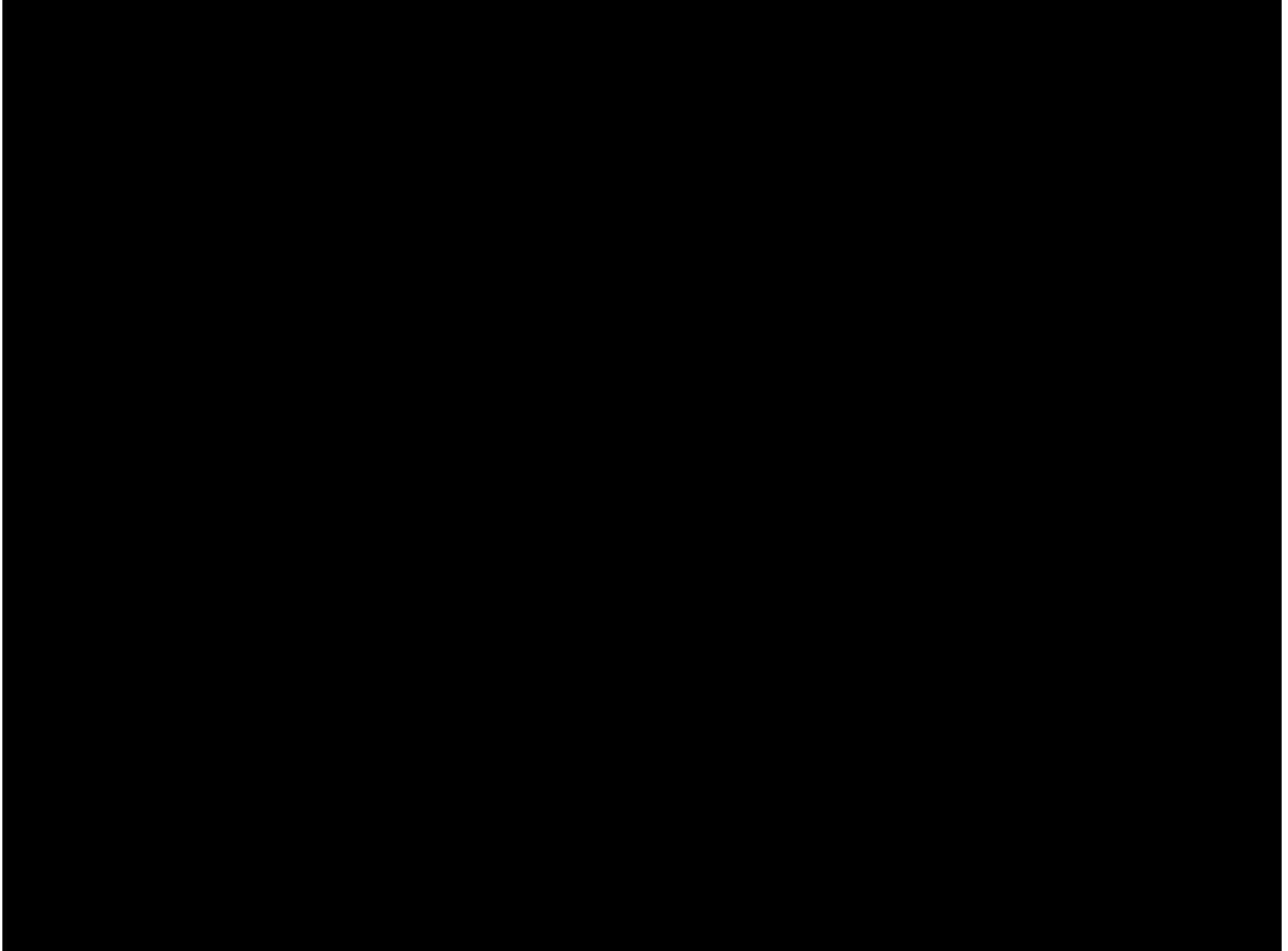
FD credits inducted



FD titles



Nehru and Mass Constituencies

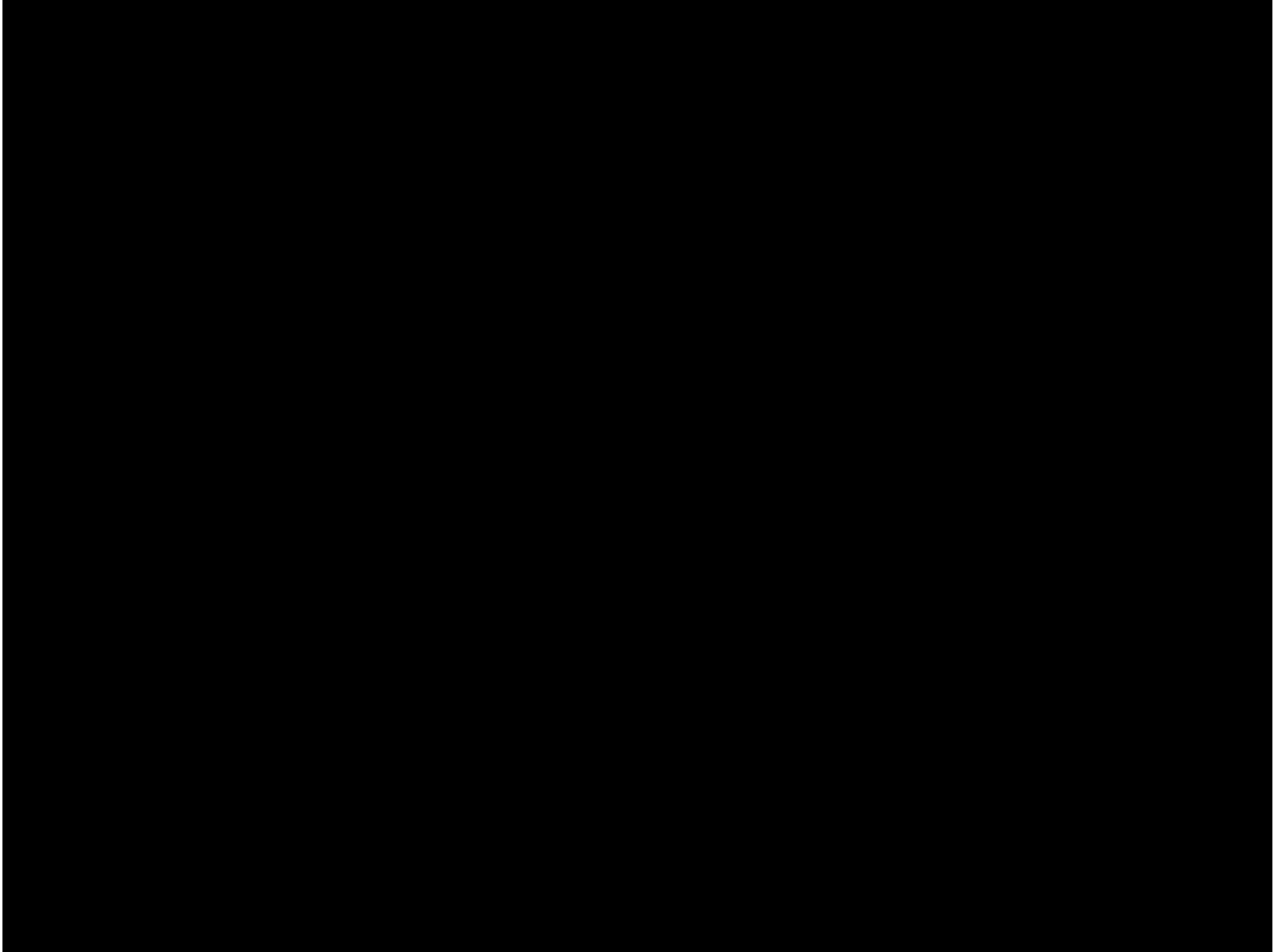








Viewership in the museum











Narendra Modi hologram

- London company, Musion, known for their induction of the dead singer, Tupac Shakur into a live performance, involved in production of Hologram
- Mani Shankar, director of 16th December, Bombay action film about terrorist attacks, and known for special effects, involved
- UK Senthil Kumar cameraman, first worked on 2012 Gujarat campaign
- Composed of 'live' shooting in studio, projection in the electoral constituencies, and on YouTube

Narendra Modi lorry for hologram



