

Sound documentary about rural women in Andalusia, Spain. Application of social ethnography to create a sound project

López Villafranca, Paloma, University of Malaga, Spain (pallopvil@uma.es)
Smolak Lozano, Emilia, University of Malaga, Spain (esmolaklozano@uma.es)

The present study is the result of the project B3-2021_06 "Local identity and ancestral culture of rural women in the province of Malaga", financed by the University of Malaga in the framework "Grants for the promotion of Research Projects in Social Sciences". Listening to the silenced protagonists, an audio documentary, as the result of research, focuses on the life stories of rural women from Malaga. The audio documentary is a genre that is currently gaining special relevance on radio stations and podcast platforms (McHugh, 2012; De Beauvoir, 2015; Rodríguez, 2021). In addition to betting on a genre that is booming in Spain, it addresses a subject that has not been studied much so far, such as making visible the figure of rural Andalusian women, from Malaga region in this case. They are often underrepresented and erroneously stereotyped in the media (Morán et al., 2015; Ibáñez and Sánchez, 2020; Palmira *et al.*, 2022).

To carry out the research, we have combined qualitative and quantitative methodologies: secondary data collection research techniques, content analysis, participant observation, in-depth interviews, focus groups, in addition to modern semantic analysis techniques of textual data, text-mining and critical discourse analysis that would help to carry out international comparative studies in the future. In order to delve into the personal and particular histories of rural women, these social ethnography techniques collected in the Grounded Theory paradigm have been added, allowing to enrich the study and capture more information about the population in its social and historical context.

The results take the form of the pre-eliminatory investigation and the design of the first chapter of the documentary series alike. The research aims to respond to one of the main needs of the group of rural women, which is to foment the visibility of the problems experienced by the group. Its informative function, in addition to scientific data, it intends to materialize the study in a social project broadcasted online and through public or community radio stations, and streaming platforms interested in gender audio spaces. The scientific model is integrated with audiovisual formats in a pioneer project. Moreover, it combines both academic functions with social sensitivity that we are committed to extrapolating to other vulnerable groups, for example victims of gender violence, women in STEM, etc. in the future. The research shows that an audio documentary series in podcast format supported by academic study on social context offers a broader and better-based perspective to promote the social visibility of certain social groups.