

Role of the Cinematographer in Sustainable Development (Criticism, During the Period 2005-2017)

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In order to fulfill social necessities, an artist becomes a pioneer in every time. There are so many examples all around the world which prove it. Russian revolution and France revolution are two of best examples for that. In Sri Lanka, most of the classical literacy texts are being written fulfilling that necessity. The prose poems like “Buthsarana” & “Amawathura” have being written in order to fulfill that timely social necessities. So an artist can provide a special coordination to publish sustainable development which has been strongly discussed. The purpose of this research is to analyze the cinematographer ‘s duty in sustainable development. The research problem is how a cinematographer contribute in sustainable development. Films, documentary films, books, magazines & internet were used as research method. In addition to that, the discussions with the experts in the cinema also supported in research method. The target of sustainable development is utilization of environmental resources & save them for the future generation. This task is more pronounced in cinema than publishing in linguistic media. Because cinema is more attractive among general audience. Lot of documentary films have been produced targeting sustainable development. They are “Food”, “ocean” (2009) in France, “Earth” (2007) in UK, “plastic planet” (2009) in German, “cow’s piracy” (2014) in USA etc. Several television programs are telecast in Sri Lanka aiming the above task. But, they are not enough to develop the human attitudes in the present world. Multiple functions can be done through the cinema for the fruitfulness of sustainable development & the contribution methods for the above task is finely analyzed through this research.

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