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**How to cite this article:** Vladimir O. Castillo P. and Denise C. Arismendi U (2021), "The Reinvention of Audiovisual Production from Telework" I (1-14)

Received: May 2020

Accepted: June 2020

### Reinventing Audiovisual Production Through Teleworking

#### ABSTRACT

In the audiovisual sector, the difficulty of teleworking lies in the transition from face-to-face to distance models, a leap that involves replacing the way production activities are carried out, as well as assimilating the fact that in this context of working remotely, reinforced in pandemic, one must learn to manage without seeing, communicate without speaking and value based on results and not on hours spent. This evident change in the structure of audiovisual employment generated uncertainty due to the lack of a valid model that would make it possible to achieve audiovisual production goals, without having contact with the equipment and physical infrastructures to do so. Therefore, the objective was to formulate a model for the reinvention of audiovisual production from teleworking oriented to the television company Fundación Audiovisual Nacional de Televisión (ANTV). It was approached with a field documentary methodology, in a context of study conformed by two national television stations (ANTV and TeleSUR), applying a questionnaire for the collection of information which gave answer to the objectives of the investigation and in the triangulation carried out, the aspects were determined to formulate a model of reinvention of the audio-visual production in Venezuela. The result was a body of theoretical-practical guidelines for the reinvention of audiovisual production through teleworking. The conclusions showed the economy of technical resources that teleworking offers to audiovisual production without reducing the quality of the technical or aesthetic specifications of the products, and that training initiatives should be established for the human talent that works in television with respect to the handling of portable equipment, aiming at the new content distribution channels.

**Descriptors:** Covid-19; telework; audiovisual production; television; distance learning.

**Biographical Review:** *Vladimir Castillo* has a degree in Audiovisual Arts, and is a director and audiovisual producer. He has been a manager in various state institutions. He is currently dedicated to advising personalities, researching for various audiovisual projects and producing documentaries.

*Denise Arismendi*, is a Specialist in Strategies for Distance Education, with a degree in Advertising from Universidad Alejandro de Humboldt (UAH), she has Diplomas Courses in Teaching (UCSAR) and voice-over artist (UCV). She taught at the UAH and is currently dedicated to designing virtual courses.