

**Bienvenido León**

**Resumee**

**1. Synopsis of current research interests:**

1. Science communication on television, especially within the fields of scientific documentaries and science related news. I have participated in the following research projects:

- "Science communication on television. Narrative strategies of scientific documentary in Europe". 2005-2008. Participants: 5 universities from Spain, Portugal and Greece. Project director.

- "Globalization and pluralism in the European media". Duration: 2003-2005. Participants: 14 universities of 14 European countries.

- "The role of narrator". 1998-2000. Participants: 6 researchers of the University of Navarra.

- "Science popularization documentary. A study of the works of David Attenborough". Doctoral dissertation. 1992-1997.

2. Television news production and content. Within this field, I have participated in the following projects:

- "Content analysis of Spanish national television news". 2005-present.

- "Incidence of digital technology in the production of television news and on line services". 2000-2002.

**2. Former research interests (with dates):**

I have also done some research on other topics related to television production, especially some related to digital television. The specific projects were:

- "HUMODAN. An Automatic Model Animation Environment for Augmented Reality Interaction (IST-2001-32202)". Duration: 2002-2005. Financed by European Commission, 5th FP.

- Production criteria for interactive television. Duration: 2002-2004. Financed by the University of Navarra.

- "Globalization of the media industry and possible threats to cultural diversity. Duration: 2000-2001. Participants: 6 researchers from the University of Navarra. Financed by the European Commission (STOA).

### **3. Summary of educational work**

#### **Undergraduate**

-Associate professor of “audiovisual science communication” (1997-present) and “television production” (1995-present), at the University of Navarra.

#### **Doctorate**

- Course on interactivity in the media (2002-2003)
- Course on globalization and pluralism in European media, (2002-2005)
- Course on documentary narrative (1999-2000)

#### **Postgraduate courses**

- Workshop on scientific documentaries. Master’s degree on science communication, Universidad Pompeu Fabra, Barcelona (2000-2005).
- Workshop on documentary production. Miguel Hernández University (Elche), (2006).
- Workshop on documentary production. Master’s degree on production and development of television programmes, Universidad de Valencia (2000-2003)
- Workshop on audiovisual grammar. Master’s degree on digital creation and comunicación, Universidad de La Coruña (1998-2003).
- Workshop on documentary production. Master’s degree on management of audiovisual production, Universidad de La Coruña (2002-present).
- Workshop on Design of environmental campaigns, Centro Nacional de Educación Ambiental, Ministry of environment, (2002-present).
- Workshop on scriptwriting for scientific documentaries, Universidad de Málaga (Ronda), (2005).
- Workshop on scriptwriting and directing of nature documentaries, Centro nacional de cinematografía, San José, Costa Rica (2004).
- Workshop on development and directing of scientific documentaries, Universidad Veritas, San José, Costa Rica (2003).
- Workshop on Scientific documentary. Encuentros Internacionales de Cine, vídeo y multimedia. Avanca, Portugal (2001).
- Workshop on production of documentaries, University of Alicante (2002).
- Workshop on nature documentaries. Sociedad Geográfica Española, Madrid (1999).

### **4. Bibliography or Publications**

#### 4.1. Books:

- León, Bienvenido, *Science on television. The Narrative of Scientific Documentary*, Lutten: The Pantaneto Press, 2007.
- León, Bienvenido, *O Documentário de divulgação científica*, Avanca (Portugal): Cine-clube Avanca, 2001.
- León, Bienvenido (ed.), *Divulgar la ciencia*, Pamplona: Eunote, 2000.
- León, Bienvenido, *El documental de divulgación científica*, Barcelona: Paidós, 1999.

#### 4.2. Articles in scientific journals:

-León, Bienvenido, "Going digital. The Spanish experience", *Javnost-the Public*, 2007 (in print)

-León, Bienvenido, "Science Related News in European Television. A Study of Prime-time News", *Public Understanding of Science* 2007 (in print).

-García Avilés, José Alberto, Bienvenido León, Karen Sanders and Jackie Harrison, "Journalists at Digital Television Newsrooms in Britain and Spain: workflow and multi-skilling in a competitive environment", *Journalism Studies*, vol. 5, n. 1, 2004, pp. 87-100.

-León, Bienvenido, "Ciencia y tecnología en las televisiones europeas. Un estudio de los informativos de prime-time", *Quark. Ciencia, medicina, comunicación y cultura*, vol. 34, 2004, pp. 74-80.

-García Avilés, Jose Alberto and Bienvenido León, "Journalist Practice in Digital Television Newsrooms: the Case of Spain's Tele 5 and Antena 3", *Journalism: Theory, Practice and Criticism*, vol. 3, 2002, pp. 355-371.

-León, Bienvenido, "El documental como medio de divulgación científica : una aproximación histórica y conceptual", *Mediatika*, vol. 8, 2002, pp. 69-84.

-León, Bienvenido and José Alberto García Avilés, "Análisis de la diversidad cultural en los programas de mayor audiencia (1995-2000) y de los espacios culturales de calidad en las televisiones europeas ", *Comunicación y sociedad*, vol. 15(1), 2002, pp. 69-99.

-León, Bienvenido and José Alberto García Avilés, "Los retos de la implantación de la televisión interactiva a la luz de su propia historia", *ZER*, vol. 13, 2002, pp. 95-113.

-León, Bienvenido, "Divulgación científica y documental televisivo. Estudio de las obras de David Attenborough", *Treballs de la Societat Catalana de Biologia*, vol. 51, 2001, pp. 253-266.

-León, Bienvenido and José Alberto García Avilés, "La información audiovisual interactiva en el entorno de convergencia digital. Desarrollo y rasgos distintivos", *Comunicación y sociedad*, vol. 13(2), 2000, pp. 141-179.

-León, Bienvenido, "Wildlife Programming and Scientific Popularization?", *Difussion EBU. Quarterly Journal of the European Broadcasting Union*, verano, 1997, pp. 47-49.

#### 4.3. Chapters in books:

-León, Bienvenido, Science News as Marginal Topic. European Television Channels Compared", in Willems, Jaap and Winfried Göpfert (ed.), *Science and the Power of TV*, VU University Press & Da Vince Institute, Amsterdam, 2006, pp. 101-113.

-León, Bienvenido, "Science Communication in Television Documentary. A study of the work of David Attenborough", in Sanitt, Nigel (ed.), *Motivating Science. Science Communication from a philosophical, educational and cultural perspective*, Luton, The Pantaneto Press, 2005, pp. 13-28.

-León, Bienvenido, "El medio ambiente en televisión: algunos logros, muchos retos", in De Castro, Ricardo (ed.), *Más que palabras. Comunicación ambiental para una sociedad sostenible*, Valladolid: GEA, 2005, pp. 87-108.

-Avilés, José Alberto, Bienvenido León Anguiano and Patricia Lafuente, "Production criteria of interactive television programmes: a research proposal", in Salaverría Ramón

and Charo Sádaba (eds.), *Towards New Media Paradigms. Content, organisations and audiences. II Cost A20 International Conference Proceedings*, Pamplona, Eunate, 2004, pp. 233-250.

-León, Bienvenido, "La información ambiental en las televisiones españolas", in Latorre, Jorge, et. Al (eds.), *Ecología de la televisión: tecnologías, contenidos y desafíos empresariales*. Actas del XVIII Congreso internacional de comunicación, Pamplona: Eunate, 2004, pp. 145-154.

-León, Bienvenido, "Divulgar la ciencia en televisión: problemas y oportunidades", in Façeira, M. Joao (ed.), *A divulgação científica nos meios*, Avanca (Portugal): Cine-clube Avanca, 2002, pp. 73-79.

-León, Bienvenido, "El narrador en el documental cinematográfico y televisivo: tipología, objetividad y credibilidad" in Imizcoz, Teresa (ed.), *Quién cuenta la historia. Estudios sobre el narrador en los relatos de ficción y no ficción*, Pamplona: Eunate, 1999, pp. 119-148.

#### EXPERIENCE IN PEER REVIEW AND EVALUATION

-Peer reviewer for the Communication journal "Comunicación y sociedad" (1998-present)

-Member of several juries for doctoral dissertations (1999-present)

-Member of the Advisory Council on Environmental Education for the Government of Navarra (2001-present).

-Director of Urban TV, International Television Festival on Urban Life and Ecology, (Madrid, 2001-present. Web site: [www.urbantv.org](http://www.urbantv.org)).

-Director of Telenatura, International Television Festival for Conservation of Nature and the Environment (2000-present). Web site: [www.unav.es/telenatura](http://www.unav.es/telenatura).

-Member of the jury of the following documentary/television film festivals:

- Muestra de cine científico argentino, Buenos Aires, 2007.
- Festival, Fértil Madre Tierra, San José, (Costa Rica), 2004, 2005.
- Teleciencia, Vila Real (Portugal), 2001.
- Concurso Internacional San Fermín, Pamplona, 1998.
- International Wildlife Film Festival, Missoula, Montana (US), 1998.