

# UNSPEAK



| UNSPEAK - INTERACTIVE DOCUMENTARY

# WHAT IS UNSPEAK



Submarine Channel presents Unspeak, a brand-new interactive documentary investigating the manipulative power of language. Blending filmmaking, data, technology, and design, the story of Unspeak unfolds across a series of short films, data visualizations, and a participatory dictionary. Unspeak is based on British journalist Steven Poole's intriguing book of the same name.

With its demand for sound-bites and attention grabbing quotes, the media creates Unspeak. Rather than critically investigating term coined by politicians, the media engines often indiscriminately hijack them.

***What is Unspeak? How does it affect me? Who fabricates it? What is the role of the media in spreading Unspeak? How do we neutralize it?***

Through a radical collage of archival footage, quotes, and Steven Poole's own enlightening analyses, Unspeak critically and satirically reveals the unspoken messages and obscured meanings behind familiar media terms such as Weapons of Mass Destruction, File Sharing, Austerity Measures, Erectile Dysfunction, or the Dutch word Kopvoddentax.

Unspeak visualizes how language is manipulated to suit political agendas and the changing role and responsibility of the media. By tracing the history and incentives behind Unspeak terms, the documentary makes Unspeak framing visible to audiences and educates the public about this form of coded language that can be learned.

Tune in to the wealth of daily Unspeak talk, so that you'll start seeing and hearing it everywhere. And then, perhaps, we can fight back.

## Links & Downloads

[unspeak.submarinechannel.com](http://unspeak.submarinechannel.com)

Trailer  


Walkthrough  


Stills  




**UNSPEAK MANIFESTO**

We are taking back control of media: remixing it and creating a new kind of narrative. We embrace the challenge and encourage others, to remix and expose Unspeak. People will not be taken in for a moment by the power of deceptive language if we actually stop to think about it.



# THE WEBSITE

## UNSPEAK

AN INTERACTIVE DOCUMENTARY INVESTIGATING THE  
MANIPULATIVE POWER OF LANGUAGE



### EXPLORE TERMS

#### EXPOSE UNSPEAK

ARE YOU HEARING UNSPEAK IN THE MEDIA?

→ FLAG IT HERE

#### MOST POPULAR

BINDERS FULL OF WOMEN

→ SEE MORE...

#### UNSPEAK DICTIONARY

→ GO TO THE DICTIONARY OVERVIEW

### WATCH EPISODES

#### #2 MONEY TALKS

SPINNING THE GLOBAL  
FINANCIAL CRISIS



### ANALYZE DATA

TWITTER  
CONTEXT



TWITTER  
FREQUENCY



WIKI  
NETWORK



GOOGLE  
NEWSMAP



ABOUT

WALKTHROUGH

PRESS KIT



The heart of the Unspeak project is an interactive website composed of three sections, all of which are interconnected to one another.

*The website is optimized to be viewed on your tablet and computer screen.*

## A

- ADHD
- Austerity

## E

- Erectile Dysfunction
- Eurocrisis

## M

- Middle class

## S

- Smartphone
- Social Anxiety Disorder
- Social network
- Subprime
- Substance Use

## B

- Bailout
- Big data
- Binders full of women
- Binge eating disorder
- Biodiversity
- Biofuels

## F

- File sharing
- Fiscal cliff
- Friends of the Earth

## N

- Natural disasters
- Natural resources

## T

- Tax relief
- The Cloud
- Too big to fail
- Top down economics
- Town hall debate
- Trickle down

## C

- Caffeine Intoxication
- Clean coal
- Climate change
- Cull

## G

- GM food
- Green living
- Greenpeace

## O

- Obamacare
- Oil spill
- Organic food

## P

- Parental alienation syndrome
- Paywall
- PIGS

## U

- User Generated Content

## H

- Harvest (e.g. of whales)

ALPHABET ↓ EPISODES ↓

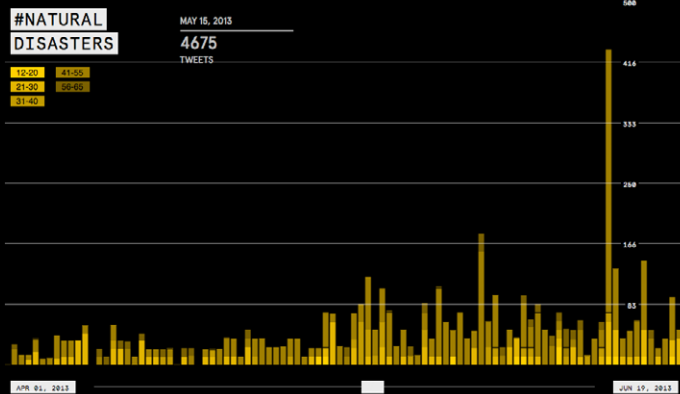
### Participatory Dictionary

The Unspeak Dictionary exposes the meaning and historical context behind familiar Unspeak terms while crowdsourcing new terms into a collective database.

By inviting audiences to participate and contribute new Unspeak terms, we'll be crowdsourcing the learned language of Unspeak and

collectively revealing the unspoken messages and obscured meaning in words.

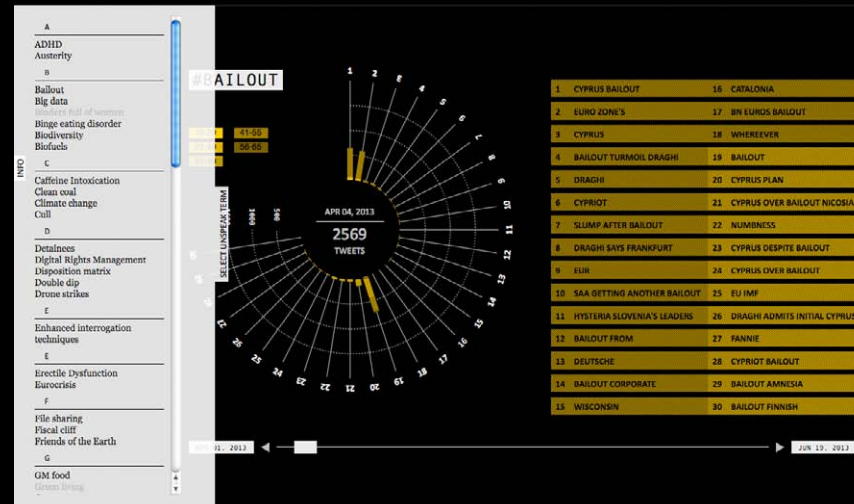
Audiences can browse definitions, vote on definitions, contribute new Unspeak terms, contribute alternative definitions to existing terms and contribute new sources to existing terms.



SELECT UNSPEAK TERM

SENTIMENT GENDER AGE

Twitter Facebook



SENTIMENT GENDER AGE

Twitter Facebook

### Interactive Data Visualizations

Unspeak language is widely used across mass media communication channels, which means these words leave behind a data trail that we can mine for meaningfulness.

Four types of data visualizations let audiences explore the use of Unspeak in the real world – across Twitter, Wikipedia and Google News. The visualizations reveal a hidden layer of digital data to push the boundaries of awareness, help form new understanding about the existence of Unspeak, and offer the opportunity for audiences to playfully interact with, and analyze publicly available data about the use of Unspeak.

Audiences will discover: The pulse of Unspeak terms amongst Twitter users, demographics like age and gender, popularity of Unspeak terms over time, the context in which Unspeak terms are used on Twitter, news headlines containing Unspeak terms, and their associated publications, and much more!

UN SPEAK AN INTERACTIVE DOCUMENTARY INVESTIGATING THE MANIPULATIVE POWER OF LANGUAGE

# EXPLORE TERMS

EXPOSE UNSPEAK  
ARE YOU HEARING UNSPEAK IN THE MEDIA?  
BINDERS FULL OF WOMEN  
UN SPEAK DICTIONARY

# WATCH EPISODES

## #4 ANTI-SOCIAL MEDIA

HOW HACKERS AND VAST MEDIA CONGLOMERATES DISGUISE THEIR TRUE INTENTIONS TO CREATE A BRAVE NEW WORLD

# ANALYZE DATA

TWITTER CONTEXT TWITTER FREQUENCY MIKE NETWORK  
GOOGLE NEWSMAP

ABOUT WALKTHROUGH PRESS KIT

UN SPEAK DICTIONARY DEFINITION

# BAILOUT

From big banks to tiny countries, the idea of 'bailing out' troubled institutions or economies pictures them as leaky boats, and subtly reverses the action involved. In the metaphor, we are taking large quantities of water out of the boats, but in reality we are putting large quantities of money in — which would surely cause any leaky boat to sink faster.

Analysis of the 2013 'bailout' of Cyprus: <http://www.forbes.com/sites/abrambrown/2013/03/26/kyprus-bailout-everything-about-you-need-to-know-before-the-opening-bell/>

oh language, what a funny little thing

DATA VISUALIZATIONS RELATED EPISODE

RELATED TERMS  
AUSTERITY DIGITAL RIGHTS MANAGEMENT FILE-SHARING INTELLIGENT DESIGN PIRACY REFORM SMARTPHONE SOCIAL NETWORK THE CLOUD VIRAL

EXPOSE UNSPEAK

UN SPEAK DATA VISUALIZATIONS GOOGLE NEWSMAP

# #CLIMATE CHANGE

APR 08, 2013 13 NEWS

MARY ELLEN HARRÉ - CLIMATE CHANGE THIS WEEK: MEGAMEL, CLEAN ENERGY, ROCKIN', AND MORE!

CLIMATE CHANGE MEANS IDAHO AND NEW ZEALAND COULD BE THE NEXT BIG WINE REGIONS: STUDY

CLIMATE CHANGE COULD EQUAL TEETH-RATTLING FLIGHTS - THE TWO-WAY

RAPID CLIMATE CHANGE AND THE ROLE OF THE SOUTHERN OCEAN

CLIMATE CHANGE WILL THREATEN WINE PRODUCTION: STUDY SHOWS | ENVIRONMENT | THE GUARDIAN

CLIMATE CHANGE AND TURBULENCE LINK? WARMER WINE? | THE NEW YORK TIMES

JULIA GILLARD'S DELEGATION TO BRAZIL FOR CLIMATE CHANGE SUMMIT COST TAXPAYERS \$980,888 | THE TELEGRAPH.COM.AU

WHAT DOES CLIMATE CHANGE HAVE TO DO WITH HEALTH CARE? - FORBES

AS I'VE BEEN SAYING THE SOLUTION TO CLIMATE CHANGE IS TO STOP DRIVING

EXPOSE UNSPEAK

INFO

ADHD Austerity  
B Bailout Big data  
C Caffeine Intoxication Clean coal Climate change Cull  
D Detainees Digital Rights Management Disposition matrix Double dip Drone strikes  
E Enhanced interrogation techniques  
F Erectile Dysfunction Barocentric  
G File sharing Fiscal cliff Friends of the Earth  
GM food

HEADLINES

UN SPEAK EPISODE: MONEY TALKS

EXPOSE UNSPEAK

EPISODE #1 EPISODE #2 EPISODE #3 EPISODE #4 EPISODE #5 EPISODE #6

LIVE 5:24 am ET

BRITISH INQUIRY INTO IRAQ WAR

SPINNING THE GLOBAL FINANCIAL CRISIS

From 'Too Big to Fail' to the Fiscal Cliff, Unspeak is rampant in economic crisis rhetoric

COMMENTS

RELATED TERMS  
AUSTERITY BAILOUT DIGITAL RIGHTS MANAGEMENT FILE-SHARING INTELLIGENT DESIGN PIRACY REFORM SMARTPHONE SOCIAL NETWORK THE CLOUD VIRAL

DATA VISUALIZATIONS

COMMENT INFO

# ABOUT THE DIRECTORS



## EPISODE 1: WORDS ARE WEAPONS

### Tommy Pallotta

American director-producer Tommy Pallotta is perhaps best known for his cross-genre feature *A Scanner Darkly*, starring Keanu Reeves and directed by Richard Linklater, which identified him as a visionary creative, fusing new technologies with filmmaking, animation and interactivity. With over twenty years of experience in groundbreaking Hollywood productions and interactive direction for Microsoft and Xbox, Tommy is a strong partner on the directorial board of [SubLA](#).

As producer of animated shorts such as *Snack and Drink* which is now part of a permanent collection at New York's MOMA, he gained multiple awards and global recognition, before moving on to the first music video to use machinima technology, and a breakthrough rotoscoped video, both for the band Zero 7.

Tommy's latest productions, [Collapsus](#) and [Who is Cobalt](#), signals new experiences in cross-media storytelling.

## EPISODE 2: MONEY TALKS

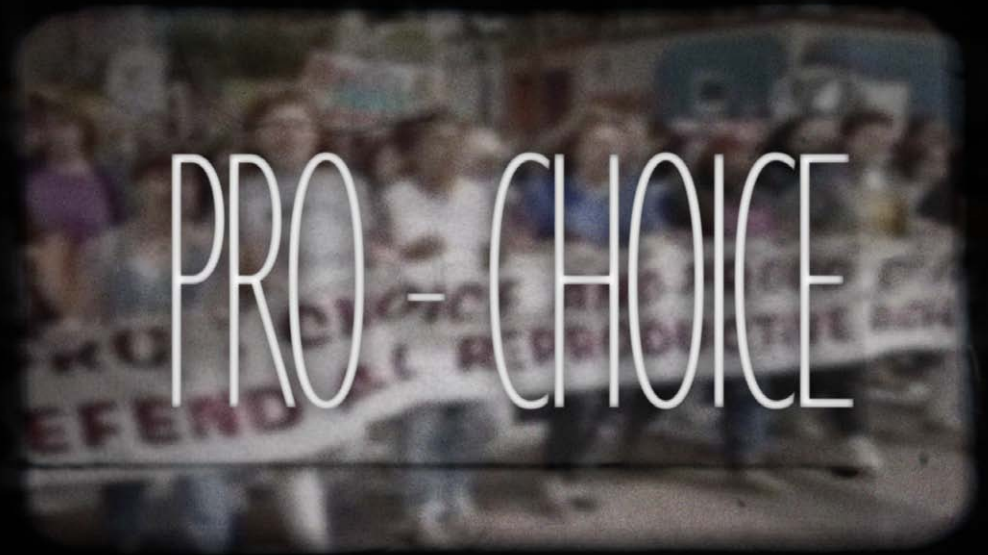
### Rob Schröder

Rob Schröder is an accomplished Dutch documentary filmmaker and media designer who most recently co-directed the award-winning documentary *Ouwehoeren* (Meet the Fokkens). He was one of the founders of the Sandberg Institute, the post-graduate institute of the Gerrit Rietveld Academy. He headed the Sandberg's department of design and new media for four years, and is still teaching there.



A black and white photograph of a dense forest floor covered in fallen leaves and twigs. The text "JOBS LOST" is overlaid in a white, stylized font.

JOBS LOST





### EPISODE 3: NATURAL DISASTERS

#### Menno Otten

Menno Otten is a Dutch documentary filmmaker with a personal and unique style. In recent years, Menno has worked on several big installations for various museums, combining his VJ-background, his documentary background and his passion for found-footage material. Currently Menno is working on a new museum where he uses hundreds of hours of found footage material to create a museum about 130 years Dutch Heritage. His new film called "Via Dolorosa" is now in post-production and will be released in late 2013.



### EPISODE 4: ANTI-SOCIAL MEDIA

#### Benoît Detalle & Marija Jaćimović

Benoît Detalle is a freelance filmmaker and writer interested in exploring stories that seek to go beyond simple narratives of History. With a formal training in Visual Anthropology, his work is strongly rooted in a critical theory perspective that understands audio-visual media as constituent forms of culture. Benoît co-directed the animated shorts "Michael Pollan's Food Rules" (2012) and "Does Brainstorming Work?" (2012)

Marija Jaćimović is a freelance animator and editor who is driven by film forms that allow for greater expressive and creative freedom, such as documentary, remix and animated works. Experimenting with stop-motion and motion graphics animation techniques, she co-directed and animated several shorts such as "Michael Pollan's Food Rules" (2012) and "Does Brainstorming work?"(2012).



## EPISODE 5: OBAMARAMA

### Geert van de Wetering

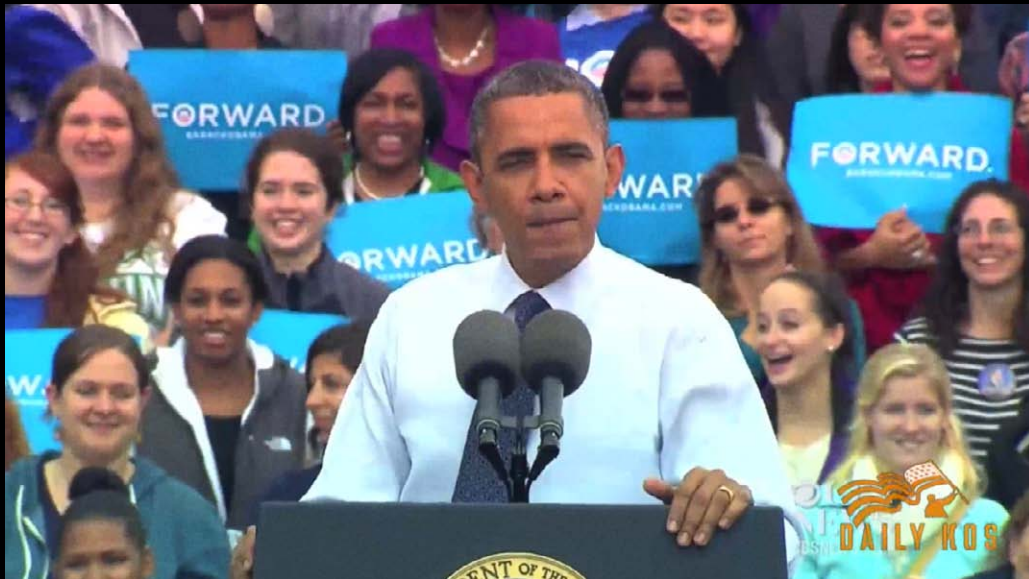
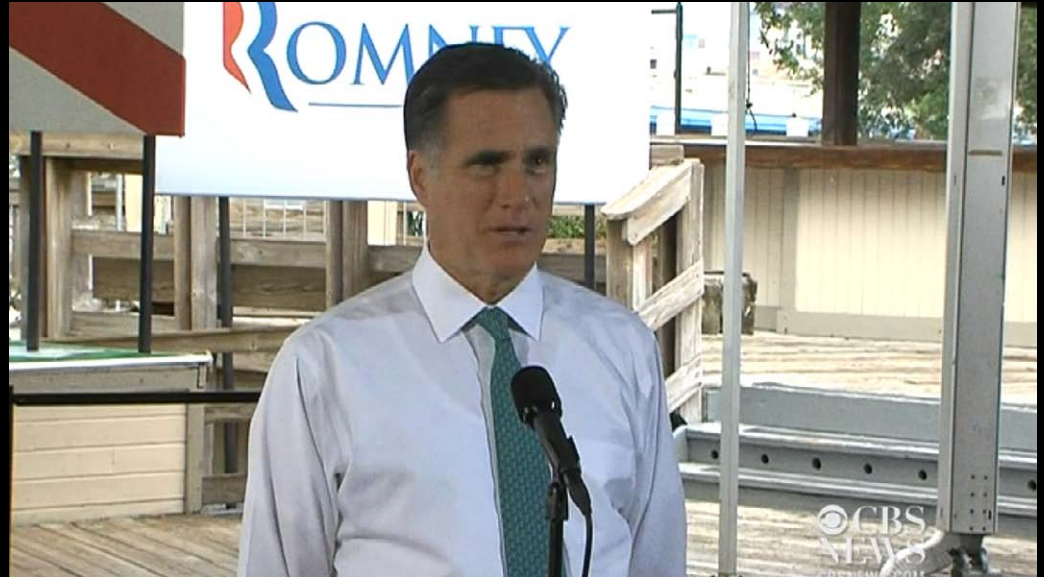
Geert van de Wetering likes strong images and compelling stories. In the past decade Geert has worked as a journalist and as a director. Since 2008 Geert has worked for Submarine and Submarine Channel as a creative producer, developing new interactive formats and curating Submarine Channel's video content. At the moment he is mostly occupied with Dutch Profiles, a series commissioned by DutchDFA of 100 filmed portraits of the best Dutch architects and designers, shown on TV Channels all over the world.



## EPISODE 6: BRAVE NEW MINDS

### Jennifer Abbott

Jennifer Abbott is a Canadian director, editor and media activist drawn to film to explode cultural norms and inspire change. She is best known as one of the Directors and the Editor of *The Corporation*, often described as Canada's most successful documentary and also credited as one of the top ten films to inspire the occupy movement. She is also the Executive Producer and Editor of Tom Shadyac's *I AM* and the Director of *A Cow at My Table*. She lives on a permaculture farm on a tiny island on Canada's west coast.





# TRICKLE-DOWN

## ABOUT THE AUTHOR



### STEVEN POOLE

Steven Poole is a British author and journalist who writes for the Guardian, the New Statesman, the Wall Street Journal, and other publications. He is the author of Unspeak, Trigger Happy, and You Aren't What You Eat, and a broadcaster and composer. He lives in London.



Steven Poole <http://stevenpoole.net/>  
Steven Poole's Unspeak Blog <http://unspeak.net/>



## CREATIVE PRODUCER

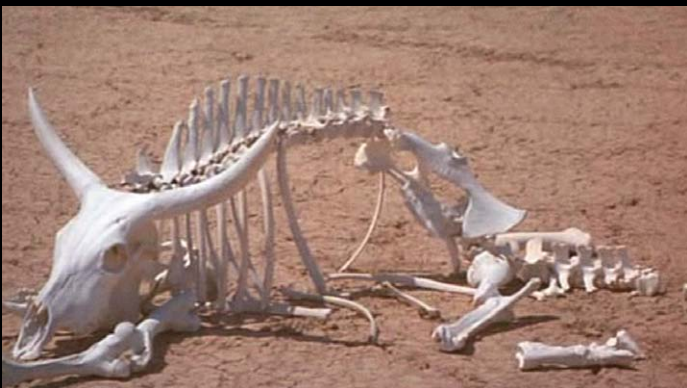
### Femke Wolting

She is one of Holland's leading independent media producers and director. In 2000 she was one of the founders of Submarine, a multiple award-winning independent transmedia production company, spanning film, animation, non-fiction and interactive genres.

Femke produced among others such films as Peter Greenaway's feature Rembrandt's J'Accuse, documentaries like My Second Life – the first documentary shot inside second life – and Meet the Fokkens – the internationally acclaimed film about the twin prostitutes Fokkens – and Interactive productions that push new forms of storytelling, such as [Collapsus](#) and [The Art of Pho](#).

Since 1999 Femke has directed documentaries, such as the cross media documentary Sneakers – about the rise and rise of the sports shoe – and Viktor & Rolf: "Because We Are Worth It"- which followed a year in the lives of avant-garde fashion designers Viktor & Rolf. At the moment Femke is producing Peter Greenaway's next film, Eisenstein in Guanajuato.





## ABOUT SUBMARINE CHANNEL

**Submarinechannel.com** is a distribution and a production platform for transmedia production such as short digital films, innovative online games, interactive animations, web documentaries, online graphic novels and other new formats.

Although based in mainland Europe, Submarine Channel is global in scope, bringing inspiring and original work from Asia, North America and Europe together under one roof. It uses a range of possibilities for assembling this content, from exclusive licensing to acting as an agent and creating distribution deals with other web sites and media.



Submarine Channel syndicates work not just to other web portals, but to TV companies, mobile service operators and other media, both traditional and novel. The 20-strong company has full transmedia production capabilities, from print and video to film and TV, and represents a growing stable of creative talent. These resources can also be used to take existing work and re-format and re-edit it, for example making made-for-web films TV broadcast-ready.

Unlike most existing channels, Submarine Channel offers a mix of magazine and content delivery. By profiling artists and reporting on digital culture, Submarine Channel puts works into perspective rather than just streaming as many as possible.

SubmarineChannel.com is an initiative of the Amsterdam-based production company Submarine. Submarine's founding partners, Bruno Felix and Femke Wolting, are pioneers in the transmedia world.

For more information, press images and interview requests please contact:

Yaniv Wolf  
Tel: +31 (0)20 330 1226  
Cell: + 31 90)6 4184 9614  
E-mail: [yaniv@submarine.nl](mailto:yaniv@submarine.nl)

For general info:

Submarine / SubmarineChannel  
Rapenburgerstraat 109  
1011 VL Amsterdam  
The Netherlands  
Tel: +31 (0)20 330 1226  
Fax: +31 (0)20 330 1227  
E-mail: [info@submarinechannel.com](mailto:info@submarinechannel.com)

# CREDITS



## 1. WORDS ARE WEAPONS

A film by Tommy Pallotta  
Written and narrated by Steven Poole  
Editors Geert van de Wetering and Maurik de Ridder  
Editor Assistant Yorrick de Nooijer  
Graphic design Christiaan de Rooij  
Research Lauren Murphyt  
Voiceover recording Pascal Wyse  
Commissioning editor VPRO Barbara Truyen



This production was supported by the Dutch Cultural Media Fund and The Netherlands Film Fund a SubmarineChannel production in collaboration with VPRO © Submarinechannel foundation  
© 2011 - SUBMARINE CHANNEL

## 2. MONEY TALKS

A film by Rob Schröder  
Written and narrated by Steven Poole  
Voiceover recording Pascal Wyse

## 3. NATURAL DISASTERS

A film by Menno Otten  
Written and narrated by Steven Poole  
Researcher Hielke Zevenbergen  
Voiceover recording Pascal Wyse

## 4. ANTI-SOCIAL MEDIA

A film by Benoit Detalle & Marija Jaćimović  
Written and narrated by Steven Poole  
Voiceover recording Pascal Wyse  
Sound Design and Mix Jakov Munižaba  
Project Assistant Nikola Marinković

## 5. OBAMACARE

A film by Geert van de Wetering  
Editor Maurik de Ridder  
Written and narrated by Steven Poole  
Research Willemien Ruys and Luuk van Huet  
Voiceover recording Pascal Wyse

## 6. BRAVE NEW MINDS

A film by Jennifer Abbott  
Written and narrated by Steven Poole  
Voiceover recording Pascal Wyse  
Thanks to Sean Balint and Jacques Roiseux

## GENERAL

Creative producer Femke Wolting  
Submarine Channel editor Geert van de Wetering  
Interactive production manager Katy Yudin  
Website design and data visualization Catalogtree  
Website and visualization development Systemantics  
Datamining and Analysis Ai Applied  
Development Submarine Channel Jorrit de Vries  
Design Submarine Channel Christiaan de Rooij  
Publicity Yaniv Wolf  
Line producer Willeke Steenbeeke  
Producers Femke Wolting & Bruno Felix



This project is made possible with the financial support of OC&W – Ministerie van Onderwijs, Cultuur en Wetenschappen (Ministry of Culture, Education and Science), Stimuleringsfonds Creatieve Industrie (The Creative Industries Fund NL), and Gemeente Amsterdam, Dienst Maatschappelijk Ontwikkeling (The City of Amsterdam)  
© 2013 - SUBMARINE CHANNEL

