

## UNDERSTANDING THE NARRATIVE STRUCTURE IN *CALL OF LIFE: FACING THE MASS EXTINCTION*

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### Abstract

The media has become an indispensable part of human life as a result of modernization. Now is the time of participatory media, which is a type of communication in which the audience can actively participate in the process of gathering, reporting, analysing, and transmitting content. Participatory culture transforms media consumption into the creation of new writings. In today's culture, the media plays a positive role in raising public awareness, disseminating information, and presenting people's perspectives on various issues. All processes of change that are media-induced across time are included in our notion of mediatisation. The purpose of this study is to demonstrate how the documentary film *Call of Life: Facing the Mass Extinction* affects social change by urging people to take action. It is the first feature film to look into the mounting threat of biodiversity loss to Earth's life support systems. It considers how our cultural and economic structures have allowed this predicament to arise, continue to perpetuate it, and even dictate our response to it, as well as the causes, scope, and potential implications of the mass extinction.

**Keywords:** Ecology, visual narratives, narrative structure, econarratology.

There is no denying that we live in a time when digital content is shared at an ever-increasing rate, often without adequate recognition or pay for the creative producers and organisations that help inspire new ideas. The insights into how content creators, educators, curators, and archivists approached the subject of media arts at the turn of the century give us pause to examine the field's future directions. The basic rules of storytelling apply equally to documentary and narrative fiction, namely: story, conflict, structure, and character. The factor that differentiates the characters from their objectives is conflict. There must always be an adversary in a conflict, which might be nature, as in the case of the selected documentary. Through interviews with leading scientists, psychologists, historians, and others, it looks beyond the immediate causes of the crisis to consider how our cultural and economic systems, as well as deep-seated psychological and behavioural patterns, have allowed and continue to reinforce the situation, and even determine our response to it. "Call of Life" depicts the story of a crisis that affects both the environment and human nature, posing a greater threat than anything humans have ever faced.

The use of mass media to disseminate information tends to cause a shift and has an impact on shaping community life patterns. Information, interpretation, instruction, bonding, and diversion are all purposes served by the mainstream media. The media alters public perceptions and how people should interact with the world in a subtle but effective way. The media can engage constructively in socio-scientific challenges by analysing a wide range of real-world issues and basing scientific knowledge on these realities. Global warming, genetic engineering, animal testing, nuclear testing, deforestation practises, and environmental difficulties are examples of such issues in today's globe. In comparison to the other subgenres, the film has global appeal due to the addition of dubbing or subtitles that translate the dialogue into other languages.