

Sir David Attenborough His Self-Representation Online

Celebrity Image

- British naturalist and broadcaster since the 50s. (A Life on Our Planet)
- Role model or even hero in the UK. (Storry, Childs 28)
- Speaker e.g. at the Security Council Open VTC at the United Nations. (United Nations)
- Typically British modesty. (Storry, Childs 28)
- Erudition and intellectual curiosity; traditional values like charitable service (Storry, Childs 28)

This is an important quote!
"We know what to do. From changing our diets, to phasing out fossil fuels, from creating no fishing zones, to restoring our forests."
(Instagram Profile 5 Nov 2020)

Instagram profile

- In his first post (24 Sep 2020) he explains he will use this profile because of the environmental crisis. (Hughes, Butflied)
- Generally he speaks to the camera and parts of the documentary "A Life on Our Planet" are shown. There are subtitles and his label or the Netflix label is on many posts.
- The messages are from Attenborough but the profile is run by the producers of his latest documentary which he calls his witness statement. (Instagram Profile 24 Sep 2020)
- In only 27 posts he is joined by Prince William two times. But also other celebrities like David Beckham, Billie Elish, Maisie Williams, Judi Dench, Netflix actors, WMF ambassadors, wildlife experts, etc.
- Last post is from 31 Oct 2020. The profile says that the account is no longer active.
- 27 posts, 6,1 Mio. follower, 0 following.



(Hughes, Butflied)

Here's is what I analysed...

- His appearance online especially on his instagram account but also in his latest documentary.
- An interview he gave in which he answered is own behaviour regarding the environmental crisis. He said he is neither vegan nor on a vegetarian diet. (Cole)
- There is little information about his private life but regarding personal activism there should be some information.
- Often seen with the Royal family. (Duke and Duchess of Cambridge)
- He talks about approaches everyone can make to fight climate change and spreads his message.
- Why Netflix and no longer BBC? Maybe because it is a huge streaming service and aims to be climate neutral by 2022. (Stewart) → But no further information was found.

Here are some more findings!

- Documentaries and series that were nominees at the BAFTA Awards: <http://awards.bafta.org/keyword-search?keywords=david%20attenborough>
- David Attenborough's facebook profile: <https://www.facebook.com/SirDavidAttenborough/>

This is another important quote!

"The time for nationalism is over. Internationalism has to be what we must look forward to. And to bring about greater equality between what nations take from the world and Western Europe has taken a lot and the time perhaps has come to give."
(Instagram Profile 13 Oct 2020)

My conclusion!

- David Attenborough is a celebrity in the UK and people picture him as a role model.
- His Instagram Profile is not run by himself and was only created to promote his Netflix documentary.
- Lipschultz explains that best practice for TV and branding is to give the audience the feeling that media personalities are our friends and to interact with the followers. The identity of the brand, the interaction on the profile and the community building are the basic rules of computer-mediated communication. (299-302)
- This is exactly what David Attenborough did on his instagram profile. He as a brand was promoting his new documentary. The account managers built a community through David Attenborough talking directly to the audience, Q&A sessions and so on.

Literature Cited

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