

Audiovisual management of the Antarctic Heritage

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We live in a visual age. Audiovisual narratives are part of our everyday life and tell us something about the world. Such narratives shape our understanding. This paper explores the audiovisual narratives of the UK Antarctic Heritage Trust, the NZ Antarctic Heritage Trust, and Mawson's Huts Foundation. In doing so, we examined their websites and posts on YouTube, Instagram, Facebook, and Twitter. The results highlight their main topics of interests and focus on their views about the environment changes in Antarctica, the challenges for the management of Antarctic Heritage, and the future of the Antarctic Treaty System. This presentation aims to evoke reflections and discussions about the role of audiovisual narratives in the management of the Antarctic heritage.