

The Importance of Media Literacy

Friday 25th of April, Kristiansand, Norway

The topic dealt with in the seminar is "*Media Literacy in Film Festivals & Film Distribution*. How can festivals and distributors manage to attract (more) schools to the screenings/ films, and therefore offer/use media-educational materials?"

The European Children's Film Association (ECFA) had a media literacy seminar aimed at distributors, festivals and providers of media educational materials. At the seminar there were presentations of different Media Literacy programmes in Europe, and several festivals presented their works with school screenings. There was also a case-study of the Norwegian film "Trigger", which is currently distributed in different countries as Norway, Sweden, Belgium, Germany and the Netherlands.

The seminar also offered a lecture on films and graphic novels by Dr. Mel Gibson, Senior Lecturer, Northumbria University. She looked into the world of graphic novels, comics and manga in relation to film, and talked more specifically about cross-media promotion and used a few key examples where schools in Britain have used these texts in work with pupils.

ECFA hopes that this seminar will have provided organisations, film distributors and festivals new input regarding media literacy and gave the opportunity to find ways for co-operation, on a national as well on an international level.

Program:

Media literacy programmes in Europe

A presentation of four different organisations that provide different educational tools on a local and national level.

Presentations by:

Johan Holmberg, Folkets Bio Gothenburg, Sweden

Marie Bourillon, Les Films du Préau, France ([document](#))

Jacob Breuning, Med skolen i biografen, Denmark ([document](#))

Elise Van Beurden, Lessons in the Dark/Jekino, Belgium

To catch a school audience. Case study: *Trigger*

How did the distributors work to present the film *Trigger* to a school audience?

Presentations by:

Rose-Marie Strand, Folkets Bio, Sweden

SF Norge, Norway

Jekino, Belgium ([document](#))

Twin Film, The Netherlands

Manga, graphic novels and film

A look at the world of graphic novels and their cross-section with films. By Dr. Mel Gibson, Senior Lecturer, Northumbria University, UK

From the schools' point of view

How should a festival or distributor present their films to the schools?

Trond Heum, cand.philol., Sandefjord videregående skole, Norway ([document](#))

Film festivals and schools screenings

A presentation of four different festivals on their work with a school audience.

Presentations by:

Julie Ova, Films from the South Festival, Norway

Marion Schöffler, Children's Film Festival Schlingel, Germany ([document](#))

Adam Graham, Leeds Young People's Film Festival, UK
Jerzy Moskowitz, Ale Kino!, Poland ([document](#))

MEDIA and Media Literacy

Niels B. Bekkhus, Assistant Programme Manager, DG Information Society and Media –
European Commission ([document](#))

[<< ECFA-Projects](#)

les films du préau

Educational documents and materials

Presentation of the company

- Films for small children (mostly from 2 to 7 years old)
- Programmes of short animation films or feature animation film
- Our main audience : family, nursery school and primary school



documents

- Printed documents (on charge of theaters)
- Documents on our website. (free access)
- Exhibition (to buy or to rent)
- « Cadeaux enfants » : children gifts (on charge of theaters) (to be given to the kids after the screening)



Documents about « The little mole » to be downloaded on our web site

Documents on our web site


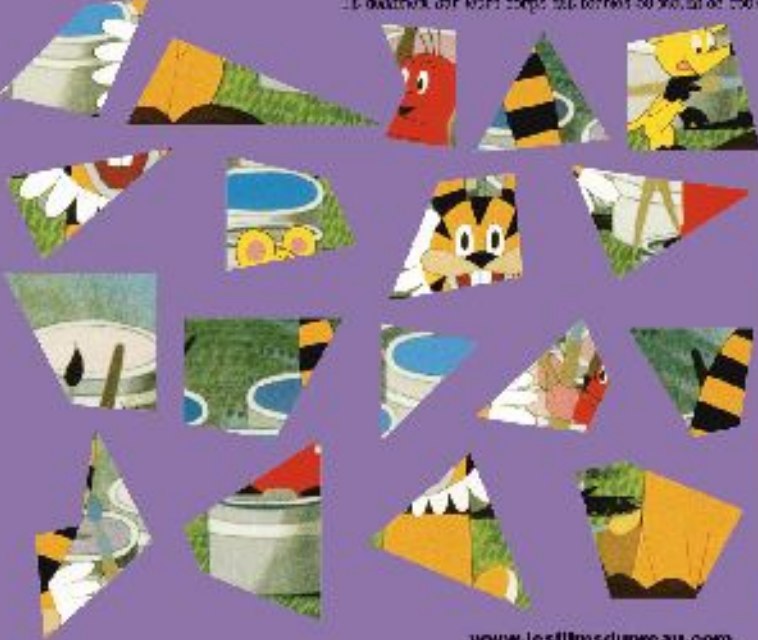
La petite Taupe

FORMES, MOTIFS ET COULEURS

Avec cette page le matériel de la petite Taupe et ses amis, les déguisements et l'histoire de la peinture.
Il découvre ses lettres sous des formes ou motifs de couleurs diverses.

DISPONIBLE
EN DVD

Découpe
les motifs et fais
des puzzles et reconstitue
l'image.



www.lesfilmsdupreau.com

Documents on our web site

1



Au début de l'orchestre, on présente l'orchestre qui dirige est papa. Vous pouvez même écouter l'orchestre.

"Ça, c'est mon papa
Il est chef d'orchestre
Et ça, c'est son orchestre
Les trombones
La basse
Les clarinettes
Les saxophones
Les percussions
Les flûtes traversières
et le piccolo
Les trompettes
Et ça, c'est le cor"

L'ORCHESTRE

Parz et le chef d'orchestre - www.koffimadup.com

Dans un orchestre, les musiciens sont placés de façon très précise. Les uns ont rapport aux autres et ils sont dirigés par le chef d'orchestre.



Autrefois, la musique classique était interprétée par seulement cinq ou six musiciens dans les salons des familles royales ou de riches amateurs ; on appelait la musique de chambre. À partir de la seconde moitié du 19^{ème} siècle, les compositeurs élargissent leur palette d'instruments et souhaitent que leur musique soit jouée dans des lieux plus vastes et pour un plus grand nombre de personnes ; de la musique de chambre on passe alors à la musique d'orchestre.

3

Les cordes frottées



VIOLON



VIOLON



ARCHET



VIOLONCELLE



CONTREBASSE

LES INSTRUMENTS DE MUSIQUE

Parz et le chef d'orchestre - www.koffimadup.com

Les cordes frappées



PIANO

LES CORDES

L'instrument à cordes est un instrument à cordes que le musicien fait vibrer. Il existe plusieurs manières de faire vibrer ces cordes : les cordes peuvent être pincées par le doigt du musicien ou frottées avec un archet ou encore elles peuvent être frappées.



HARPE



GUITARE

Les cordes pincées

An exhibition on sale – 3 plastic boards (30 euro)

DES ROIS qui veulent plus qu'une Couronne

ARTISAN Le film et ses deux livres



Tous les personnages et décors sont réalisés en pâte à modeler. Vous pouvez voir l'animation en train d'unimer ses personnages.



Avant de former la réalisation a dessiné le storyboard et ont décrits toutes scènes du film et le type dont elles seront filmées.



WWW.LEFILMDESROIS.COM

DES ROIS qui veulent plus qu'une Couronne



LE FILM ET SES DEUX LIVRES

Vous pouvez voir une grande partie des personnages qui ont servi à la fabrication de ce film. Les personnages des personnages sont découpés dans une matière plastique plus épaisse. Ils sont ensuite posés sur des images qui ont été prises à l'avance. Les personnages sont ensuite posés sur des images qui ont été prises à l'avance. Les personnages sont ensuite posés sur des images qui ont été prises à l'avance.

Pour chaque personnage, il peut y avoir plusieurs versions : le personnage est plus ou moins grand selon qu'il apparaît en gros plan ou qu'on le voit de plus loin. Il est toujours différent car on ne peut pas le faire à gauche ou à droite, de haut ou de bas.

Les personnages sont ensuite posés à plat sur des images de verre et la caméra est placée au dessus. Les personnages sont ensuite animés image par image sous la caméra.



WWW.LEFILMDESROIS.COM

DES ROIS qui veulent plus qu'une Couronne



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WWW.LEFILMDESROIS.COM

Gift for kids

GOURTS sur Pattes

Retrouve le chemin que doit prendre chacun des personnages pour rejoindre son ami.



www.lesfilmsdupreau.com

GOURTS sur Pattes

Pour découvrir le mot mystère, retrouve l'ordre chronologique des scènes du film "HAMILTON MATTRISS" et insère au fur et à mesure les lettres correspondantes dans les cases ci-dessous.



www.lesfilmsdupreau.com

Gift for kids

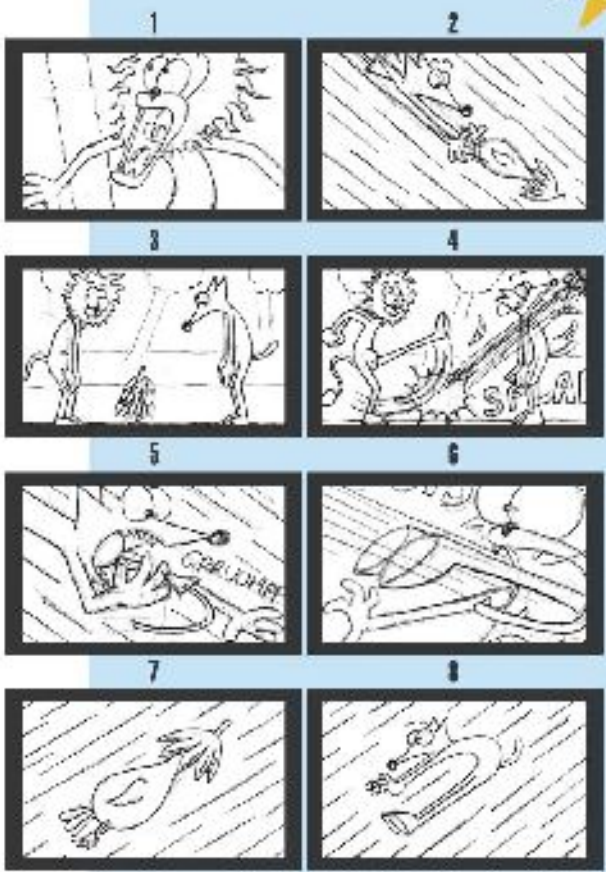


The « pedagogic » documents

- Easy explanations to be used by everybody (teachers, parents...)
- A lot of images because small kids can't read
- Documents useful to talk about the films after the screening.
- A lot of games (with images or words)
- Main parts of the documents :
 - Remember the films and characters
 - The making of the film
 - Creation and imagination

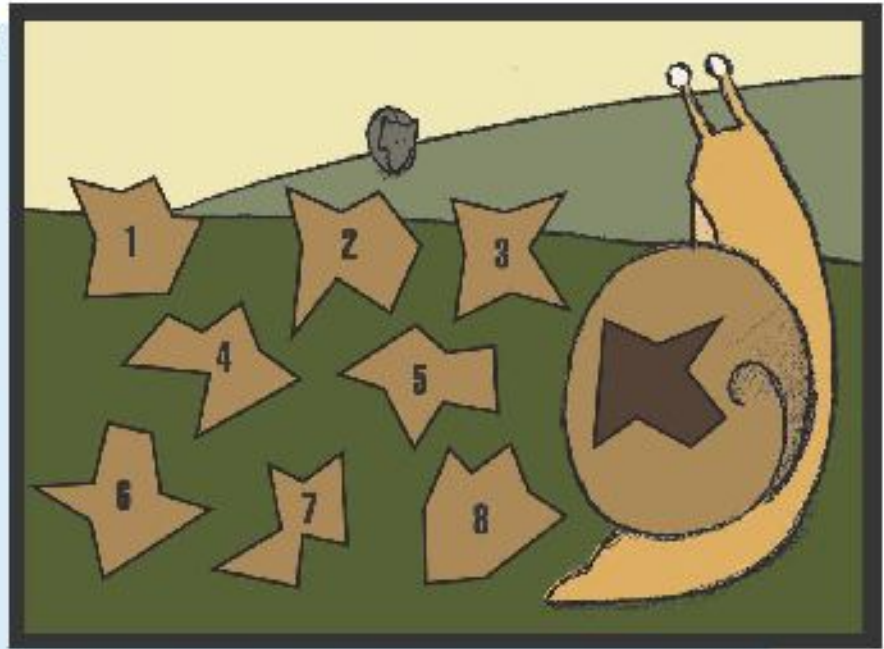
Remember stories and characters

ACTIVITES



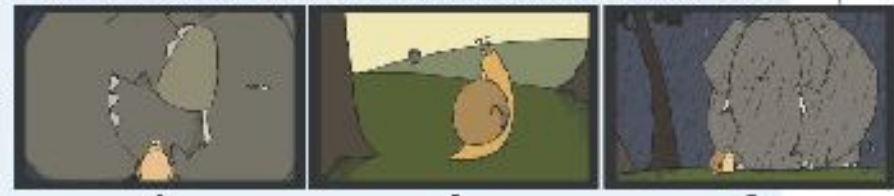
A - Remets les extraits du story-board des "Fables en délire" dans l'ordre chronologique.

Réponses au dos de l'écrit.



B - Retrouve le morceau qui manque à la coquille de l'escargot.

C - Remets les images du film "L'éléphant et l'escargot" dans l'ordre chronologique.



1

2

3

6

How to make an animation film ?

- The different steps to make a film
- The different types of animation
- We try to have a lot of documents and materials from the authors (story-board, cut-out characters, making of the characters...)



How to make an animation film ?

7) LES ÉTAPES DE FABRICATION D'UN FILM



Storyboard de "Gouaches".



How to make an animation film ?

LA TECHNIQUE D'ANIMATION : ÉLÉMENTS DÉCOUPÉS - MULTIPLANE



L'Histoire du "ROI QUI VOULOIT PLUS QU'UNE COURONNE" a été écrite par Les Székely-Gibbowski, un romancier connu en Hongrie. La musique a été composée par Randall Meyers et interprétée par un grand orchestre tchèque. Toute l'animation a été confiée à Anko Hill.

Anko Hill imagine et réalise l'animation par petites étapes : personnages et lieux se créent au fil de la forme de chaque partie du corps.

A l'aide de ce matériel, elle découpe tous les morceaux des personnages dans une matière transparente (papier, plastique) puis assemble chaque détail. Les différents morceaux sont ensuite assemblés avec des tous petits fils de fer. De cette manière, les personnages sont articulés et on peut leur donner la position que l'on veut.



Pour un même personnage, il peut y avoir plusieurs versions : le personnage est plus ou moins grand selon qu'il se trouve en gros plan ou qu'on le voit de plus loin. Il est encore différent s'il est vu de profil gauche ou droite, de dos ou de face.



Pour la technique de la caméra, il faut aussi les accessoires : les tables, les chaises, le décor... et tout ce qui est devant (le décor, le sol, le mur, le ciel...)

Creation and imagination

- Drawing, Cutting, coloring...



Make your own poster

Creation and imagination


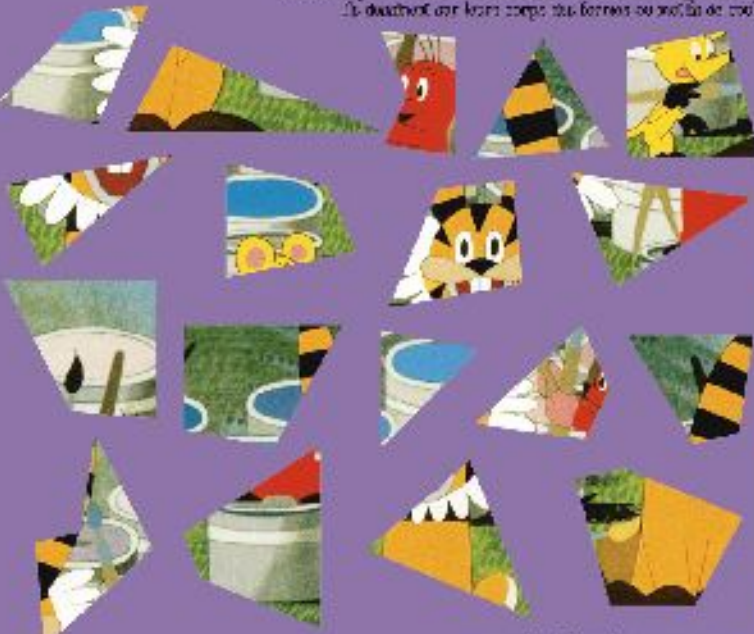
La petite Taupe

FORMES, MOTIFS ET COULEURS

Avec affichage le matériel, la petite taupe et ses amis se déguisent en artistes et se perdent.
Il faut leur offrir leurs corps aux formes ou motifs de couleurs divers.


DISPONIBLE EN DVD

Découpez les motifs et collez-les sur le puzzle et reconnaissez l'image.



www.lesfilmsdupreau.com

Creation and imagination


 A toi de peindre les animaux en t'inspirant ou non de l'image du film.

La petite Taupe

FORMES, MOTIFS ET COULEURS

Pour essayer le rendu, la petite taupe et ses amis se déguisent en utilisant de la peinture. Ils dessinent sur leurs corps des formes ou motifs de couleurs diverses.

 DISPONIBLE EN DVD



www.lesfilmsdupreau.com



Med Skolen i Biografen

"With the School in the Cinema"

Jacob S. Breuning / Consultant / School Cinema

Danish Film Institute

We Shall Overcome (Denmark, 2006)

All children - All ages – All parts of the country

"... Media literacy is therefore essential. It is one of the basic cultural tools of the modern age, a place of education as well as entertainment. The cinema has become a classroom"

**Dr. Christina Weiss, 2002,
state minister for culture and the
media, Germany**

DFI - Film educational initiatives

- **Non-commercial distribution of films to schools**
- **Teaching materials, study guides and teacher training**
- **Courses, seminars and conferences for teachers**
- **Subsidies for organisations and activities in the field of media literacy**
- **General consulting services for teachers on media literacy**
- **FILM-X – a computer-based, interactive film studio where children can experiment with various aspects of film production**

Whale Rider (New Zealand, 2002)

"With the School in the Cinema"

"Kids today see everything ... And I wish we could tell them a little bit how to read between the images - like we learnt from books how to read between the Lines."

Wim Wenders, film director, Germany

**MED
SKOLEN I
BIOGRAFEN
2008-2009
ØSTJYLLAND**

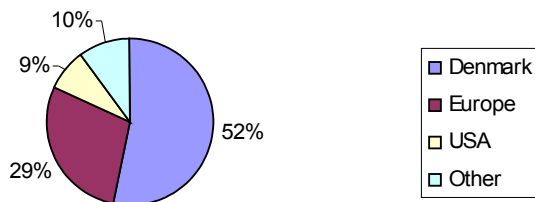
UNDERVISNINGSMATERIALER: dfl.dk/filmiskolen

Fighter (Denmark, 2007)



"Without image thought is impossible"
Aristoteles (384-322 BC)

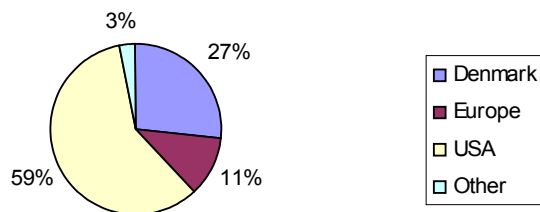
School Cinema - Nationality, tickets sold



2000/2001:
School Cinema began

2007/2008:
211.000 tickets sold

Commercial marked - Nationality, tickets sold



2008/2009:
75 % of cinemas and municipals

Cultural Diversity

"I would call cinema a mirror of the world. What do we see in this mirror? We see ourselves. "

Jeanne Moreau, actress, France

Scars (Norway, 2002)

8 Mile
 A Place Nearby
 A Time for Drunken Horses
 Adam's Apples
 Ae Fond Kiss...
 AFR
 Albert
 Alexander
 Ali Zoua: Prince of the Streets
 Alpha Dog
 Amelie from Montmartre
 American Beauty
 An Inconvenient Truth
 Anastasia
 Angels in Fast Motion
 Anton
 Art of Crying, The
 Before the Fall
 Bend it like Beckham
 Best Man's Wedding, The
 Bicycle Thief, The
 Billy Elliot
 Black Pimpernel, The
 Blade Runner
 Bonnie og Clyde
 Borat ...
 Bowling for Columbine
 Boy who wanted to be a Bear ...
 Brother Bear
 Buster's World
 Casablanca
 Catch That Girl
 Celebration, The
 Charlie and the Chocolate ...
 Chicken Run
 Child, The
 Chronicles of Namia ...
 Citizen Kane
 Class Trip
 Count to 100
 Counterfeiter, The
 Crazy
 Crouching Tiger, Hidden Dragon
 Dear Wendy
 Downfall: Hitler and the

E.T.: The Extra-Terrestrial
 Early Years Erik Nietzsche, The
 East Is East
 Element of Crime, The
 Elina: As If I Wasn't There
 Evil
 Eye of the Eagle
 Farlig ungdom (Danish Title)
 Fateless
 Fighter
 Finding Nemo
 Flickering Lights
 Forbudt for børn (Danish Title)
 Four Hundred Blows, The
 Gasolin'
 General, The
 Ghosts of Cité Soleil
 Girlfight
 Glass-blower's Children, The
 Golden Ball, The
 Golden Horns, The
 Good Bye Lenin!
 Good, the Bad and the Ugly ...
 Goodbye, Children
 Graduate, The
 Hate
 Heart of Light
 Howl's Moving Castle
 I'm Not Scared
 Innocent Voices
 Iron Giant, The
 Island of lost Souls
 Island on Bird Street, The
 Johnny Larsen
 Karla's World
 Katja's Adventure
 Kes
 Ketchup Effect, The
 King of Masks, The
 King's Game
 Kirikou and the Sorceress
 Kirikou and the Wild Beasts
 Kite Runner, The
 Legend of Rita
 Life Hits

Life Is Beautiful
 Little Big Girl
 Little Miss Sunshine
 Lives of Others, The
 Lola Runs
 Lost Treasure of the Knights ...
 Luther
 Machuca
 Madagascar
 Manslaughter
 March of the Penguins
 Maria Full of Grace
 Matrix, The
 Mean Creek
 Mean Girls
 Messenger: (...) Joan of Arc
 Midsummer
 Mighty, The
 Miracle
 Modern Times
 Monsters, Inc.
 Munich
 My Darling Clementine
 My Neighbor Totoro
 October Sky
 On Our Own
 One to One
 Oskar & Josefine
 Outside Love
 Paradise Now
 Pellet
 Percy, Buffalo Bill and I
 Persepolis
 Pettson and Findus
 Psycho
 Pure Hearts
 Rabbit-Proof Fence
 Raining Cats and Frogs
 Return, The
 Rich Kids
 Road to Guantanamo, The
 Robots
 Rubber Tarzan
 Scars
 Scratch

Seven Samurai, The
 Show Me Love
 Shrek
 Sicko
 Singin' in the Rain
 Skymaster
 Someone like Hodder
 Somersault
 Sophie Scholl: The Final Days
 Sophie's World
 Spirited Away
 Substitute, The
 Super Size Me
 Sweet Sixteen
 Taxi Driver
 Terkel in Trouble
 The Decalogue, The
 There's only one Jimmy
 Grimbler
 Thirteen
 Thirteen Days
 Tough Enough
 Trainspotting
 Tree of Knowledge
 Triple Dare
 Truly Human
 Truth or Dare
 Tsatsiki
 Tsotsi
 Turtles Can Fly
 Twelve and holding
 Two Thirty 7
 Ugly Duckling and Me, The
 Vie en rose, La
 W Shall Overcome
 Wallace & Gromit ...
 Wallah Be
 War Zone, The
 Whale Rider
 Wings of Glass
 Winky's Horse
 Woman in the Window, The
 Wooden Camera, The
 Young Andersen
 Zanna



Photo: Sebastian Wintero

[Press and promotion material](#)

◀ **Study guide**

FIGHTER/ FIGHTER

Natasha Arthy, 2007

Aïcha, a high-school student, is a passionate kung fu fighter. Her Turkish parents expect her to get good grades so she can get into medical school, like her brother Ali. But school doesn't inspire her. Defying her family, Aïcha starts secretly training at a professional, co-ed kung fu club. A boy, Emil, helps Aïcha train for the club championship and they fall in love. But the rules of life are not as simple as the rules of kung fu, and Aïcha is forced to decide who she is and what she wants.

DANISH FEATURE FILM

DANISH TITLE Fighter
ENGLISH TITLE Fighter
DANISH RELEASE 14.12.2007
COUNTRY OF ORIGIN Denmark
RUNNING TIME 97 min
TECHNICAL DATA 35mm / 2.35:1
 (dramascope) / 2730 m / 5 reels /
 Dolby SR
LANGUAGE Danish dialogue, English

DIRECTOR Natasha Arthy
SCREENPLAY Natasha Arthy
COWRITER Rasmus Heisterberg, Nikolaj
 Arcel
DIRECTOR OF
PHOTOGRAPHY Sebastian Wintero
EDITOR Kasper Leick
SOUND Hans Møller
COMPOSER Frithiof Toksvig
PRODUCTION DESIGNER Peter de
 Neergaard

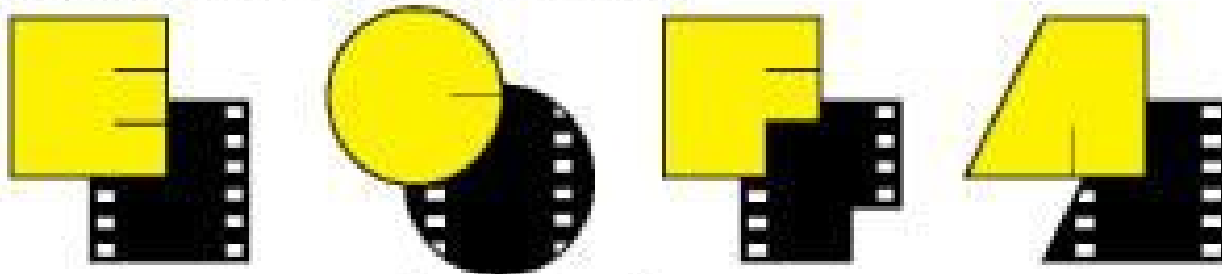
PRODUCER Johnny Andersen
EXECUTIVE PRODUCER Birgitte Fald, Bo
 Ehrhardt
PRODUCTION Nimbus Film Productions
 A/S
FINANCE (DK) Nimbus Film; (DK) Danish
 Film Institute (Mette Damgaard-
 Sørensen); (DK) DR TV; (DK) FilmGear;
 (DK) Angel Film; (DK) Blixt Kamera;
 (DK) Nordisk Film ShortCut; (SE) Swedish
 Television; Nordic Film & TV Fund.

DANISH DISTRIBUTOR Sandrew
 Metronome Filmdistribution A/S
INTERNATIONAL SALES Delphis Films
 Inc. / 225 Roy Street East / Suite 200 /
 H2W 1M5 Montreal, Québec / Canada /
 t +1 514 843 3355 /
 xiao@delphisfilms.com /
 www.delphisfilms.com
FESTIVALS Danish Film Institute
WEB SITE www.fighter-filmer.dk

<http://www.dfi.dk/aktuelt/pressroom/spillefilm/18261.htm>

**Barnefilm Festivalen
Kristiansand
Media Literacy Seminar
25 april 2008**

EUROPEAN CHILDREN'S FILM ASSOCIATION



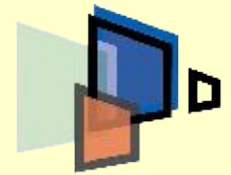
ASSOCIATION EUROPÉENNE DU CINÉMA POUR L'ENFANCE ET LA JEUNESSE

Media Literacy Program:

Major elements:

- Lessons in the dark
- Study guides
- Workshops





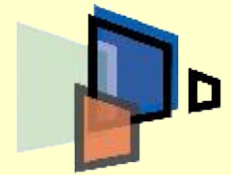
jekino

Lessons in the dark:

"Film during school hours in the cinema "

- Over 20 films on offer every year
- 80% Jekino Distribution
- 49 cinemas, cultural- and art centers
- 100.000 teachers and pupils
- Ages 4 to 18
- Study guide with each film

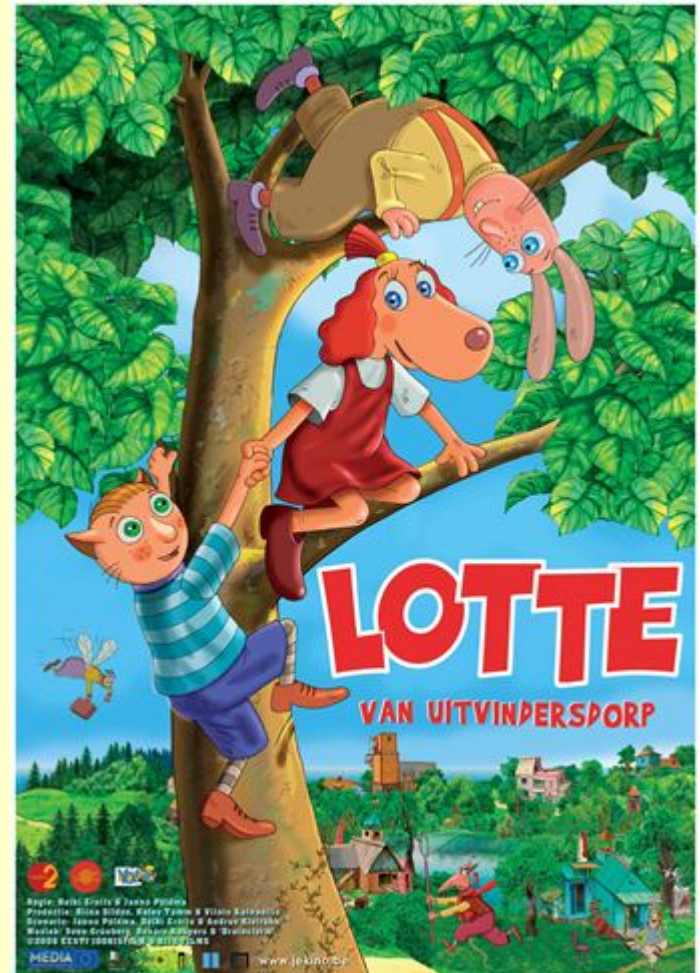


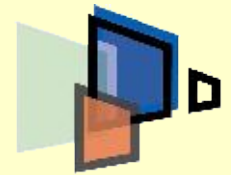


jekino

Study Guides:

- Very comprehensive
- Background information
- Media literacy activities
- Curriculum links



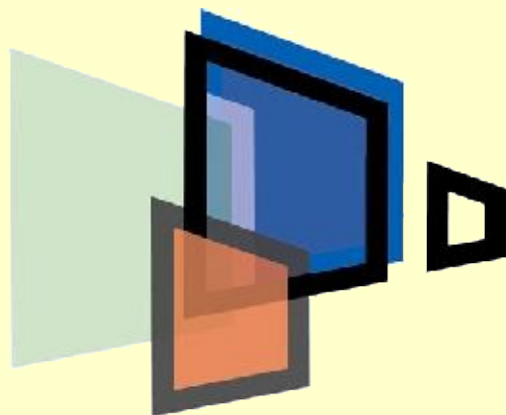


jekino

Workshops:

- Related to screenings: analyses, key elements, First steps (nursery school)...
- Separate from screenings: documentary, short film, special effects, animation box, ...
- Teacher training





jekino

www.jekino.be

Why using film in school?

- to get the pupils emotionally engaged in different thematic questions
- to inspire them to search for more information about what they have seen in the film
- to supplement school books at a time where a lot of young people have difficulties reading
- to use film as a method of teaching them how to analyze a text; most of them are more familiar with films rather than books or other texts
- to use film as a method of training the pupils in being critical of different kinds of sources within subjects such as history and social sciences

How to introduce films into schools and to teachers?

- you must catch the teacher's personal interest in film
 - encourage them to visit film festivals by providing special screenings for teachers, workshops on how to understand film, meetings with film directors etc
 - give teachers discounts on tickets to local cinemas
- you must bring school closer to cinemas
 - invite school classes to screenings; if the teachers like the film, they will also buy it so they can make use of it at another time
- send information to schools about films
 - explain why the film may be of use within different subjects (show connections between thematic questions in the film and the curriculum of the subject)
 - prepare questions about the film which can be used in the class room
 - prepare an introduction to the film for teachers, with comments about the plot, the characters, visual effects etc (many teachers don't make use of film because they feel they don't know enough about film as a medium)

Trond Heum, cand.philol.
Sandefjord videregående skole
Norway
trondhe@vfk.no



The Importance of Media Literacy (Film Festivals and Film Distribution)

13th International Film Festival for Children and young Audience



1. Facts about „Schlingel“

- most important independent international film festival for children and young audience in Germany
- 5 competitions:
 - childrens ´s film competition
 - junior film competition
 - youth film competition
 - shorts and animations
 - Focus Germany
- about 25 000 Euro prize money
- in addition: homage to an important director of children and youth films
 - workshops, panels, film discussions
- more than 100 film events within seven days, about 90 long and short features and animations
- main person is „Schlingel“, a nine-year-old boy from Chemnitz, presenting the films of the children ´s film competition and being available for interviews and curious questions of visitors and journalists

13th International Film Festival for Children and young Audience



2. „Schlingel-Family“ – Saechischer Kinder- und Jugendfilmdienst e.V.

- present in two federal states of Germany: Saxony and Thuringia
- 16 branches including 70 members of staff and many honorary helpers
- Headquarter in Chemnitz – Germany´s first children´s film house

13th International Film Festival for Children and young Audience



3. Festival and association – media pedagogical activities with children and teenagers

- among „Schlingel“, the association organizes film events in schools and kindergartens all through the year
- we are in possession of more than 2 000 films, suitable for young people between 4 and 18 years
- we favour to start media work with children, visiting kindergarten
- repeatedly in the year travelling events are organized, for example „European Film Weeks“ or „Schlingel-Matinee“, their programs include both exclusive film productions of the last „Schlingel“-years and film adaptations of literature or film classics, about 14 000 young observers with over 1 000 teachers visit the events in more than 40 German towns

13th International Film Festival for Children and young Audience



- all together the association registers more than 150 000 visitors per annum for our events
- almost the half of all screenings are finished off by our media pedagogues
- some schemes of such a refurbishment are: theatre projects, film seminars, workshops and film discussions in schools
- film discussions are prepared in form of media pedagogical material, used by teachers to finish off film contents with children and young people
- with the „Cinema Car – Cinema on Tour“ our colleagues are visiting the country region where cinemas no longer do exists, here we present highbrow films for the whole family, for children and adults



4. „Fia“ – an example for acquisitions of a licence, dubbing and adoption within the scope of the associations activity

- with the support of the Saxon Ministry of Science and Art our association is able to acquire licences of films which have had their German premiere at the „Schlingel“ film festival, for example „Fia“ by Elsa Kvamme from Norway
- In 2004 „Fias“ young actress Klara Doving received for her outstanding acting performance the „Diamond“ – a bicycle made in a factory close to Chemnitz, this award is given by the European childrens jury where 18 children from 10 European countries voting for their favourites

13th International Film Festival for Children and young Audience



- within the framework of a European supporting programme we've got the possibility to subtitle films (for children up to 12 years) and to dub films for younger children
- with the beginning of 2008 „Fias“ dubbing was completed and so we could integrate it into our this years „European Film Weeks“, within the films are three months on a tour across Middle Germany
- with the growing popularity of our films during this tour and, additionally, the good contacts between „Schlingel“ and distributors and TV stations some of the films will be present in the next time in TV and cinemas

13th International Film Festival for Children and young Audience



5. „Schlingel“ and association – the popularization of German children and youth films abroad

- from the beginning of the festival the main emphasis of our film selection is the geopolitical Eastern Europe
- every year we are able to present to our audience special films from Russia, Czech Republic, Estonia, Latvia...
- we also use our excellent contacts to festivals, producers and government facilities in these countries to promote German films in Eastern Europe
- a selection of „Schlingel“- competition Focus Germany are summarized in a special morning performance (Matinee) and since April on tour across several Russian cities
- the films are presented with Russian subtitles in schools, cultural institutions and children 's homes
- German Films, the national information and advisory center for the promotion of German films worldwide supports the work of our association and is to be involved with financial and organizational assistance

International Young Audience Film Festival Ale Kino!



1969 1st Festival of Polish Films for
Children and Young People

1994 International Young Audience
Film Festival Ale Kino!

International Young Audience Film Festival Ale Kino!

POZNAŃ

In total - 570 000 inhabitants

Less than 17 years old - 103 000
inhabitants

School children - 70 000

School and preschool teachers - 9 000

University students (not permanent
inhabitants) - 75 000

International Young Audience Film Festival Ale Kino!

How to convince teachers and school management to take part in the Festival?



An attractive image - an attractive Festival programme

International Young Audience Film Festival Ale Kino!

How to convince teachers and school management to take part in the Festival?



Information:
Efficient and timely
Clear and attractive; specialist

International Young Audience Film Festival Ale Kino!

How to convince teachers and school management to take part in the Festival?



Regular and personal contact

International Young Audience Film Festival Ale Kino!

Festival & Schools Every year agenda

Preliminary information - emailed
to schools

A colorful Festival leaflet

A supporting letter from director
of the Education Department

International Young Audience Film Festival Ale Kino!

Festival & Schools Every year agenda



Festival leaflet - for teachers & for pupils

International Young Audience Film Festival Ale Kino!

Festival & Schools Ever year agenda

A film event for school held to
promote the Festival

A promotional show for head
teachers

Sending notices and entry forms for
teachers' seminar

Launching a dedicated website

26. Międzynarodowy Festiwal Filmów Młodego Widza
26th International Young Audience Film Festival

alekino!





26. Międzynarodowy Festiwal Filmów Młodego Widza 26th International Young Audience Film Festival



AleKino! News



Call for entries!



Call for Entry 2008!
26th IYAFF Ale Kino! is waiting for brand-new films!
New Festival Regulations and on-line Entry Form are available above.

more

Dates of 26th IYAFF Ale Kino!



alekino!
w szkole

25. Międzynarodowy Festiwal Filmów Młodego Widza 25th International Young Audience Film Festival

AleKino! O filmach

O filmach

- » Filmy dla szkół podstawowych
- » Filmy dla gimnazjów
- » Filmy dla szkół średnich

» O filmach » Filmy dla szkół podstawowych » Elias i Królewski Okręt

Elias i Królewski Okręt

reż. **Espen Fyksen, Lise I. Osvoll**
Norwegia 2007, 76'

Pokazy:
dla klas 1 - 3 szkoły podstawowej
10 grudnia, 12:30, Multikino 51
dla klas 1 - 3 szkoły podstawowej
12 grudnia, 9:15, Multikino 51



ORGANIZATORZY



Multikino

FESTIWAL NALEŻY DO
MIĘDZYNARODOWYCH
ORGANIZACJI



AleKino!
w szkole

25. Międzynarodowy Festiwal Filmów Młodego Widza 25th International Young Audience Film Festival

AleKino! O filmach

O filmach

- » Filmy dla szkół podstawowych
- » Filmy dla gimnazjów
- » Filmy dla szkół średnich

Nota metodyczna



Norweska animacja dla najmłodszych widzów bardzo umiejętnie łączy przekazywanie wartościowych treści z dynamiczną i atrakcyjną formą. Zapisanie w punktach zdarzeń z życia Eliasa pozwoli uczniom zauważyć chwile jego niepowodzeń, zwątpienia i smutku. Warto wspólnie zastanowić się, dzięki jakim zaletom Elias odniósł sukces godny legendy? Warto też zatrzymać się przy scenie rozmowy w fiordzie, kiedy samotny i opuszczony bohater słyszy słowa: "Każde życie jest inne, znajdź swoją siłę!" Opowieść o odwadze można wykorzystać do kształcenia postawy aktywności i determinacji w zwalczaniu

ORGANIZATORZY



Multikino

FESTIWAL NALEŻY DO
MIĘDZYNARODOWYCH
ORGANIZACJI



International Young Audience Film Festival Ale Kino!

Festival & Schools Every year agenda

A promotional show for teachers

Full information for teachers is
available from the *Ale Kino!* at
school website

A brochure with a circulation of 60
thousand copies

International Young Audience Film Festival Ale Kino!



A European approach to MEDIA LITERACY

A Commission's Communication

**Niels B. BEKKHUS–Assistant Programme Manager
Unit MEDIA and Media Literacy
Directorate Audiovisual, Media, Internet
DG Information Society and Media – European Commission**

Kristiansand, 25 April 2008



Context and background

- Adopted on 20/12/07
- Work started in 2006
- Respect of the subsidiarity principle
- Completing EU AV policy under i2010



Why Media Literacy?

- *Without image, thinking is impossible*
– Aristotle
- *A democratic civilisation will save itself only if it makes the language of image into a stimulus for critical reflection, not an invitation to hypnosis*
- Umberto Eco



Why Media Literacy?

- The media change
- The media consumption and use change
- The challenges change

...but the media remain key enablers for European citizens to better understand the world and participate in democratic and cultural life



Media Literacy may be defined as...

The ability to:

- Access
- Understand and critically evaluate
- Create and communicate



Media Literacy relates to...

- All media
- Citizenship, freedom, rights and democracy
- Audiovisual heritage and cultural identity
- Empowerment of citizens



The Communication focuses on three areas

- Commercial Communication
- Audiovisual works
- Online environment



Media Literacy for audiovisual works

- Better awareness and knowledge about our film heritage and increasing interest in European films
- Promoting the acquisition of audiovisual media production and creativity skills
- Understanding the importance of copyright



Highlighting good practices

Film literacy

- Europa Cinemas (MEDIA Programme)
- FIS (Film in School, IADT, Dublin)
- Danish Film Institute / FILM-X



Policy objectives

- Awareness and promotion of good practices
- AV authorities to promote media literacy levels
- Promote research into assessment criteria



The Communication on Media Literacy

http://ec.europa.eu/avpolicy/media_lite



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European Commission

DG Information Society and Media

Directorate A - Audiovisual, Media, Internet

