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)
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
Documents on our web site
An exhibition on sale – 3 plastic boards (30 euro)
Gift for kids

Gourts sur Pattes

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

- Salvatore
- Bonne
- Bhamilton
- La Dame Rat
- Le Micro Chien
- Tullwick
- Katia
- Balustrade

www.lesfilmsdupreau.com

Gourts sur Pattes

Pour découvrir le mot mystère, retrouve l’ordre chronologique des scènes du film "HAMILTON MATTRESS" et inscris autant de 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

• A lot of images to remember the different films (programme of short films), the stories, the characters…
Remember stories and characters
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

- découpage crayonné
- recherche de couleurs à la gouache

Story-board de "Goufommes".
How to make an animation film?
Creation and imagination

• Drawing, Cutting, coloring...

Make your own poster
Creation and imagination
Creation and imagination
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

The Substitute (Denmark, 2007)
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
“Without image thought is impossible”
Aristoteles (384-322 BC)

**School Cinema - Nationality, tickets sold**

- 52% from Denmark
- 29% from Europe
- 9% from USA
- 10% from Other

**2000/2001:**
School Cinema began

**2007/2008:**
211,000 tickets sold

**2008/2009:**
75% of cinemas and municipals

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**Commercial marked - Nationality, tickets sold**

- 27% from Denmark
- 59% from Europe
- 11% from USA
- 3% from Other

*Island of Lost Souls* (Denmark, 2007)
"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)
FIGHTER/ FIGHTER

Natasha Arthy, 2007

Aicha, 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, Aicha starts secretly training at a professional, cc-ed kung fu club. A boy, Emil, helps Aicha 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 Aicha is forced to decide who she is and what she wants.

Photo: Sebastian Wintero

Study guide

http://www.dfi.dk/aktuelt/pressroom/spillefilm/18261.htm
Barnefilm Festivalen
Kristiansand
Media Literacy Seminar
25 april 2008
Media Literacy Program:

**Major elements:**

- Lessons in the dark
- Study guides
- Workshops
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
Study Guides:

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

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

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Norway
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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
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
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 classiscs, about 14 000 young observers with over 1 000 teachers visit the events in more than 40 German towns
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
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, additional, 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
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!
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
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
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
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
26th International Young Audience Film Festival

ale kino!
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.

Dates of 26th IYAFF Ale Kino!
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
25. Międzynarodowy Festiwal Filmów Młodego Widza

25th International Young Audience Film Festival

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...
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_literacy
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European Commission
DG Information Society and Media
Directorate A - Audiovisual, Media, Internet