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MICHAEL CACOYANNIS FOUNDATION



# **New MIL Pathways towards *Screenwise* Citizens "Fest of Fests": An Innovative Critical Viewers Ecosystem**

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REGIONAL  
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## Film literacy policies in the EU

- **Media, nowadays, act as a Newtonian "centripetal force" that set the rules for an active public discourse and sustainable democratic societies.**
- **The key premise: MIL, a new form of media alphabetism** that acts as a catalyst for a critical approach and management of all media messages that citizens are challenged with, through traditional and new media forms.
- **Film (Cinema) Literacy > vivid element of MIL**, it goes beyond film making, challenging traditional literacy strategies through reading and writing moving images.
- **EU funded research projects**

**BFI Screening Literacy in Europe 2012**, [www.bfi.org.uk/screeningliteracy](http://www.bfi.org.uk/screeningliteracy)

**Film Literacy Advisory Group**, <http://filmliteracyadvisorygroup.wordpress.com>

**A Framework for Film Education in Europe (BFI)**



# Media and Information Literacy Ecology



UNESCO, 2011



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## 2018 European Year of Cultural Heritage

- Promote the role of EU's cultural heritage as a pivotal component of cultural diversity and intercultural dialogue
- Enhance the contribution of EU cultural heritage to the society and economy through youth workforce
- Under the moto "**United in Diversity**", the EC stipulates that it is important to engage citizens from all backgrounds, **especially children and young people**, in events and projects related to EU cultural heritage and values
- **Film: major pillar of cultural heritage through film archives and productions**



## Film Literacy Policies worldwide

- Arguably, media literacy shapes our behavioral attitude and helps us demystify the world of media. According to **Gerbner (1999)**, the stories the media tell us "*weave the seamless web of the cultural environment that cultivates most of what we think, what we do, and how we conduct our affairs*".
- On a global scale: **no unanimous film literacy policy**, instead it is rather sensitive to cultural differences.
- This scattered map of film education and creation policies was the driving force behind our new project **Fest of Fests**, with a view to establish a film literacy policy and youth framework that will be future-proof and act as a protectionist umbrella for all youth film activities and festivals worldwide.



## In need of cultural indicators

- Key premise ► pluralistic MIL dynamics for All: a regulatory framework set upon **cultural indicators** that will measure and assess all relevant media and culture mechanisms.
- **Indicator:** records the existing status-quo and level of progress and development of a country in order to advise and support policymakers on future steps. At the same time, indicators act as a magnifying mirror on problematics and possible "ellipses", in order to better focus on these areas and take the necessary steps towards improvement.
- **Main Challenge:** How do we evaluate creativity and original thought among different and diverse social groups, and especially children and youth? How do we approach traditional literacy in a new and compelling way?
- Absence of specific MIL & cultural indicators ► "**Fest of Fests**" the global film literacy initiative that aspires to set an example *par excellence*.



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## The 3 Cs of Film Literacy

- **Critical Approach:** Explores common textual strategies among different media, narrative, genre, character, setting and time.
- **Cultural Approach:** promotes art and culture, viewer explores global film ecology, new experiences towards empowerment. As Atom Egoyan has said, *film is a rare art that affirms visual intelligence and compassion.*
- **Creative Approach:** stimulates creativity and film production.



**This is Fest of Fests!**



## Origins of "Fest of Fests"

Too many questions...

- ❑ - How can **children and youth audiovisual production** (film festivals, cultural centers, media education bodies, etc.) support the development and systematization of MIL tools on a global scale?
- ❑ - How can we **boost youth workforce in cultural sector** on digital media literacy worldwide?
- ❑ - How can we **connect youth film industry and media education community** under one, **global network** that would set a universal policy on film and digital literacy?
- ❑ - How can we **promote media diversity and pluralism** through film and cultural work that would act as an eye opener for a strong cultural identity?
- ❑ - And, last but not least, how can we take advantage of this knowledge **towards the creation of a screenwise citizen?**





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## Fest of Fests: An Innovative Network

Too many challenges ahead of us...

- ❑ The key answer: development of an **active global online community** of **various key actors in the media field** that will enact a strong intercultural dialogue on youth film and media production as a means for effectively developing a critical and media informed viewer.
- ❑ So, this is the **“Fest of Fests”**, a **brand, new innovative initiative** run by Athens-based, cultural renowned center, **Michael Cacoyannis Foundation** ([www.mcf.gr](http://www.mcf.gr)) & funded by the Region of Attica.
- ❑ **Instigator: Ms Athina Rikaki**, Founder of Kids for Kids Festival & European Children’s Television Centre (ECTC), former President of CIFEJ



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## Aim & Target-Groups

In essence, “**Fest of Fests**” aspires to engage:

- European and international children and youth film networks
- National and transnational organizations actively supporting filmmaking by youngsters
- Academia in media, arts and culture
- Youth film festivals worldwide



**umbrella film literacy network**

**Upper goal: development of a screenwise viewer** through new learning pathways of film and digital literacy, creating thus, an enabling environment towards all-inclusive sustainable democratic societies.



## Our Innovation

- ❑ First: answer to the absence noted of a systematic global cultural, creative and research infrastructure on children and youth film festivals with **great emphasis on building media and digital literacy skills among its workforce and audience, at the same time**.
- ❑ Secondly, the idea of a global-run network on youth film festivals that will act as a forum for film and media education initiatives may serve both, as a **cultural indicator for measuring national and international levels of MIL**, as well as for **reporting on children and youth audiovisual production and associated vocations**.
- ❑ Such indicators are fundamental in the global cultural and creative sector, being key constituents for national and international MIL policies. That being said, **Fest of Fests** will have a **strong collaboration with public policy actors in the field of media and culture**, such as the **Hellenic Ministry of Digital Policy, Telecoms and the Media** ([www.media.gov.gr](http://www.media.gov.gr)) to enforce a sustainable policy on MIL bodies.



## Our Goal: Approach film and digital literacy in non-traditional ways

Educate and equip:

- a) **young professionals** with new film and digital skills
  - b) **viewers** ► acquire societal and communication skills alongside **visual pleasure** (Laura Mulvey) ► mature media identity.
- ❑ To this effect, a **key aspect of "Fest of Fests" will be the search of inventive ways for training youth film festival audience into towards user empowerment.**
  - ❑ Active viewership is **aligned with** the directions set by leading stakeholders (UNESCO, NORDICOM, EC, CoE) towards the development of **audience-centric citizens.**
  - ❑ **We are optimistic** that the younger generation already active in this digitally interconnected world, both socially and professionally, will be better suited for researching, testing and adjusting interactive, web-based ways of non-formal training and accessing multi-layered information on diverse film and visual culture.



## Our ultimate challenge !

Our aspiration: Make a **global point of reference and intelligence center** on MIL policies and youth film festivals that will inspire future collaborations and networking in film and culture.

### **Launch venue !**

1st International Forum of “Fest of Fests”

“Film literacy and screenwise viewer”

Athens 25-28 June 2018

**Join us to renew our commitment to the future!**



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## As media theorist Umberto Eco noted...

- In the near future our society will be divided (or, it is already happening) into two citizen categories:
  - a) **the *haves***: those who know how to filter and critically assess media messages towards a self-conscious media identity
  - b) **the *have-nots***, those who receive a swelling media and information flood but do not know how to deal with it

**Let's all strive towards the former category >>  
to be able to fully benefit from the assets of our exciting  
digital culture!**



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# Thank You!

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