

PROMOTER ORGANIZATION/ ASSOCIATION

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AIMS OF THE PROJECT "MEDIA FOR INCLUSION"

The general aim is to create an educational instrument/approach for the youth and their educators or teachers in order to involve them into the information and the communication system. It has to consolidate the access of the youth to the high quality information, stimulating in the same time their contribution to the development of the critical thinking and the value of the active participation. The project will contend with social inclusion directly involving youth that come from areas with a high risk of social marginalization. The project, through the youth organizations involved, is intended for youth that, because of their geographical location, live far away from the opportunities that are instead really accessible for their coetaneous that live in more central areas of the cities. It's clear that the risk of social isolation is raised up by the difficulties to get good opportunity of study, work and nice spare time. A good tool to contain this risk is certainly a correct use of information and communication, meant as inclusion instrument or as key for the participation to the own community life and democratic choices. The innovative element of the project consists of introduce a new educational and didactics methodology, the Media Education, in not formal educational contexts working on different levels: from the youth to the educators of the organizations involved. Also if the Media Education represents an innovative methodology, there are rare cases, even in the countries where it is a regular subject, of projects related to the alphabetization to the media and to promote the critical autonomy in the extra-school time.

TITLE OF THE PROJECT

I video-tell about myself

ADDRESSED

Youth from 11 to 14 years old, users of the two Asp centres (Public Service Company for personal healthcare) in Modena.

DESCRIPTION OF THE PROJECT AND AIMS

The lab wants to place the base for the understanding of the video language through the creation of a **Video of images**. The video offers the editing and the animation of images increasing their expressive power through the use of voiceover, music and sounds. The lab offers the opportunity to think about the role that images in the process of building our way of thinking and act. A journey to discover the difference between the reality and its

representation through the learning of photograph language and becoming media-skill when it develops in a message to communicate.

It's important give motivations to use the video communication not only as a mass communication. A first step in that direction derives from the contents, in communication terms it's not enough the form: it's important to have something to tell.

In this lab the youth will create a presentation of themselves, they'll think about their passions, their regular places and the area they live in...a good occasion to get to know the other youth that join the centre. Learning the icon language and its grammar we learn to use the tools for our own story.

CHARACTERISTICS OF THE PROJECT

Aims:

- Build a critical way of thinking towards the media messages;
- Realize new methods of learning through the iconic code;
- Express the own perception and view of life in the centre creating the video with images;
- Express themselves using video and pictures;
- Socialize with the other youth;
- Promote the culture of integration in the group and in the territory;
- Improve the knowledge of themselves
- Improve the self-esteem;
- Tell their own personal story
- Improve the attention and the observation of reality

Phases and Course of actions

The lab is structured in meeting. With games and healthy competition the teams will go through different phases:

- **Framing/shot:** discovering one of the main elements of the movie and photograph language. Nothing is a coincidence in the creation of a picture, it's important don't forget the simple but decisive fact that beyond a lens there is an human eye that looks.
- **Video camera:** nowadays it's the main instrument to document, spy on, feel protagonist... It's important also try to use it to express themselves and to build relationships and to build a strong group mood. Some games with the video camera will be the key to get to know the tool and a good way to experiment some basic concept of filming.
- **Video autobiography:** using the techniques and the potential of the video camera the youth can work on their own personal background. The video camera is the key to talk about themselves and to confront with all the others.
- **My neighbourhood:** the youth realize a photo session about their neighbourhood.
- **Video-box:** the youth tell about themselves with the video-box technique
- **Editing:** each person will edit the photo session and it'll be presented to the group.

Duration

Six meeting of 1h and 30 minutes. Each group of 6 persons will meet once a week. There is also a meeting to edit the photo session.

Materials and instrumentation

Camera or mobile phone with picture option, computer, TV, video camera, tripod, posters and drawing pen.