

Film Education

CineSchool – Dialogues

CineSchool – Dialogues, a Film Education initiative, was co-funded by the European Commission Representation in the United Kingdom as part of its activities to promote awareness of key communication themes set by the European Commission, and Cinema First representing the film distribution and cinema exhibition sectors in the UK.

Dialogues sought to:

- create a greater awareness and understanding of European cinema based on the concept of inter-generational relationships and dialogues in a variety of European films
- address issues of cultural exchange
- raise awareness amongst teaching professionals of the use of film across the school curriculum

Film Education achieved the projects objectives through its CineSchool Festival for school groups held across the UK during February and March 2012, supporting screenings with in-cinema educational talks and Q&As, providing teachers with film-related resources for use in the classroom and partnering University College London and Manchester Metropolitan University in workshops for teachers on the use of film in the classroom and across the curriculum.

Statistical Summary

	CineSchool 2012	Film Week
Attendance	12,995	8,673
Schools	233	
Films	49	45
Screenings	135	104
Cinemas	58	
Distributors	20	
Supporting Events	59	
Professional Development Seminars	2	
Cultural Institutes	5	
Europa Cinemas	21	
EU Countries	9	
Non EU Countries	1	
Classroom Resources	24	

As part of this project screenings of European films were included in the programme of Film Education's National Schools Film Week, held in the autumn of 2011. These were intended as teaser screenings for the March event and attracted 8,673 pupils and students at 104 screenings of 45 films.

The target of reaching a minimum of 15,000 children and young people was exceeded by some 43% with a total of 21,463 children and young people in school groups attending screenings in cinemas across the UK during the formal school day at no charge.

Twenty-four (49%) of the titles screened during Dialogues were supported by educational resources for teachers to use in the classroom.

Twenty-nine (50%) of the fifty-eight participating cinemas were Europa/CityScreen sites.

This report will focus on the CineSchool screenings between February and May 2012 with information pertaining to National Schools Film Week detailed later in this report.



Jeff Monteen, St Helen's RC Primary School

Even the youngest pupils were able to interpret stories, as well as make emotional connections between characters from different cultures and historical settings. These screenings open them up to a world of cinema they would not even consider watching with their families or friends or even be aware of the existence of such cinema. If I can take advantage of more opportunities like this I would like to think I was contributing to creating a new generation of appreciative/critical intelligent cinema-goers.

Background

CineSchool – Dialogues, and National Schools Film Week, contributes to the development of new audiences for European Cinema.

Film Education's policy is to expose students to subtitled films early to arrest the idea of this being an issue for young people and then expand the range of films once they are captivated.

CineSchool screened films that told new stories from across Europe so that the adventurous nature of the programming matched the demand from teachers to give their students a taste for European cinema and film culture.

Films from Europe give students an insight into the politics, culture and issues that young people face all the time; often shown in accessible genres that are from the perspective of young people. The programme also offers the opportunity to see not just European cinema but also classics.

The use of European films also helps to develop linguistic skills in students as well as introducing students to various film cultures. Teachers often treating the visits as an extended listening activity to help improve their comprehension skills and as an opportunity to encourage pupils to continue their modern foreign language studies at a higher level.

Films

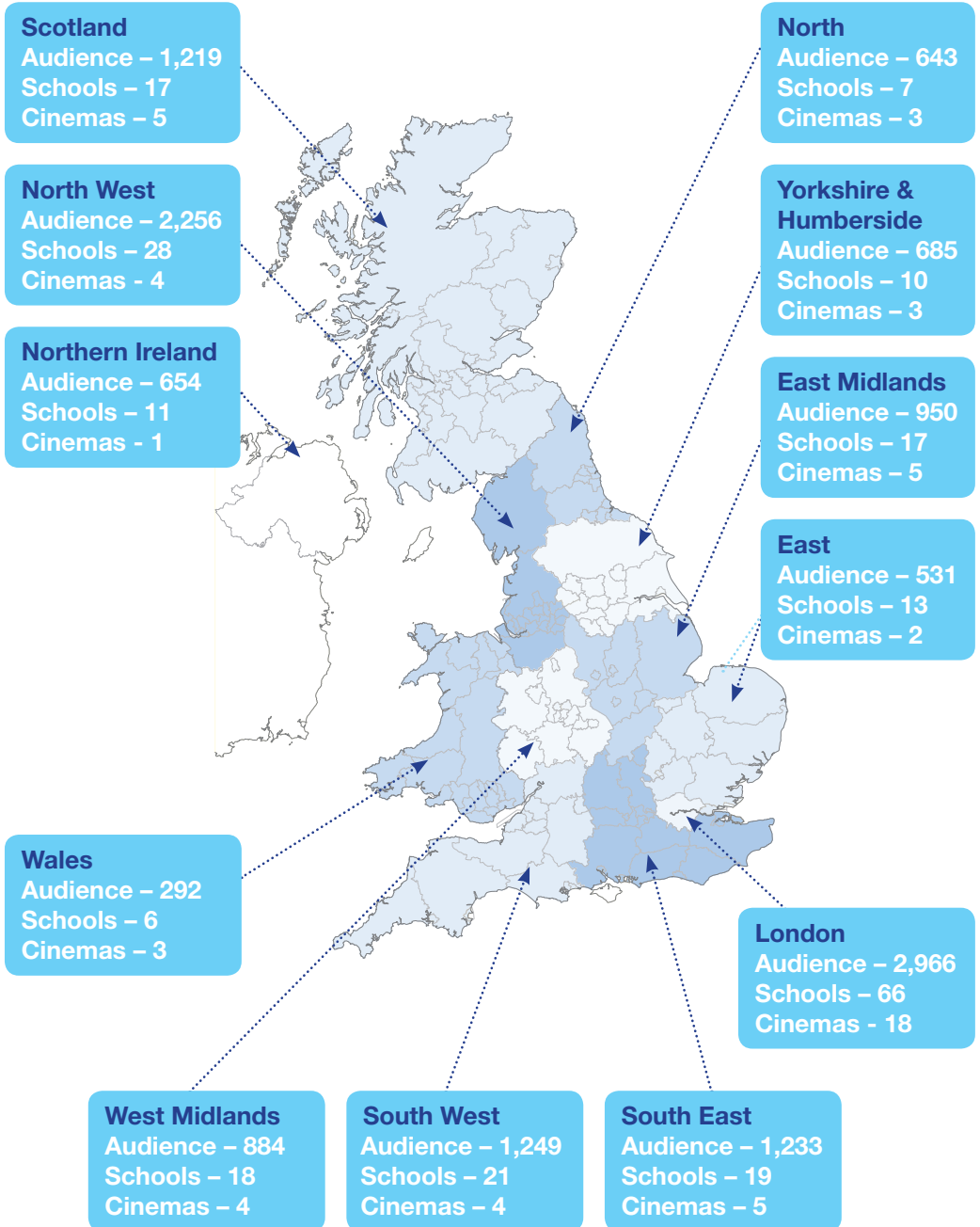
Forty-nine films from ten countries featured in 135 screenings at 58 cinemas across the UK during CineSchool – Dialogues.

The success of the project came from the importance placed by Film Education on involving teachers in selecting the films, as well as the most convenient cinemas, for the Festival. Teachers were contacted by telephone or attended meetings, organised by Film Education in several cities throughout the UK to determine their preferences. Further meetings were held with distributors, cinemas, academics and cultural organisations before finalising the programme of screenings and events.

This process ensured that synergies between curriculum, cinema and culture were maximised and provided teachers with the appropriate motivation for spending time out of the classroom.

Film Education across the UK

CineSchool Festival of European Film – 2012



Top Ten – Total Audience

Film	Distributor	Country	Audience
Eleanor's Secret	Soda Pictures	FRA	3,124
Jasper, Penguin Explorer	Soda Pictures	GER	1,486
Red Balloon & White Mane	Network Releasing	FRA	1,226
Princess of the Sun [La Reine Soleil]	Ciné Lumière	FRA	764
Princes' Quest, The	Soda Pictures	FRA	722
Kirikou and the Wild Beasts	Cine Lumiere	FRA	548
Extraordinary Adventures of Adele Blanc-Sec, The	STUDIOCANAL	FRA	412
Tomboy	Peccadillo Pictures	FRA	395
Run Lola Run	Sony Pictures Releasing	GER	331
Princess Lillifee	Soda Pictures	DEN	272



Joanna Lane, Main Grade Lecturer, Community College, Liverpool

Exposure to European cinema is sometimes difficult for reluctant students and these screenings, which we chose ourselves, really helped stimulate discussion and debate for the whole group and encouraged further viewings.



Jack Barton, Manager, Odeon Printworks, Manchester

The well-chosen films in CineSchool were earnest, hard-hitting and beautiful. Hopefully some of the students will have noticed this, and have had their perception changed.

Top Ten – Average Audience per Screening

Film	Distributor	Origin	Audience	Screenings	Average
Kirikou and the Wild Beasts	Ciné Lumière	FRA	548	3	183
Well Digger's Daughter	Pathé	FRA	177	1	177
Jasper, Penguin Explorer	Soda Pictures	GER	1,486	9	165
Eleanor's Secret	Soda Pictures	FRA	3,124	21	149
Tomboy	Peccadillo Pictures	FRA	395	3	132
Red Balloon & White Mane	Network	FRA	1,226	10	123
Tarka the Otter	Park Circus	UK	245	2	123
A Tale of Two Mozzies	Danish Embassy	DEN	118	1	118
Valentin	Metrodome	SPA	235	2	118
Summer Games	Swiss Embassy	SWI	113	1	113

Countries

In total films from 10 European countries, of which 9 were EU members, were featured in CineSchool – Dialogues 2012 Festival with an analysis of data shown below.

Country	Audience	Films	Screenings	Audience / Screening	Film
Denmark	537	4	7	77	134
France	8,491	21	81	105	389
Germany	2,382	10	24	99	262
Ireland	216	1	3	72	250
Lithuania	34	1	1	34	34
Poland	16	1	1	16	16
Spain	608	7	10	61	91
Sweden	93	1	2	47	93
Switzerland	113	1	1	113	113
United Kingdom	505	2	5	101	258

Europa Cinemas

An important part of the project was to partner members of the Europa Cinema network. Twenty-one (42%) of the fifty Europa Cinema members in the UK participated in CineSchool – Dialogues during February and March 2012 as shown below.

Cinema	Films	Audience	Screenings	Schools	SEE	
Belfast QFT	2	327	2	11	2	
Birmingham MAC	2	148	2	5	1	
Bradford National Media Museum	1	15	1	1	1	
Bristol Watershed	4	334	4	7	3	
Cambridge Arts Picturehouse	4	441	4	10	2	
Derby QUAD	3	109	3	3	2	
Edinburgh Filmhouse	4	238	4	6	2	
Inverness Eden Court Theatre	2	188	2	4		
Leicester Phoenix Square	3	407	3	5		
Liverpool Picturehouse at FACT	4	531	5	13	1	
London BFI Southbank	1	71	1	2	1	
London Brixton Ritzy	2	300	2	7	1	
London Ciné Lumière	2	172	2	5		
London Gate Cinema	1	147	1	1		
London Lexi Cinema	2	71	2	2	1	
London Riverside Studios	1	88	1	1	1	
London Tricycle Cinema	3	404	3	8	2	
Norwich Cinema City	2	90	2	3	2	
Nottingham Broadway	4	284	4	6	4	
Oxford Phoenix Picturehouse	4	354	4	6	4	
Sheffield Showroom Cinema	2	107	2	2	1	
	21	36	4,826	54	108	31

Activities as a percentage of respective CineSchool – Dialogues totals

36%	73%	44%	40%	47%	54%
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Amy Smart, MAC Birmingham

For MAC, CineSchool is a great opportunity to engage new audiences and connect with local schools, it's a great opportunity for children/young people to see films they may not otherwise choose (but really enjoy as the feedback was great) and also as a charity reliant upon funding it ticks boxes for us with Europa and other funding bodies. Because of these screenings and particularly the related talks and events from University Lecturers, Secondary and HE/FE students are more likely to revisit MAC independently and hopefully it would encourage teachers/school groups to connect with the venue.

Cultural Institutes / Representatives

In celebrating the contribution of EU and European country citizens in the United Kingdom, a number of cultural institutes and representatives participated in the programming, and screening of the Festival as well as providing films whilst schools with diverse linguistic and cultural student bodies participated in many of the screenings across the UK.

The following cultural organisations and representatives participated:

	Films	Audience	Screenings	Cinemas	Audience/ Screening
Ciné Lumière (F)	3	1,344	11	10	122
Danish Embassy	3	265	4	4	66
Goethe Institute (D)	1	200	2	2	100
Lithuanian Embassy	1	34	1	1	34
Polish Cultural Institute	1	16	1	1	16
Swiss Embassy	1	113	1	1	113
Total	10	1,972	20	19	99

**Karl Pfeiffer, Director of Educational Links Goethe-Institut London**

CineSchool has been an essential player in making German-speaking films available to schools and their students and teachers in the UK. Through CineSchool the Goethe-Institut has been able to reach much larger young audiences, particularly beyond London. By screening films like Good-bye Lenin!, The Lives of Others and Berlin 36 CineSchool has broken ground for what can be termed a renaissance of German films from the Millenium onwards. Through the choice of films and accompanying measures such as introductions and visits by directors and actors, CineSchool has given young people in the UK an appetite for German Cinema and led them to understand the issues in the films.

Supporting Educational Events

Thirty-seven cinemas (64%) hosted one or more of the 59 supporting educational events.

Enhancing the educational and cultural value of the Festival for schools, teachers and young people were, in half of the total screenings, presentations and Question and Answer sessions featuring academics, representatives of the film classification board, industry experts, film critics and storytellers.

These supporting educational events, along with the teachers' resources, are a significant motivation for teachers to attend screenings with their pupils as they contextualise the films, providing a greater understanding and appeal.

	Events	Cinemas	Films	Schools	Audience	Audience/ Event	Schools/ Event
Filmmakers	2	2	2	4	121	61	2
Academics	14	12	14	29	775	55	2
BBFC	2	2	1	3	121	61	1
Exhibitors	12	10	11	17	726	61	2
Film Critics	3	3	3	7	157	52	2
Storytellers	26	25	11	54	3,444	132	2
Total	59			114	5,344	91	2





Dr Gundula M. Sharman, Film Lecturer, University of Aberdeen

I think CineSchool is a very important initiative. In our very visual world less young people read and increasingly film seems to be replacing the written word as a form of 'story telling'. Thus it is crucial that young people learn to differentiate between pure entertainment (nothing wrong with that!) and those movies that explore historical and cultural questions at a deeper level (and since our culture is 'European'). In this process they need to be guided! And it works! After introducing 'Sophie Scholl' and reminding the audience that these young resistance fighters were barely three years older than the audience, we witnessed a dramatic transformation of a chatting, popcorn-consuming crowd to stunned contemplation and some very serious faces at the end. This was the only time ever that I experienced the whole audience (80 young people) sitting silently throughout the whole length of the credits.



Christine Cameron, Head Teacher, St Joseph's Primary, Inverness

The experience of seeing the film in the cinema with a talk to introduce the film was much better than in the classroom, no comparison in fact – they enjoy the dimensions of the screen, the anticipation of the film and walking over, the thrill of sitting in a big crowd and listening and watching the story come to life. They loved it!

Teaching Resources

Twenty-four (49%) of the forty-nine films screened during CineSchool – Dialogues were supported by teaching resources developed specifically for the classroom environment and curriculum by Film Education's team of specialists, all of whom have practical teaching expertise and experience. This was less than expected primarily as a result of the late confirmation of films for inclusion in the Dialogues programme. Resources, however, continue to be created and made available as and when completed.

Resources ranged from on-line microsites to study guides and worksheets. Resources are downloadable and in some instances available in French and Spanish. The resources can be used by teachers across a number of subjects including citizenship, film and media studies, art and design, science, literacy and of course, modern foreign languages.

Teachers attending screenings with their classes were encouraged to use the resources to maximise the educational, social and cultural value of the in-cinema screenings as well as integrating the use of film and the resources in their teaching.

All resources are available at www.filmeducation.org or www.CineSchool.org

Teacher Professional Development

Continuing professional development of teachers in the use of European film in the classroom was an important component of the CineSchool – Dialogues project, and Film Education’s daily activities. Two workshops for teachers and school groups were organised in London and Manchester, both of which were deemed to be of tremendous value by all who attended.

London – University College London European Film Day

This event was held at the University College London (UCL) on the 3rd February 2012

Films

Pan’s Labryinth (*El laberinto del fauno*, Guillermo del Toro, 2006)

The Wave (*Die Welle*, Dennis Gansel, 2008)

The Class (*Entre les murs*, Laurent Cantet, 2008)

Attendance at the screenings

Pan’s Labryinth: 186

The Wave: 42

The Class: 154

Purpose and outline of the European Film Day

The day was devised to give young people an opportunity to enthuse about European languages and cultures through the medium of film. The event was held at University College London’s Bloomsbury Theatre, co-organised by the UCL European Institute, Film Education and Routes into Languages. It offered teachers and students the chance to see three original-version films (Spanish, German and French) in a full cinema setting, with subtitles in English. Following the first two films, UCL academics Dr Jo Evans and Dr Stephanie Bird each held a two-hour workshop for a number of pre-registered school groups. Through the workshops, students in Years 10-11 were led to discuss aspects of the country’s history, culture and politics as portrayed in each film, while exploring the medium of film itself. Teaching materials for these two films were also made available to all those who registered for the screening. Finally, UCL Outreach organised Campus Tours for those attending the workshops and further registered groups prior to the screening. The evening film was introduced on stage by another UCL academic (Dr Roland-François Lack).

Outcome

The day was very successful in that it attracted a wide variety of schools from across London, giving them a chance to take their students out of their school environment to experience a university environment and a full cinema setting for an original-language film. Through the workshops, furthermore, both academic staff and students could approach the films in what was for each side a novel context. Unfortunately, we had a few last minute cancellations for 'The Wave'. However, the feedback received from both students and teachers was that the day was thoroughly stimulating and enjoyable, particularly the workshops. We have been asked to repeat the event next year, which we are very likely to do.



London Nautical School

It was a wonderful experience. Students loved attending and thanks to events like this they are developing a more positive attitude and an interest in language learning.



Ashmole Academy

It was a great event to come to. We all really enjoyed it and I would bring students again. Thank you.



Hurlingham and Chelsea

The students all enjoyed watching the film and benefitted from the discussion they had and aided their understanding.

Manchester – Manchester Metropolitan University (MMU)

Modern Foreign Language INSET Using Film in the Language Classroom

This event was held on the 28th May 2012 at Manchester Metropolitan University.

The workshop involved the Film in Language Teaching Association (FILTA), MMU Department of Modern Languages and Film Education.

24 teachers attended the day long event.

The objectives of the day were to:

- Provide contexts and methodology to integrate films into existing modern language programmes and especially the A level syllabuses.
- Introduce key terminology and film concepts useful in the language class and integrate them into formative language exercises.
- Present multimodal approaches for the use of film in language learning contexts using generic and thematic approaches.
- Provide guidance on how to integrate cultural differences intercultural education and awareness in the language class.

The day was divided into sessions that looked at the ways in which European films could be used within curriculum settings. Selected extracts from European films were used to explore both a cultural and linguistic approach to the use of film.

Feedback from the delegates indicated that the workshop provided excellent value and was of significant value to their teaching of European languages and film particularly in respect to:

- Specific ideas and inspiration related to how to use films effectively in the classroom.
- New ideas for teaching film in secondary school Spanish/French.
- How to learn and research about interculturality
- The intercultural aspects and the fact that we can exploit a range of features in a film, not just the linguistic aspects.
- Guidelines for film analysis/ideas for films to use.
- The aspect of interculturality. Film analysis and mise en scène.

National Schools Film Week 2011 – Dialogues

Film Education has over the past 16 years enabled millions of children and young people in school groups to experience an ever wider range of films in the cinema free of charge during its annual National Schools Film Week.

Increasing the number of foreign language and specialised films in the programming of Film Week is a key objective of Film Education and the opportunity to incorporate European films as a taster for CineSchool – Dialogues was well received by teachers and pupils alike.

In total 469,000 children and young people from 3,632 schools attended 2,633 screenings of 182 films at 518 cinemas across the UK. The CineSchool – Dialogues films featured in Film Week were from the following countries:

Sub-titled Films

Country of Origin	Films	Screenings	Audience	Average / Screening
France	13	51	4,872	96
Spain	9	28	1,833	65
Germany	15	17	1,342	79
Denmark	3	3	245	82
Lithuania	1	1	198	198
Hungary	1	1	92	92
Belgium	1	1	50	50
Sweden	2	2	41	21
Total	45	104	8,673	84

Recognition and Appreciation

The success of projects and events such as CineSchool – Dialogues are dependent on passionate and dedicated lead organisations and partners without whose commitment neither the specific outcomes of this project nor the ongoing efforts to realise the potential of film in education would be possible.

Our thanks go to the following for making CineSchool – Dialogues a success:

- European Commission Representation in the United Kingdom
- Cinema First
- Europa cinemas
- All participating exhibitors and their staff
- The distributors of films screened
- University College London European Institute
Dr. Jo Evans, Dr Stephanie Bird, Dr Roland-François Lack
- Manchester Metropolitan University Department of Modern Languages (MMU)
- Film in Language Teaching Association (FILTA)
- Routes into Languages
- The Danish, Lithuanian and Swiss Embassies
- Ciné Lumière
- Goethe Institut
- Polish Cultural Institute
- British Board of Film Control (BBFC)
- Academics, filmmakers, critics and storytellers
- Cinema Education Officers