



Social Experiment meets Media Literacy

Mikk Rand

Kinobuss (Estonia)

mikk@kinobuss.ee

The prevailing form of literacy in the 21st century is media literacy. And the starting point for media literacy is the availability of, and a critical attitude towards, different cross media. Audiovisual disciplines are the foundation of media literacy, necessitating access to the skills needed to make and read moving images and a critical mass of AV experience. As compared to literacy, media literacy should, and does achieve a much higher level of social inclusion.

The “Filmitalgud” project proliferated media literacy at the most grass roots level possible through the process of filmmaking, being at the same time a nation-wide, inclusive, social experiment. Film education organization Kinobuss spent the year 2011 organizing a series of events and undertakings that involved the whole country and people of Estonia. Professional instructors taught volunteers and enthusiasts how to make a film. Starting from the process of developing the characters and writing the story, through selecting actors, crew, locations and props, and up until the editing and distribution of the final film, the complex process was done with a cooperative and inclusive model. It was important for people to leave their friend or local level and get involved anywhere and in any part of the process that he/she seemed interested in. The result is one film – the adventurous road movie “That’s IT!”. Even though we consider the process to be more important than the result, the fact of its existence is proof that the spread of media literacy is unstoppable and contemporary society is ready for it. The process also showed the possibility of applying the cooperation principle, as an information tool, to the fine arts.