

TERRÍCOLAS

SECOND *TERRÍCOLAS* SEMINAR

HOYA DE HUESCA-MIDI PYRÉNÉES-

March-June 2012

Presentation

Terrícolas is an interdisciplinary, intergenerational and international project which uses cinema and audiovisual media as working tools for education, reflection, debate and the exchange of experiences among people living in the rural environment of Hoya de Huesca and the Midi Pyrenées.

This second seminar seeks to consolidate the project and offer a response to voices such as those aired in the documentary “*Terrícolas-2031- 2111*”, directed by Claudio Zulian.

The Project is made up of three phases:

Phase I CONFERENCE on Critical Thinking and the Media, in which we shall be presenting the Media Literacy Project of the European Union.

Phase II WORKSHOPS and TERRICOLAS SPACE, aimed at awakening the entrepreneurial spirit in the rural environment through cinema and audiovisual media, in which we shall speak of Ecological production and close-range sales, Rural Tourism and Holidays with charm, Rural Chic for the modernisation of the rustic and the recovery of tradition, from tradition in Art to current Art, Internet Portal: Shop without Frontiers and Online Commercialisation and Marketing

PHASE III: INTERNATIONAL PROJECT of exchange and coexistence among students of the areas of Hoya de Huesca and Midi Pyrénées, with workshops in Ayerbe (Huesca) based on the screenplay, photography and direction of a short film to be presented in the Festival de Halles aux Grains and participation in the 23rd “Rencontres Lycéennes de vidéo” in Halles aux Grain.

CLOSING CEREMONY: Presentation of an online cinema platform with the participation of

Mucho(+)*que cine* and the showing of “*3 días con la familia*” (“*3 days with the family*”) directed by Mar Coll, who will herself be attending the screening.

Information on the project: videos and podcast of the seminar.

www.muchoymasquecine.com

TERRÍCOLAS

CONFERENCE on Critical Thinking and the Media

Presentation of the Media Literacy Project

Date: 17 March, 2012

Place: Círculo Oscense-

Programme

10.00 Inauguration

Da. Susana de la Sierra Morón

General Director of the Institute of Cinematography and Audiovisual Arts

Ministry of Education, Culture and Sports

Ilma. Señora Da Ana Alós López Mayoress of Huesca

Da. **Carmen Buró Arbués**, Project Director

Con el apoyo y financiación de:



Un proyecto de :

mucho(+)*que* cine

Estudio
POLIEDRO



TERRÍCOLAS

10.30 ROUND TABLE No 1:

The phenomenon of Media Literacy: initiatives at a National level, competence and activities of the European Commission

Chair

Da. Susana de la Sierra Morón

Directora General del Instituto de Cinematografía y Artes Audiovisuales Ministerio de Educación, Cultura y Deportes

Papers

"The fruition and reading of cinema as discernment of the world: instruments and potentials of education in media"

D. José Manuel Pérez Tornero,

Director of the Department of Journalism and Communication Sciences UAB Author of several reports for the European Union

"The future European Creative Programme-2014-2020: A new framework for the development of Media Literacy"

D. Jesús Hernández Moyano

Director of the MEDIA Desk Office in Spain

"The Mucho(+) que cine Project and Media Literacy"

Da. Carmen Buró Arbués

Director of the project. Member of the Commission of experts on *Media Literacy* in the European Commission.

Discussion

12:00 BREAK

Con el apoyo y financiación de:



Un proyecto de :

mucho(+)que cine



TERRÍCOLAS

12.15 ROUND TABLE No. 2

Teaching and the media: Audiovisual, Communication Media, Internet and Social Networks

Chair

"What are we speaking about when we speak of journalism?"

D. Alfonso Armada Rodríguez . Writer, journalist and director of the ABC Master in Journalism, Director of the digital magazine Fronterad

Papers

"Audiovisual education and the Cinema Jove experience."

D. Rafael Maluenda Gramaje ,Director of the International Cinema Jove Festival

"Liberty of Impression"

D. Juan Luis Moraza Perez

Artist, Lecturer at the University of Vigo

"Social Networks and Critical Thinking"

D. Javier Canteros , Editor of REDES TV2

Discussion

13.45 Screening of the documentary Terrícolas "2031-2111."

Presented by the director of the documentary: Claudio Zulian

14.00 Closing Ceremony

Con el apoyo y financiación de:



Un proyecto de :



