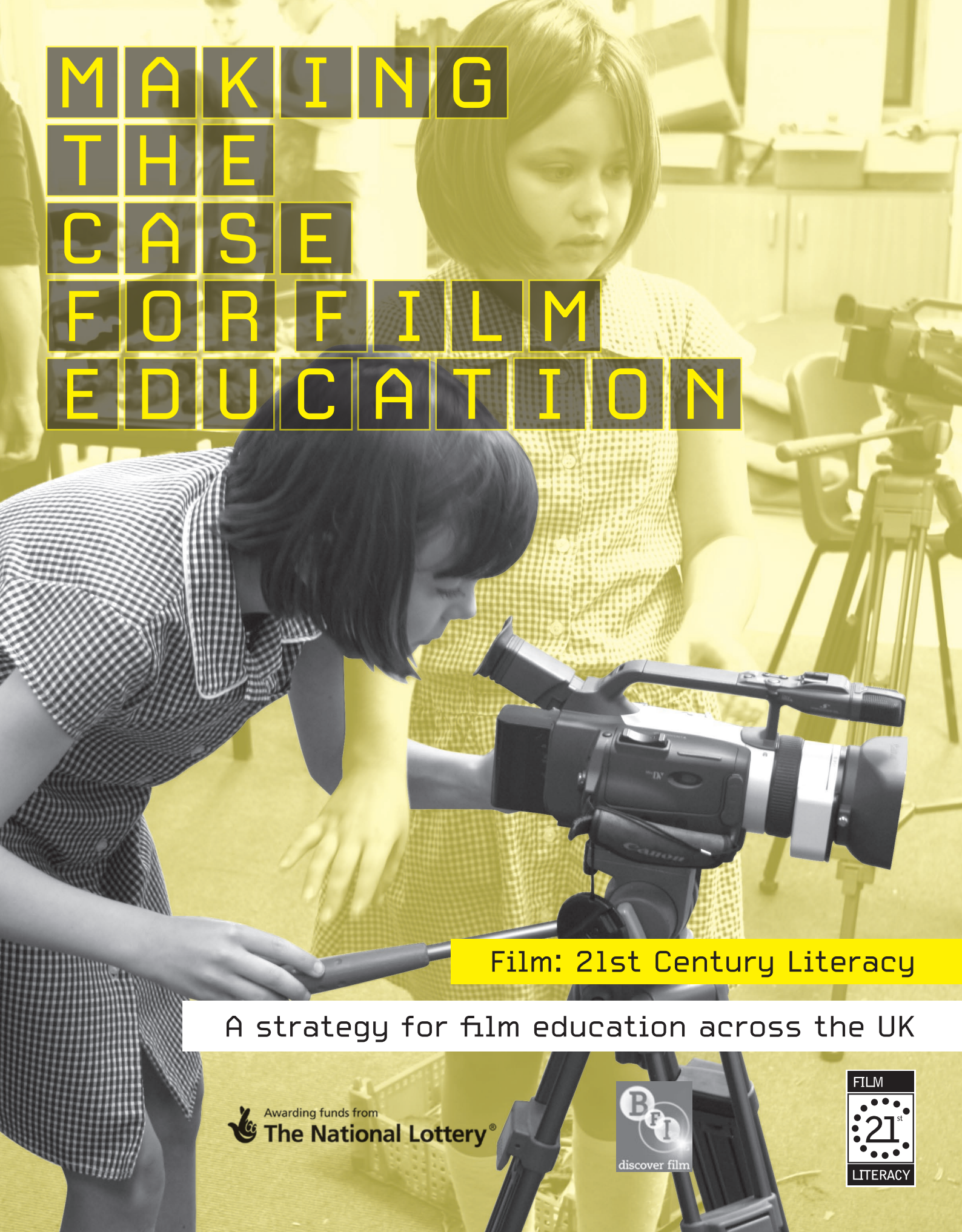


# MAKING THE CASE FOR FILM EDUCATION



Film: 21st Century Literacy

A strategy for film education across the UK

Awarding funds from  
 The National Lottery®

  
discover film

FILM  
  
LITERACY

## 10 Key Positive Messages About Film in Education

1. Film is about active learning. The best film education includes discussion, presentation, critical thinking, team working and filmmaking, as well as watching.
2. Film engages young people in learning. Film stretches the most gifted and engages the hardest to reach.
3. Film can be used across the entire curriculum. Many teachers find that film can help to raise the profile of their subject within their schools.
4. Film teaches young people many skills. The most valuable film education activities enhance critical, cultural and creative abilities.
5. Film is an art form. Film education takes young people beyond Hollywood into world cinema, British independent cinema or documentaries - but they first need to be introduced to them.
6. Film education extends young people's cultural knowledge. Film teaches them about diverse cultures, in Britain and beyond.
7. Film education increases cinema going and DVD sales by creating demand for them, and fosters respect for IP. Film education builds the next generation of cinema audiences.
8. It has never been cheaper or easier to use the technology connected to film for everyone.
9. Film education provides young people with skills employers want. These benefits justify continued public investment.
10. Film can help Government achieve its educational objectives. Findings and successes of *Film: 21st Century Literacy* can help shape a national plan for film education that is strategic and cost effective.