

YVES

EIJCK

LEARNING

ABOUT &

THROUGH

MEDIA

YVES:

* **MEDIA TEACHER** SOUND & VISION

* **EDUCATIONAL OFFICER** LUMIERE CINEMA MAASTRICHT

* **CO-FOUNDER** FILMHUB ZUID/ LIMBURG

* **TEACHER TRAINER**

LEARNING

ABOUT &

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MEDIA





WHY?

We want to teach learners and students how to read moving images and how to communicate through moving images

eventually:

**HOW TO TELL OWN THEIR STORY TO THE
WORLD**

WHY?

WE ARE LIVING IN A MEDIA DOMINATED WORLD

**film education as a (sub) part of
media literacy in Dutch educational settings**

**Plan: in Primary Schools: own school subjected FILM
In Secondary Schools: integrated in existing school subjects**

USING MOVING IMAGES IN CLASSROOM SITUATIONS:



SOUND &
VISION

IT'S ALL ABOUT HOW MOVING IMAGES ARE BEING USED:

THE HOW (the story is being told) IS THE WHAT ('s the story is about).

It's all about the story. **The moving image is a tool to tell a story. To tell someones story**

IT'S ALL ABOUT THE TRICKS AND TECHNIQUES THE MAKER USES

(the FILM MAKER is a human being)

MANIPULATION OF THE AUDIENCE THROUGH MOVING IMAGES
DOESN'T NECESSARILY MEAN THAT THE "DIRECTOR" WANTS TO
BRAINWASH THE AUDIENCE

(a positive attitude / vibe towards the moving image)

LEARNING ABOUT THE ILLUSIONS AND TRICKS AND TECHNIQUES
(the magic) OF MOVING IMAGES TEACHES LEARNERS AND TEACHERS

(and humans) HOW TO REGAIN CONTROL IN A IMAGE BASED
SOCIETY, OVER THEIR OWN LIFE / LIVES **(how to filter information)**

(use the magic and impact of moving images)

USING MOVING IMAGES IN CLASSROOM SITUATIONS:

USE IMAGES WHICH CREATE AN IMPACT IMMEDIATELY

**>>>>>(FOR EXAMPLE ON AN EMOTIONAL LEVEL)>>>>
EXAMPLE: FALL OF THE BERLIN WALL)**

*IMAGES ARE A REFLECTION / MANIPULATES THE
AUDIENCE INTO A CERTAIN POINT OF VIEW*

*IT'S ALL ABOUT PERSPECTIVE; MOSTLY THE
PERSPECTIVE (the eyes of the) FILM MAKER*

My work at:
**LUMIERE CINEMA
MAASTRICHT**

4 foundations:

- 1) Provide lessons for primary and secondary education, in our theater and at schools*
- 2) We focus on extracurricular education, the magic of film*
- 3) We focus on teachers, further training*
- 4) We focus on the teachers of the future, how to integrate Film Education into existing school subjects*

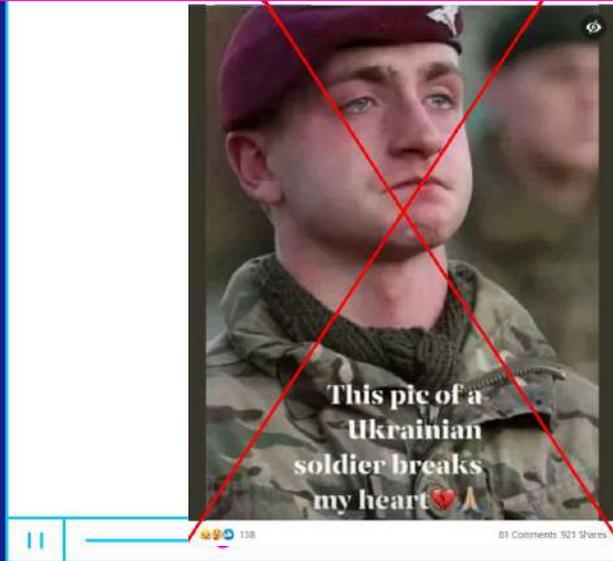
My work at:

Filmhub Zuid / Limburg

“Filmhub South is a network organization and a link between the education field, educational publishers, the Art House Movie Theatres, and local cultural Educational Organizations AND Film Makers (from the south of the Netherlands). And its main objective is to collect, bundle and share information about Film Education with the network organizations, in order to increase the overall quality of film education in Dutch schools”

EXAMPLE:
SOUND AND VISION

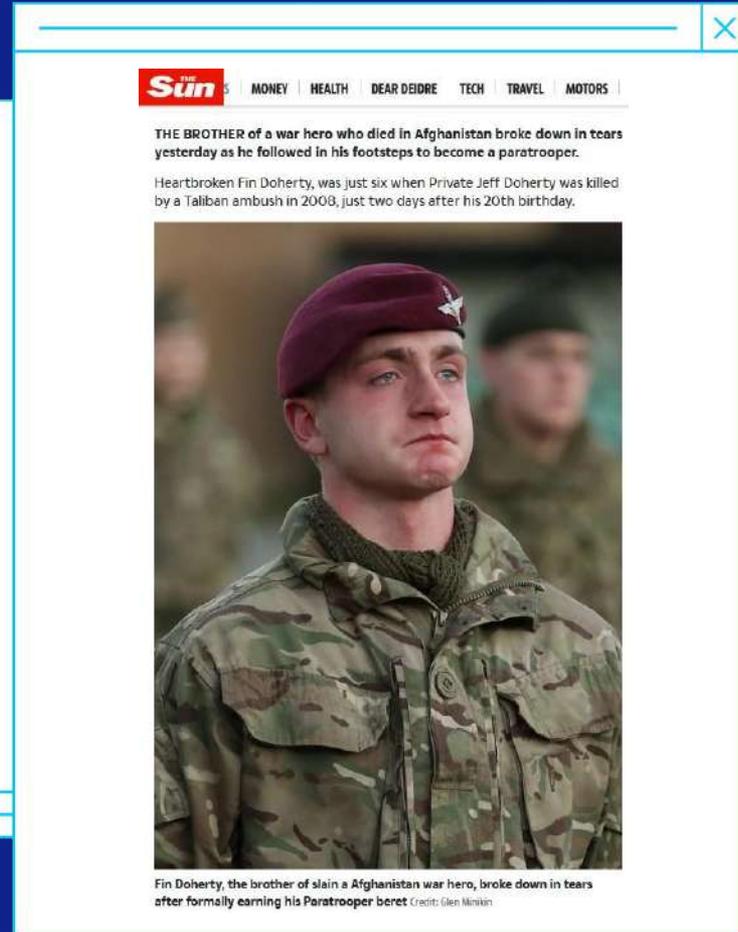
EXAMPLES FROM OUR FAKE NEWS WORKSHOP



Links: Screenshot Facebook post, march 2022. Bron: https://archive.ph/kl_skp

Right: Photo shows British paratrooper, not Ukrainian soldier, march 2022.

Source: <https://factcheck.afp.com/doc.afp.com.324T4AV>





ukraine__saveukraine
UKRAINE WILL WIN ua · 2-27

Volgen

My parents havnt come back 😭 and my sister is crying I'm so scared #ukraine #bomb #help #FYP #fyp #foryoupage

original sound - UKRAINE WILL WIN ua

4.9M 147.3K

https://www.tiktok.com/@ukraine__saveukraine/video/?... Link kopiëren

panos.ur.dad
its been months.... 54

Meer reacties weergeven(4) ↓

Guinea pig
Are you ok? You haven't posted in a while 17

ldk.gumers

Voeg een reactie toe... Plaatsen

A screenshot of a TikTok post from the account 'ukraine__saveukraine'. The post features a video of a woman crying and includes a list of replies from other users.

ukraine__saveukraine
UKRAINE WILL WIN ua

Volgen

137 Volgend 307.9K Volgers 5.2M Likes

Follow to spread the word that Ukraine WILL win! ua

Video's Geliket

went to check on my grandma and they never came back

the bombs are so loud my sister is crying 29.8M

the bombs are so loud my sister is crying 1.5M

My parents havnt come ... SAVE UKRAINE ...

A screenshot of a TikTok profile page for 'ukraine__saveukraine'. The profile shows a bio, follower/following counts, and a grid of videos, including the same crying woman video seen in the previous screenshots.



"Opnieuw misleidende foto verspreid na klimaat- en boerenprotest"

2019. Bron: Nucheckt. Nu.nl

 Australian Youth Coal
Coalition
Yesterday at 9:38 pm · 🌐

Look at the mess today's climate protesters left behind in beautiful Hyde Park. So much plastic. So much landfill. So sad 😞



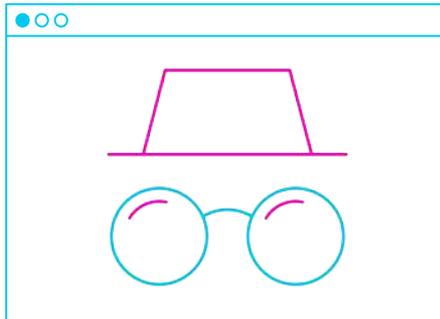
👍 Like

👍 😞 1.5K

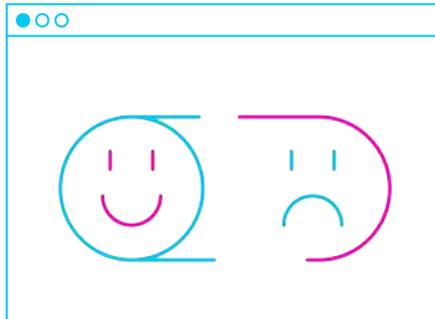
12,156 shares

MANIPULATION

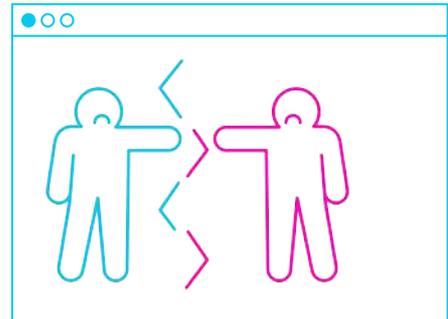
TECHNIQUES



DISGUISE



EMOTION



POLARISE

TYPES OF FAKE NEWS



***CONSPIRACY
THEORIES***

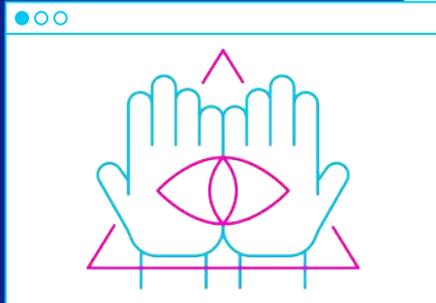


DISCREDIT



TROLL

Bron: Marieke Kuypers TikTok



CONSPIRACY THEORIES



← **Kaisha Vegan**
293 Tweets



 **Kaisha Vegan**
@KaishaVegan

She/her • 🌱 Vegan • Feminist • 🇳🇱 🇩🇪 🇬🇧 • Cultural and Social Anthropology • Proud Socialist • Allergic to angry white men • [#menstruatieverlof](#)

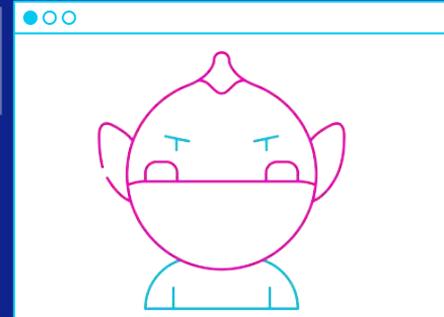
[Bio vertalen](#)

📅 Lid geworden in mei 2022

58 Volgend 101 Volgers

Niet gevolgd door iemand die jij volgt

⋮ Volgen



TROLLING

TROLLING



hans laroes
@hanslaroes

Stelling: 'Iemand die er van uitgaat dat je alleen vanuit eigenbelang handelt en wetten opstelt, komt tot een stelling als deze:'

Kaisha Vegan @KaishaVegan · 28 mei
Stelling:

'Zodra een Nederlander de AOW gerechtigde leeftijd bereikt vervalt het stemrecht. Zo voorkom je dat mensen die nog een paar jaar hebben beslissingen, beleid en wetten maken voor mensen die nog een heel leven voor zich hebben'

#vergrijzing

[Deze poll weergeven](#)

12:44 p.m. · 30 mei 20

2 Retweets 12 Vind-ik



Meredith Greer @MeredithGreer · 23 m
Als antwoord op @hanslaroes
Niet delen, dit is een fake account

2 3 2



geertjan @geertjanvanes · 2 u
Als antwoord op @hanslaroes
Volgens mij is dit een nep account.

2 1



hans laroes @hanslaroes · 1 u
Maar iemand heeft het gemaakt... een trieste trol wellicht.

1



Gillian de Nooijer @GillianDN · 29 m
Lijkt idd een trol account. Net aangemaakt en meteen opvallend veel extreem-rechtse volgers.

1



Kaiser Von Gösseerriegel @gosserrriegel · 2 u
Wat een walgelijk mens. Weer zo een typische gekke linkse trut aan haar profiel te zien.



Kaisha Vegan
@KaishaVegan

She/her • 🌱 Vegan • Feminist • 🏳️‍🌈 🏳️‍⚧️ 🏳️‍♂️
Cultural and Social Anthropology • Proud Socialist •
Allergic to angry white men • #menstruatieverlof

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[Deze poll weergeven](#)

← Tweet

Trollstator @Trollstator20 · May 25
Replying to @Bergens
Ultraaad...vegan...die mensen zijn depressief vanwege een gebrek aan voedingsstoffen en haten op de hele wereld inclusief zichzelf.

Tony Hattings @Tonymattings · May 25
Replying to @Bergens
Die kop 🤪🤪🤪🤪

Humanity Inc. @KnowTheOne · May 25
Replying to @Bergens
Aan haar rolloep kan je zien dat ze geen ziel heeft. Is gewoon een stuk vlees met een tong.

Staple @Stapkel · May 25
Replying to @Bergens
Hahaha, dus die lesbische veganiste die een heide heeft aan branie mannen, seksueel (dus) en persa menschuule verlof wé.

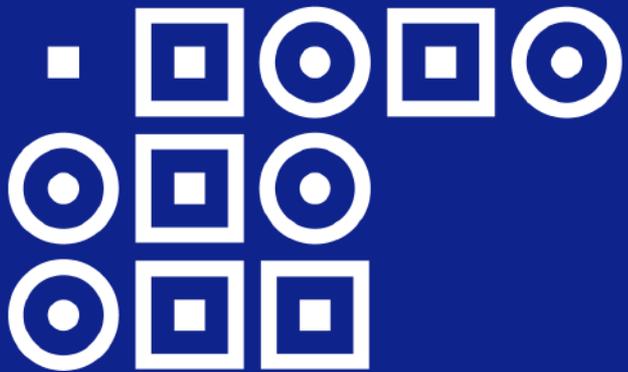
Dat mens moet een TEB kliniek in!

Janette Althaus @JanetteAlthaus · May 26
Replying to @Bergens
Lijkt mij toch een vroege combinatie... wappes en bruidsmantel tijd pri, door die lijst. Maar dit tweet za. Kernelijk beoorlijk linie???

Awara gaat deze week ultraaad naar @rblommestijn die de moord op 17 basisschoolkinderen hét moment vond om haar ultrarechtse opruiende ideeën te verspreiden.

Alsjeblieft #Raiaal Stik er in, en je aanhangers ook.





***YOUR OWN FAKE
NEWS FACTORY***



Screenshot van fake news bericht, maker onbekend. 2018. Bron: DROG

THE DUTCH POST
RELIABLE BY TRADITION

HOME BINNENLAND BUITENLAND ECONOMIE LIFESTYLE SPORT MEDIA & ENTERTAINMENT RODDE

Incoming heatwave! Temperatures set to reach 39 degrees!

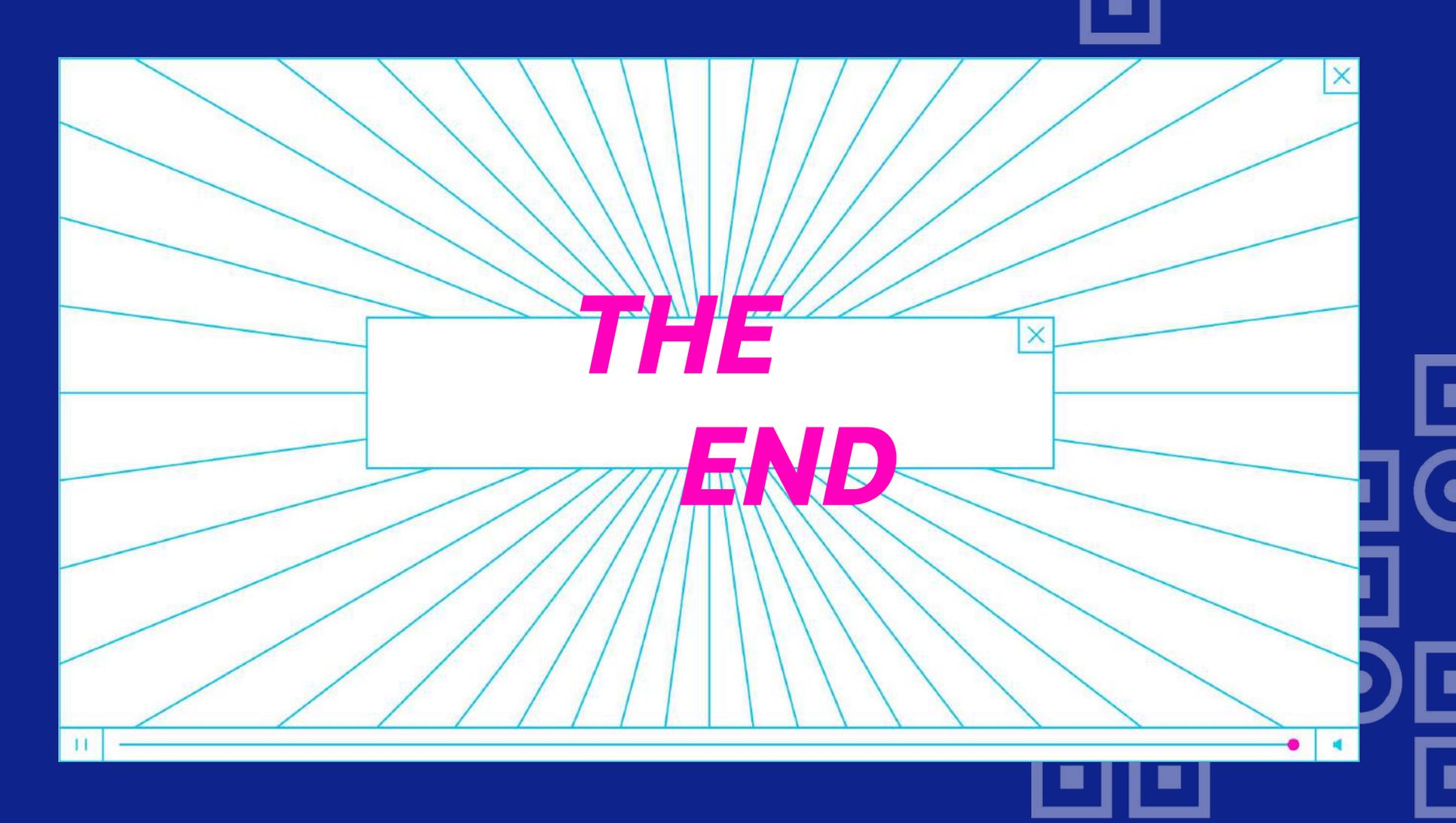


POSTED BY: EUGÈNE DE BOER MAY 15, 2018

The first heatwave of the year has been announced. This will be the highest temperature measured in 10 years. Due to an extremely warm southeastern wind it is set to be tropically warm in The Netherlands. Weather stations are encouraging people to use sunscreen and to sit in the sun as little as possible. The temperatures are set to reach as high as 39 degrees celsius. The duration of the heatwave is as yet unknown but it will last for at least a week.

1.3K Facebook 383 Facebook Messenger 351 Twitter 902 WhatsApp
13 Tumblr 46 Pinterest Total: 3.5K

FAKE NEWS

The image shows a video player window on a blue background. The window has a white border and a close button (an 'x' in a square) in the top right corner. Inside the window, the words "THE" and "END" are written in a large, bold, pink, italicized font, stacked vertically. The background of the video player is white with a pattern of thin, light blue lines radiating from the center, creating a sunburst or starburst effect. At the bottom of the video player, there is a control bar with a play/pause button on the left, a progress bar in the middle, and a volume icon on the right.

THE
END