



Empowering Women through filmmaking

Host: Amal Bahloul

Guests: Maher Bahloul & Wafa Bardaa



Abstract

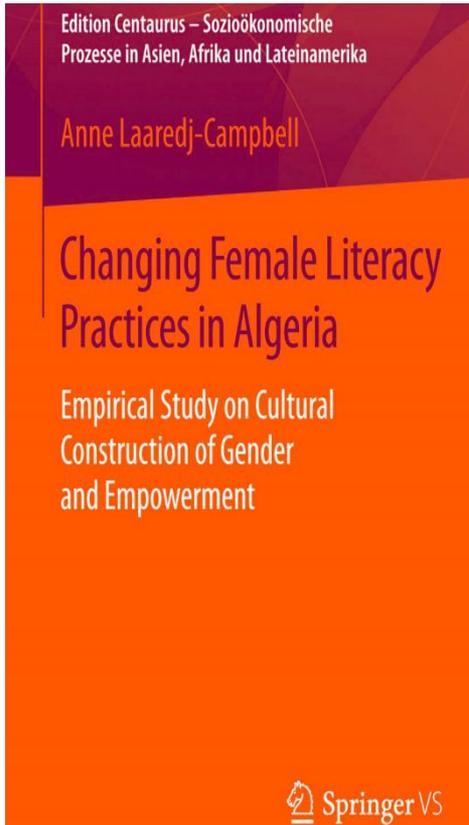
Along the line of recent research related to women empowerment in the MENA region (Eid & Fahmy, 2020; Shalaby & Moghadam, 2016; Laaredj-Campbell, 2016; amongst others), this presentation tells actual experiences and stories of young women from the MENA region, who through their involvement in short filmmaking sessions, built a robust and emancipating character. Not only did the initial roles they acted in the short films appear to defy the dominant and stereotypical views of women, the leadership character they developed helped them excel, beat the odds, and raise above national and international boundaries. Presenters will share with the audience samples of produced films and real testimonies of these young ladies and their parents in favor of filmmaking as a very effective empowering medium.

WHAT YOU **SAY** MATTERS!

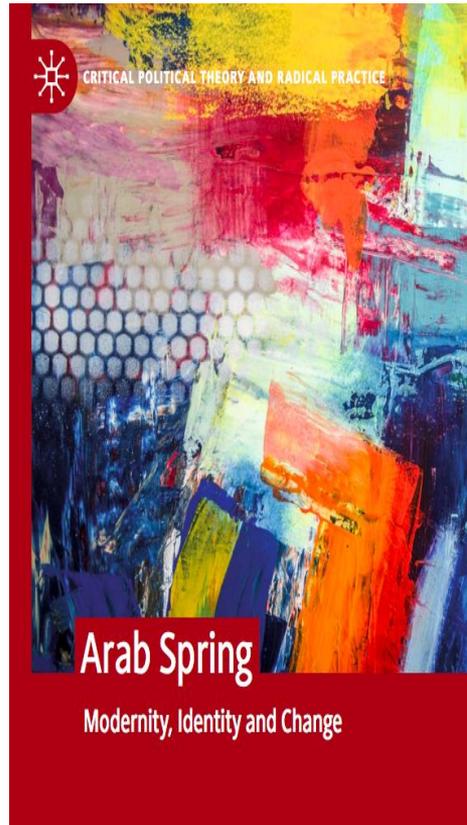
WHAT YOU **WRITE** MATTERS MORE!

WHAT YOU **DO** MATTERS THE MOST!

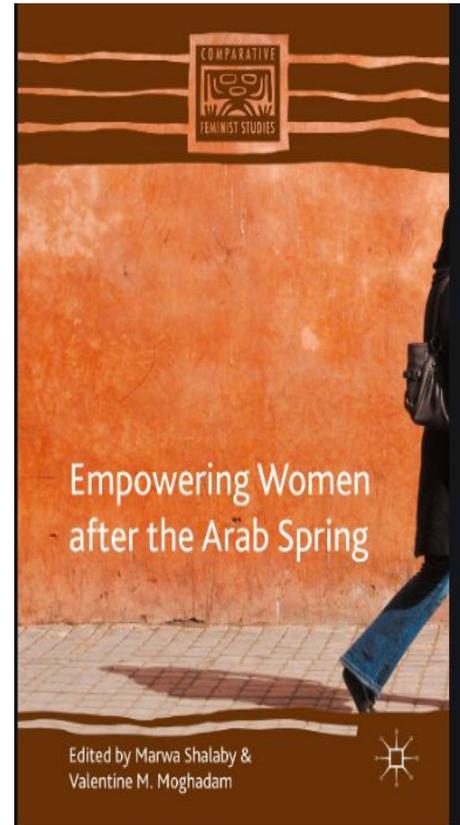
Laaredj-Campbell, 2016



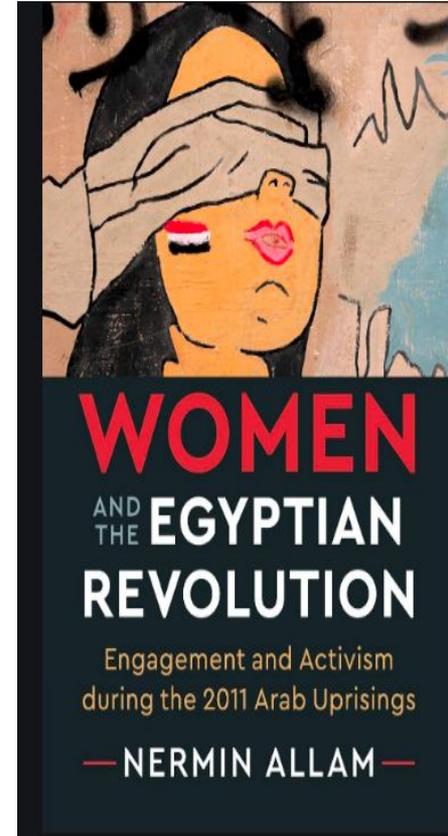
Eid & Fahmy, 2020



Shalaby & Moghadam, 2016

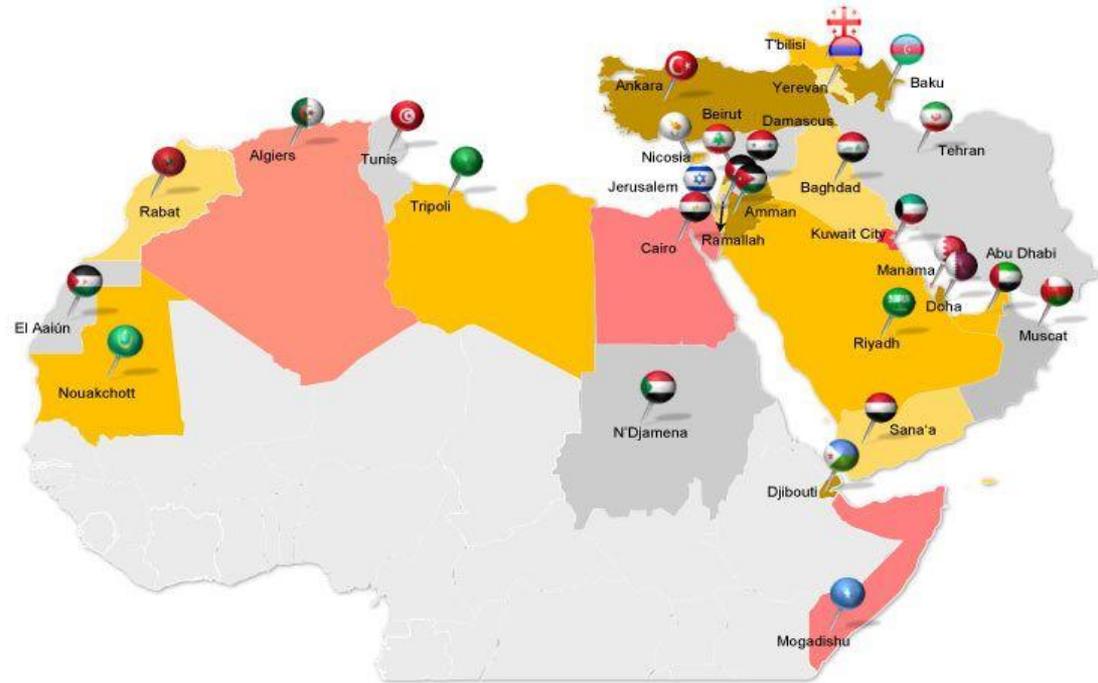


Nermin Allam, 2018



Bits of Literature Review

Middle East & North Africa (MENA) *Country Capitals*





SECTION 2

People, Media, Power and the State: Civil Society in Postrevolutionary States

13 Chapters

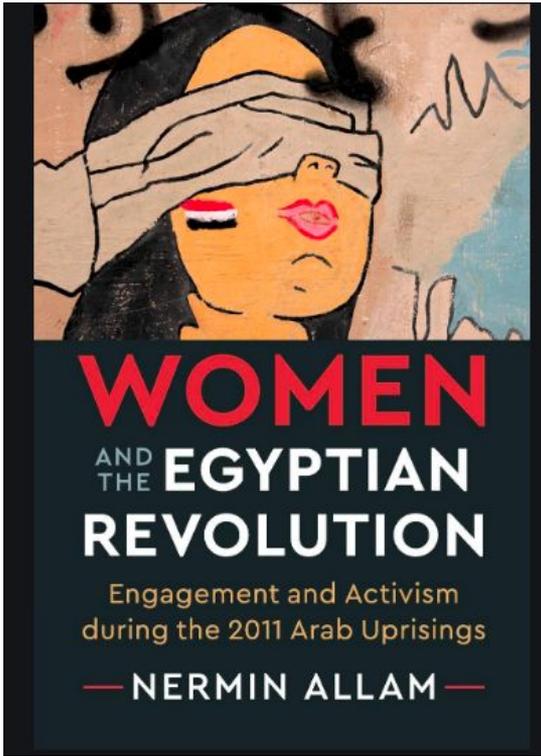
Affective Encounters: Women, Hope, and Activism in Egypt

Nermin Allam

Pages 135-155

Eid & Fahmy, 2020





Affective Encounters: Women, Hope, and Activism in Egypt

Nermin Allam

Pages 135-155

“Allam relies on new forms of discourse, such as women’s graffiti, storytelling, and participatory theater, to explicate the development of a **new affective language** of activism in an authoritarian context.”





Editors

Marwa Shalaby
Rice University
Houston, Texas, USA

Valentine M. Moghadam
Northeastern University
Boston, Massachusetts, USA

“Arab women carry many burdens, the worst being the popular stereotypes that serve to establish the positional superiority of western women and constitute a worse injustice against Arab women than the patriarchal oppression they must face in their own countries” (Sabbagh 1996).



Anne Laaredj-Campbell

Changing Female Literacy Practices in Algeria

Empirical Study on Cultural
Construction of Gender
and Empowerment

 Springer VS

The study contends that the construction and implementation of a gender-based literacy program that empowers adult education learners in rural or semi-rural (hybrid) areas in Algeria must consider the context of the Arabic-Islamic tradition



SCHOLARS & ACADEMICS & ARTISTS

Huda Shaarawi,

Nawal El Saadawi

Fatima Mernissi

Sahar Khalifeh

Liana Badr

Leyla Bouzid

Ahlem Mosteghanemi

Leila Abouzeid, and

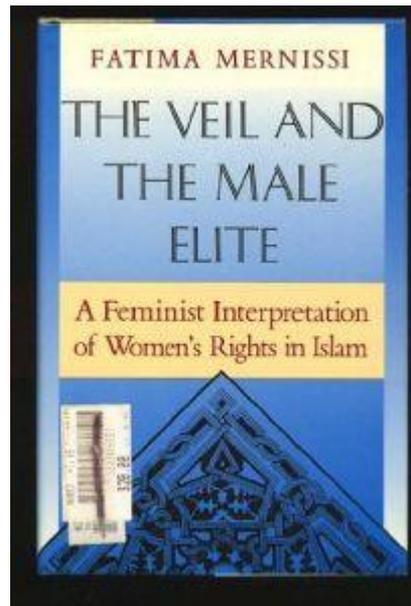
Huda Barakat

HUDA SHARAWI (Egypt)

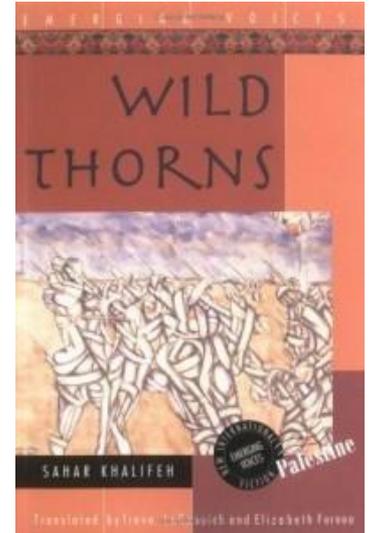
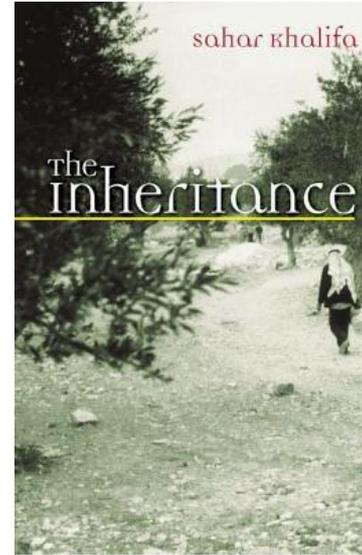


Huda Sharawi is widely recognized as the mother of Egyptian feminism. She founded the Egyptian Feminist Union in 1923, she was a founding member of the nationalist Wafd Party, and eventually would establish the Arab Feminist Union in 1945. She advocated for independence from Great Britain, women's suffrage, and philanthropy movements centered on making education and health care accessible to underprivileged communities. But for all of this groundbreaking activism, what is she remembered for? One moment, in 1945, in which she chose to publicly remove her face veil in demonstration. In fact, the most famous biography published on her life is titled "Casting off the Veil."

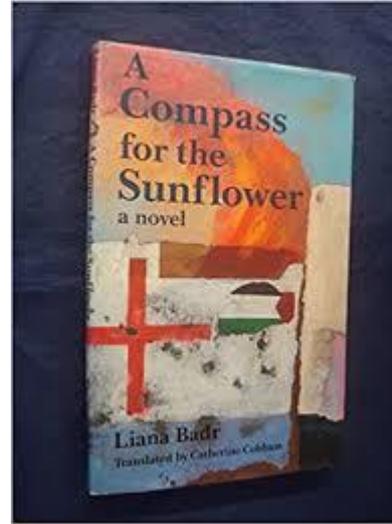
Fatima Mernissi (MOROCCO)



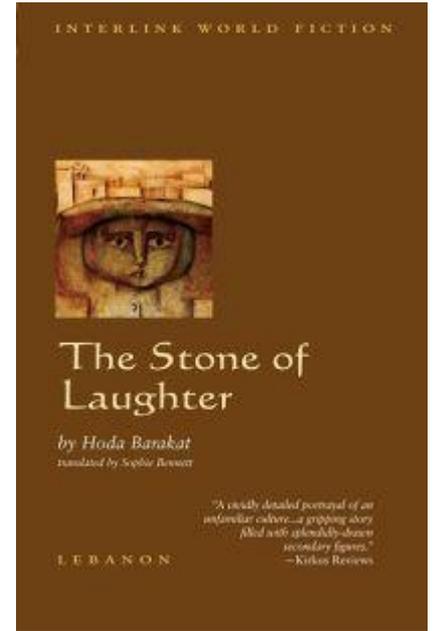
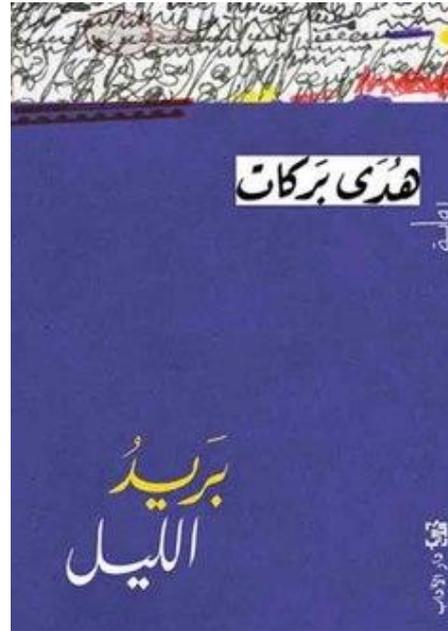
Sahar Khalifeh (PALESTINE)



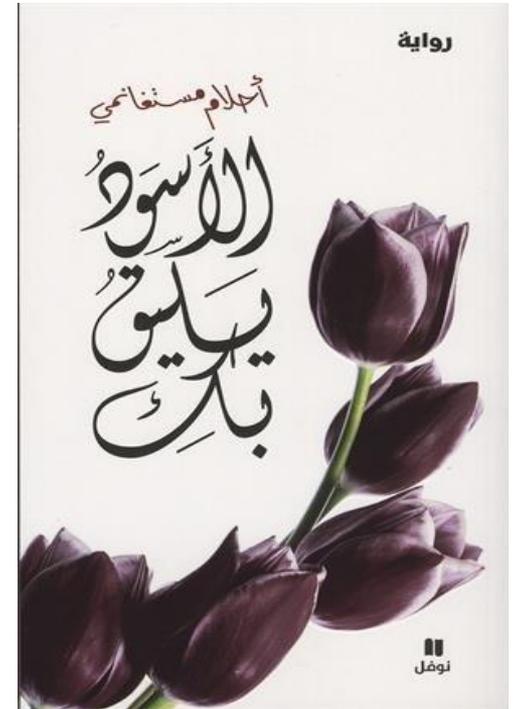
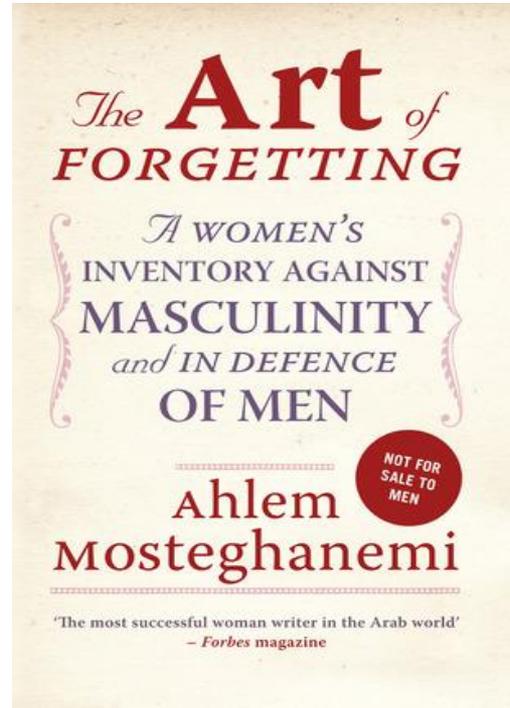
Liana Badr (PALESTINE)



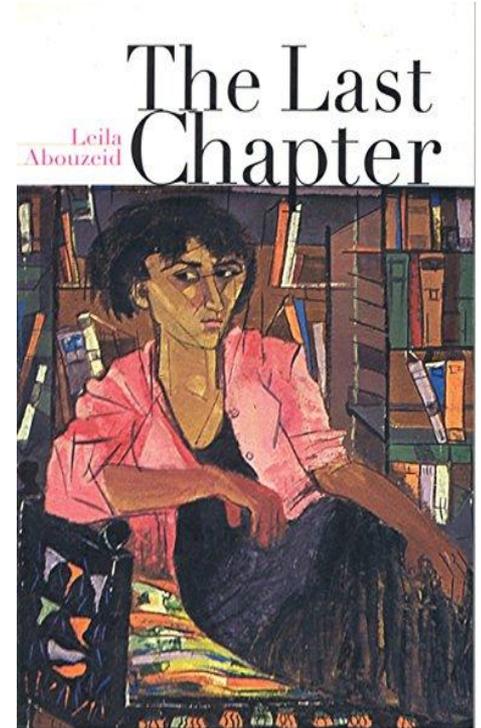
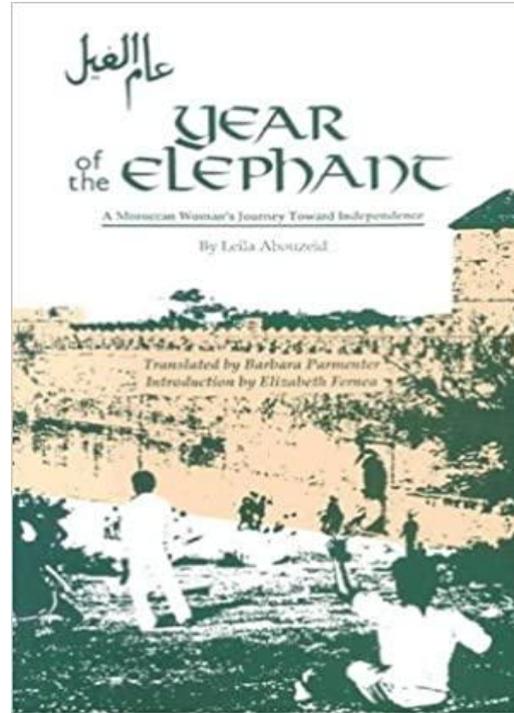
Huda Barakat (LEBANON)



Ahlem Mosteghanemi (algeria)



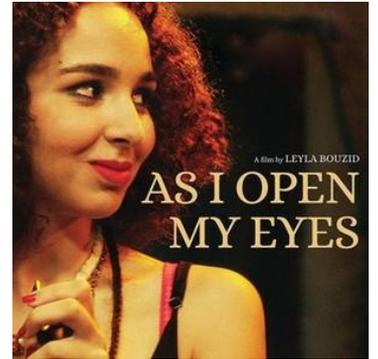
Leila Abouzeid (morocco)



Leyla Bouzid (Tunisia)



Tunisian Screenwriter and Film Director



TODAY SESSION'S PARTICIPANTS

Dr. Wafa Thabet Mezghani

University of Sfax and Aix- Marseille, Tunisia



Ms. Hadeel Eltayeb

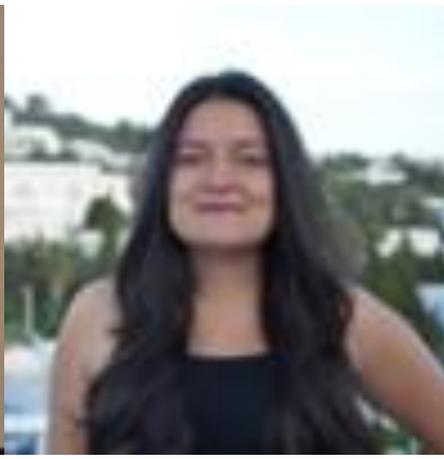
The Media Majlis at Northwestern University in Qatar



Dr. Rafika Zahrouni

Nabeul Higher Institute of Languages

EMPOWERING YOUNG WOMEN THROUGH FILMMAKING



Why children?

In 2017, the Drawing the Future report revealed that by the age of 7 children's aspirations appear to be shaped by gender-related stereotypes about who does certain jobs: boys aspire for traditionally male dominated professions and girls show a greater interest in nurturing and caring related roles than boys.





Lights, Camera, Learn!

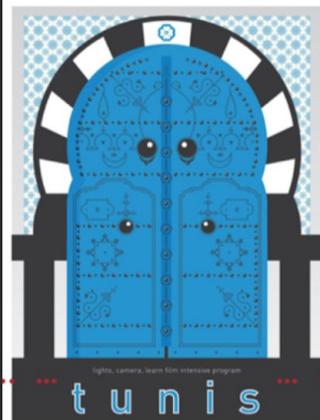
We empower and educate children through the art of filmmaking!





Lights, Camera, Learn is an international non-profit organization that creates edutainment content by kids, for kids.

Through our edutainment camps, we unite filmmakers and educators from all over the world with children of different backgrounds to create their own movies, thus innovating their educational experience.



Watch our movies and follow our world-wide content.





EDUCATION

+



ENTERTAINMENT

EDUTAINMENT

Why **filmmaking**?

Cameras: tool for expressing ideas

Screens: tool for listening and learning

It is the most creative, collaborative, and technical art for the 21st century learner.



We implement LCL's unique edutainment methodology of teaching through the art of filmmaking into schools, to **innovate** their curriculums and pedagogies. Students who are watching our content are being **reinforced** to learn the concepts that are found in their local school curriculums.

We use the process of filmmaking to make learning fun and we create edutaining content to make quality education accessible for all.



LIGHTS, CAMERA, LEARN'S JOURNEY



We provide access to localized quality edutainment content to every child on the planet.



8 Countries



Empowered kids are the stars of not only the movies they create, but their future as well. We work with kids from different backgrounds (orphanages, refugee camps, underserved communities)

612 Stars

Foster a generation of cross-cultural understanding.



5 Languages



70 Movies



Our produced movies provide a voice to stories that would otherwise not be told.

95 Directors



Leaders that empower, educate, and instill passion in our stars.

19 Red Carpet Events



We bring the community together to celebrate the star's and director's achievements and share learning



Edutainment Camps:

Improv

Depending on our topic, our directors of edutainment have a specialized and interactive curriculum to get the stars curious and learning.

Scriptwriting

The stars will learn their lines, practice their intonation, and rehearse the emotions that go with each scene.

Filming

Once the movie has been shot, the stars get interviewed, prepare for their award acceptance speeches, and reflect on their learning.

Red Carpet Event

One of a kind edutainment content, made by kids, for kids, that can be used in classrooms.



This is the day we discover the stars, who they are as people, and their relationship with academics, as well as break the out of their "shy shell."

Research

Once they have discovered their new topic, and have narrowed down their brainstorming to one idea, they start figuring out how to translate their learning on the screen.

Rehearsing

This is when the movie magic happens!

Reflecting

The movies premiere for the first time! The stars dress up and get ready to answer questions about their movies.

Distribution



Jordan



Jerusalem

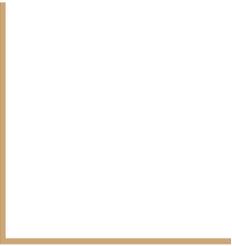


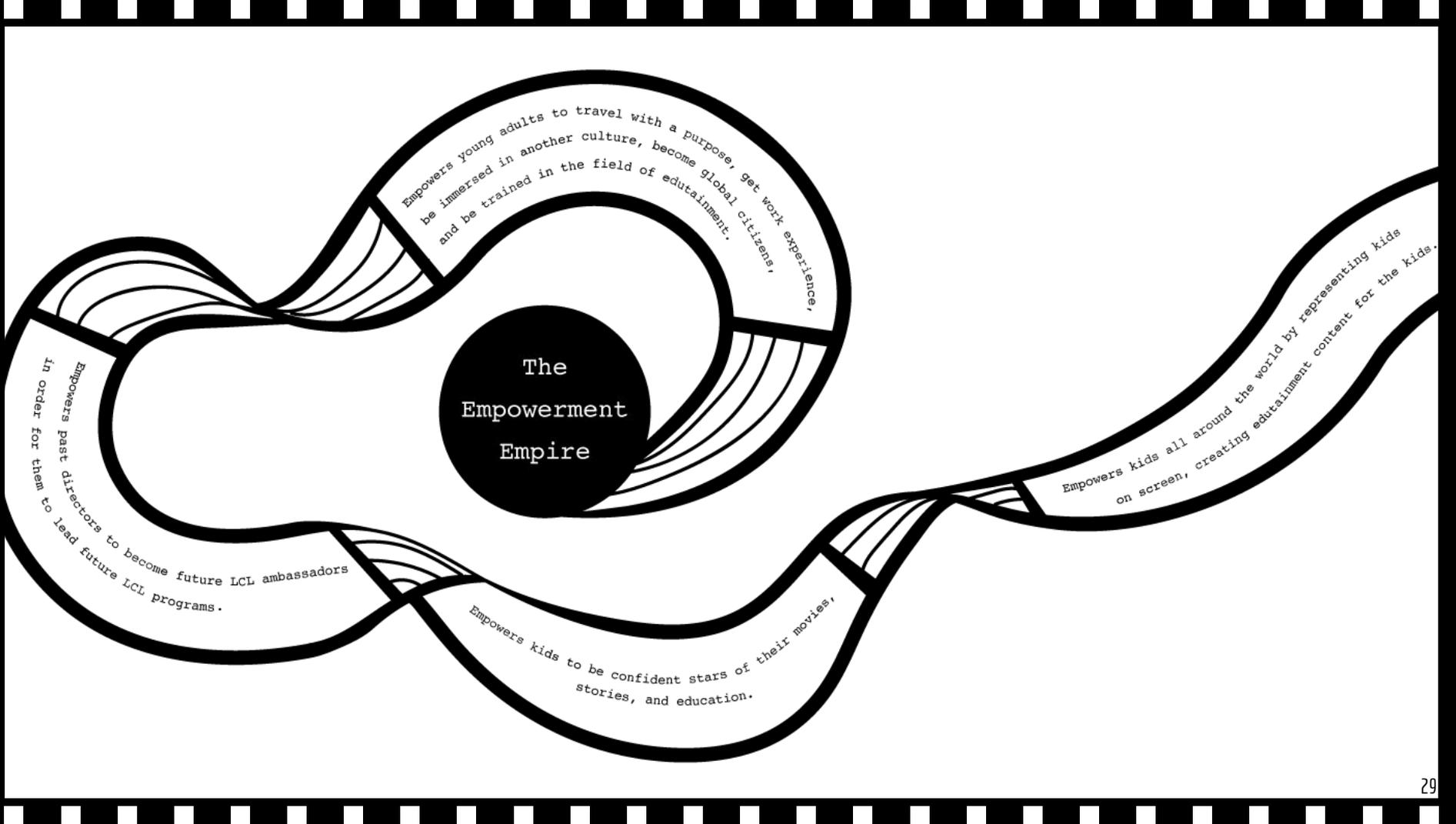
Tunis





What is empowerment?





The
Empowerment
Empire

Empowers young adults to travel with a purpose, get work experience,
be immersed in another culture, become global citizens,
and be trained in the field of edutainment.

Empowers past directors to become future LCL ambassadors
in order for them to lead future LCL programs.

Empowers kids to be confident stars of their movies,
stories, and education.

Empowers kids all around the world by representing kids
on screen, creating edutainment content for the kids.

How does Lights, Camera, Learn empower in MENA?

Lights, Camera, Learn empowers both boys and girls for multiple reasons:

- boys experience acting, dancing, and singing, which for many of them is something they were taught not to experience as boys
- LCL allows them to experience gender differently through acting exercises (walk like) and discussions (build your character) where they need to examine gender critically
- We made movies and tell stories in which we “flip the script” (women are the heroes, or in roles that are not usually female)
- Girls and their families see themselves on screen, many of them have reported a large increase in their confidence since then, as well as their families viewed them as more capable after the session once they were surprised that their shy daughters were able to shine.
- In our english sessions, we give them the language tools to access online content and opportunities abroad they wouldn't be able to get without interest and skills in the english language (zeineb, nermine, and ons - go to the USA)
- Interns, the directors, are getting professional experience from a young age and gain a lot of confidence in their capacity to work. For many of our Arab female candidates this is the first experience they can put on their CV.



STARS ANSWER

Tunisia Session 2019



Active
Media

FEMALE DIRECTORS' INTERVIEWS





now I see things from a different perspective

Case study: meet Zeinab!

ZAINAB IN 2013 - student

ZAINAB IN 2017 - assistant

ZAINAB IN 2018 - social media manager

ZAINAB IN 2019 - Director and Edutainer



2013

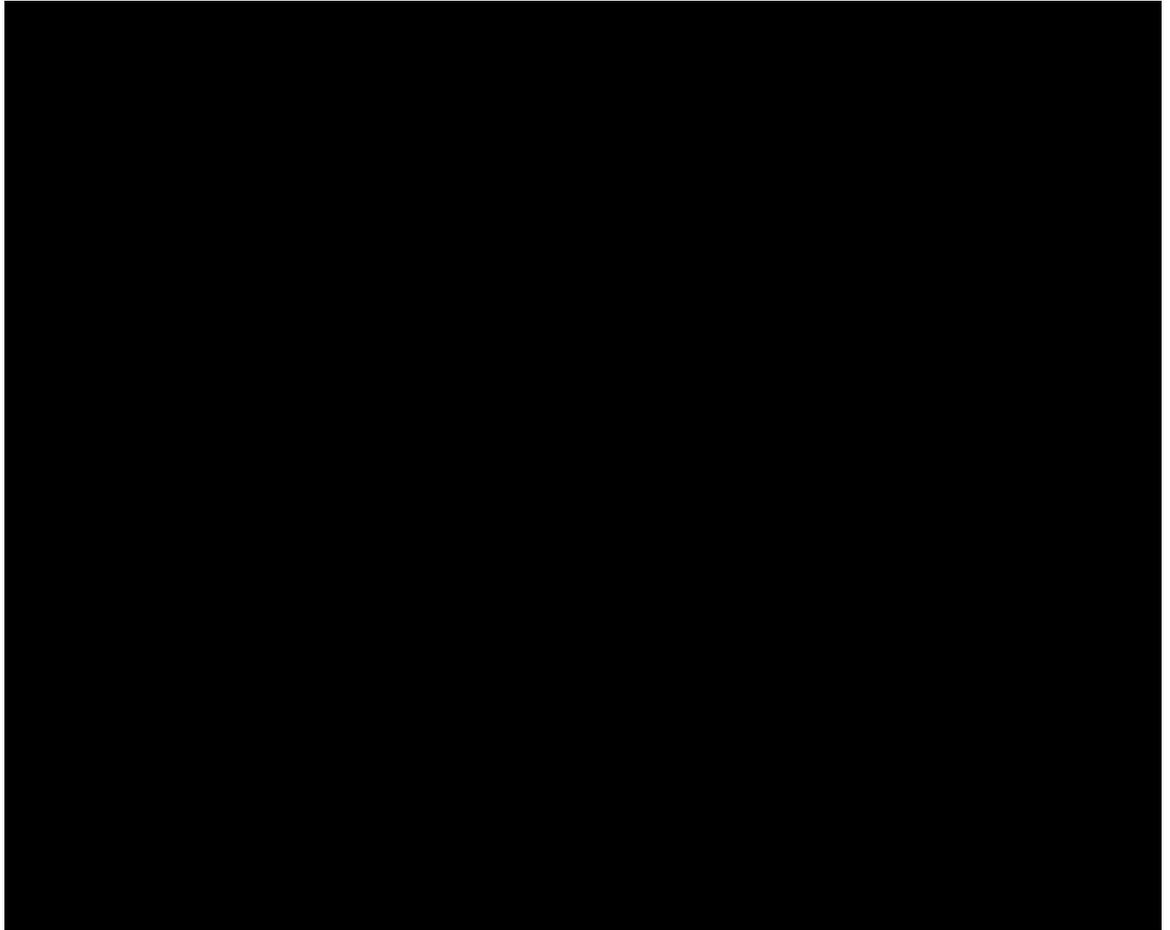
1. First introduction to filmmaking
2. First time learning english
3. Behavioral shift



2019

Zeinab and Nermine

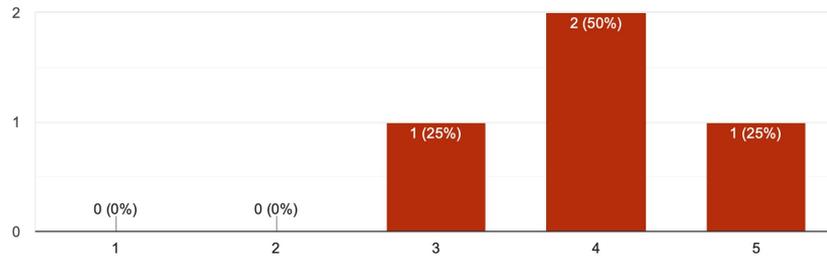
Speeches as educators



Longitudinal study: Interviewing 4 girls, 7 years later

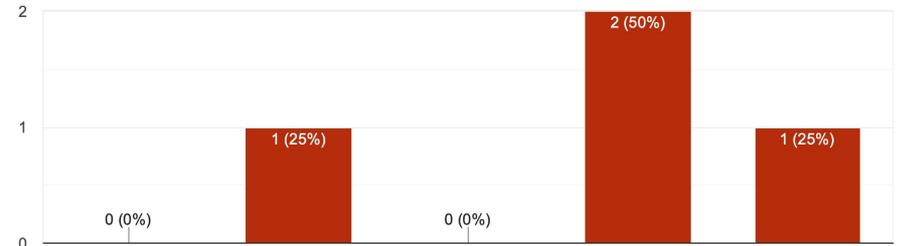
Do you feel that the session made you more confident?

4 responses



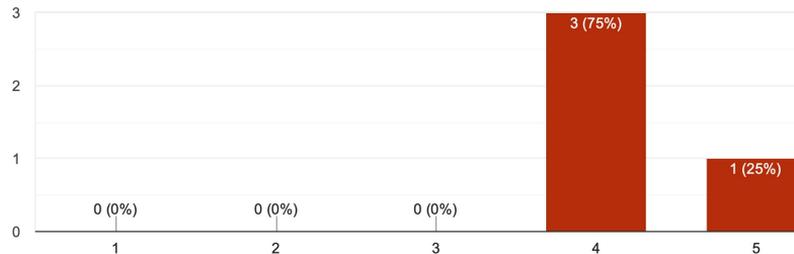
Do you feel that the session improved your english?

4 responses



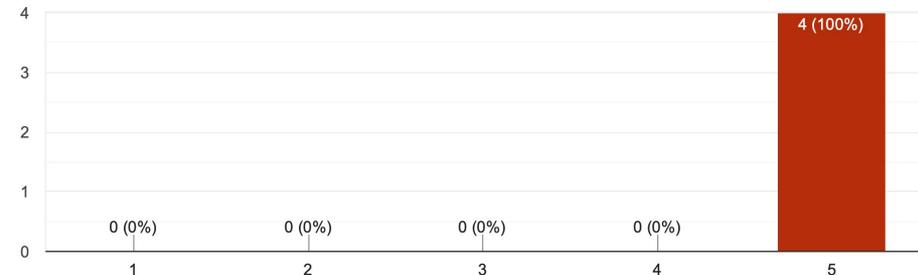
Did the session make you feel more empowered?

4 responses



Would you recommend the session to other people?

4 responses



7 years later...

Looking back, what was the biggest lesson you learned?

4 responses

To have confidence in your self

I'd say pushing my anxiety away and start communicating with other people

Having fun makes learning easier

Dare

Looking back, what was your favorite part of the session?

4 responses

Filming and the results

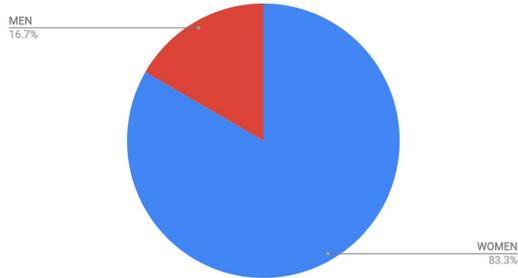
Filming the movie

The long lasting friendships i made

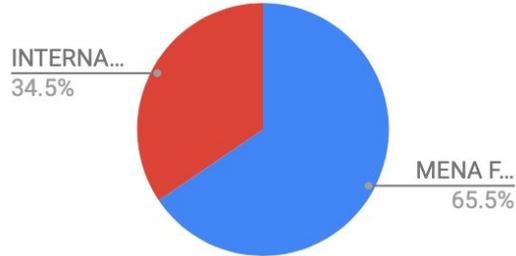
Filming, getting over my fears, making friends

2019 data on MENA women in our programs

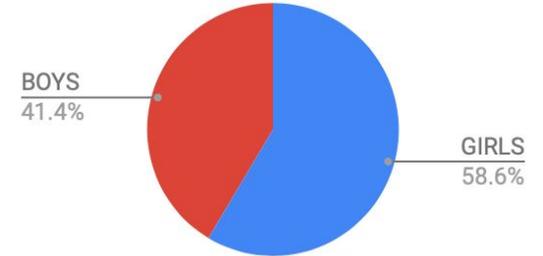
LEADERSHIP



DIRECTORS



STARS



Women in the Middle East and North Africa (MENA) region contend with social practices founded on patriarchal values, confining them to a secondary position in these male-dominated societies. History, past and contemporary, is, however, also replete with examples of inspirational Arab women who transcend this socio-cultural reality and successfully subvert that dominant narrative. These women have carved out public space for themselves and others throughout history, and have thus been effective agents of change. Examples are authors and historians, such as

and the 2019 Man Booker Prize winner, Jokha Alharthi. This conference is organized to celebrate the variety of roles of MENA women, past and present, to celebrate them, and to call for substantial change towards women's equality in our Arab region. This call for papers invites submission of abstracts from scholars and graduate students. We welcome disciplinary and interdisciplinary approaches from various fields, including literature, gender studies, history, law, public policy, and sociology. This is, however, not an exhaustive list and we welcome papers showcasing and celebrating.

Arab women beyond those disciplines.

THANK YOU FOR ATTENDING

PLEASE WRITE TO US SHOULD YOU HAVE QUESTIONS

amal@lightscameralearn.org

wafa@lightscameralearn.org

maher@lightscameralearn.org