Urban myths and commercials. What makes them readable we discovered in the SPIDW project training in Ljubljana

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Lately Slovenian Third Age University has been focusing on the need to strengthen *visual literacy* since in today's fragmented and chaotic- though technologically advanced- world images prevail. Therefore In Ljubljana was run *Deep into visual literacy*, an international training program as a part of the SPIDW project. The participants were adult educators as direct learners and the training program was addressing older people as indirect learners whom we would like to get better included into the digital world.

The participants screened short CINAGE films on active ageing, documentaries on refugee issues and migrations (Marijana, One Last hug), a film made by an older student called 18 Summers within a training by Watershed Bristol. Step by step the participants learned about film text and narratives of images, contemporary urban myths, photography, films, collective subconscious representations (Susan Sontag**,** Roland Barthes, Henri Cartier Bresson) including those addressed by successful commercials (Slovenia my country, Radenska, I like milk). They found that the authors inevitably make films about themselves, their values and beliefs, their own defense mechanisms (Leni Riefensthal: Triumph der Will). They were introduced to short featured films (I'll J'attendrai le suivant/ I'll wait or the next one https://youtu.be/VqwgeZooUmQ), and documentaries, such as Belgian director Chantal Akerman's (La chambre, No home movie

https://www.imdb.com/title/tt4881016/videoplayer/vi3605443865?ref_=vi_nxt_ap)

and the role of camera and sound, in the films of Marcelo Lozinsky (Anything can happen https://www.youtube.com/watch?v=04L1YAqQJpU and others).

They were introduced to an overview of the development of documentary filmmaking since they got familiar with genres of documentaries (observational, collaborative, creative documentaries). They learned about the microsociology of everyday life, about how to use a movie editing program to edit their images recorded with smartphones. Now it's the time for the participants to transmit their lessons and new knowledge on older people in their programs.