

The role of media literacy in the new media landscape

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KANSALLINEN AUDIOVISUAALINEN INSTITUUTTI
NATIONELLA AUDIOVISUELLA INSTITUTET
NATIONAL AUDIOVISUAL INSTITUTE



Media Literacy in Education



Jänis Pauli, 1952, The National Board of Antiquities

Teaching one truth –
literacy with high results

Constructing your own
reality – Multiliteracy
in the new national
core curricula 2016



Leo Pekkala, National Audiovisual Institute,
Finland

Media Education by MEKU

Prior to 2012 no media education authority,
Media Education left mostly for NGOs

a



Protection
of minors



Photo Oy 1950s, Helsinki City Museum

Leo Pekkala, National Audiovisual Centre of Finland

Since 2012, Governmental office for
media education (MEKU)



Edvard Enquist, KAVI

- Good Media Literacy. National Policy Guidelines 2013–2016
- Finland's Digital Agenda 2011–2020
- Policies for Audiovisual Culture
- Public Library Policy 2015
- Child and Youth Policy Programme 2012–2015.

Thank you!

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