The role of media literacy in the new media landscape

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Media Literacy in Education



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 Literacy Week 2017

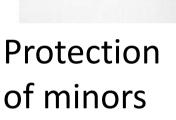
- 5th Annual Media Literacy Week (6.-12.2.2017)
 - Incl. SID 2017
- ~ 2700 registrations
 - Kindergartens, Schools,
 Libraries, Youth Work Centres
- Over 30 Media Literacy Week campaigns (materials)
 - Over 40 organizations from different sectors were involved in the the MLW process



Media Education by MEKU

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







Leo Pekkala, National Aud Finland Since 2012, Governmental office for media education (MEKU)



- 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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Why Media **Education?** Media literacy, VARIETY OF LITERACIES IN MEDIATED WORLD FOR **Good life** Analyse Create Communicate Feel Democracy Access **Evaluate** Economy **Participate** Collaborate Media informal education formal personal Mediated public Leo Pekka professional