



Addressing  
**hate speech**  
**in the media:**  
the role of regulatory  
authorities and  
the judiciary

INTERNATIONAL  
CONFERENCE

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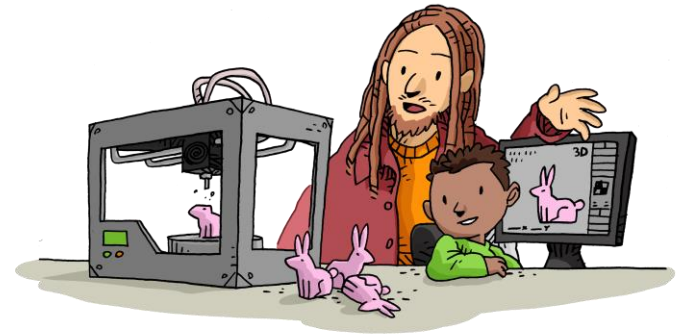
**Towards better media environment and  
participatory civic competencies**

- Finnish Media Education and KAVI's role as a governmental Authority

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# Finnish Media Literacy Policies

- **Good Media Literacy.** National Policy Guidelines 2013–2016 (revision 2019 tbc, hopefully also adults to be included)
- Finland’s **Digital Agenda 2011–2020**
- Policies for **Audiovisual Culture**
- **Public Library Act (2016)** obligates libraries to promote “versatile literacies”
- **National Core Curricula** from Early Childhood Education to Upper Secondary School (from ~10months to 19 years) include media literacy



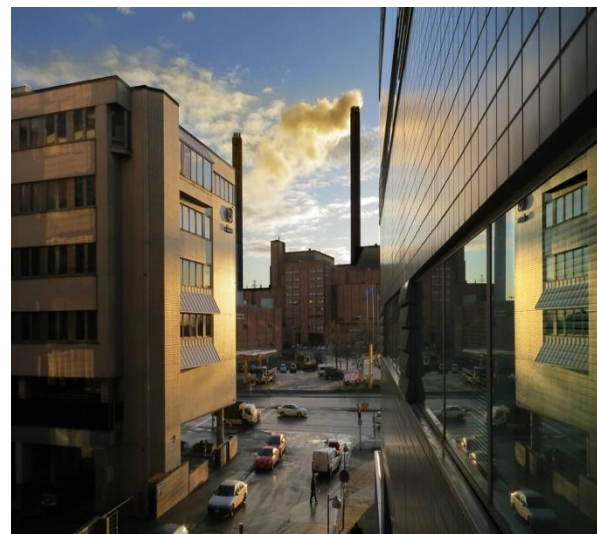
# Media Education in Finland

- A comprehensive approach to media literacy has been adopted in Finland. This has helped bolster media education on many fronts.
- Many organisations promoting media literacy (NGO's, public, private) + everyday work in schools, libraries, kindergartens, museums..
- a problem that has sometimes been cited is that because media education and media literacy are such complex issues, they may remain difficult to understand, especially for those who are not familiar with this area
- Need for coordination and national “contact point”



# National Audiovisual Institute (KAVI)

- Subordinate to the Ministry of Education and Culture, ~ 80 staff members
- Acquires, restores and preserves films and film-related materials, conducts and supports film research and promotes and disseminates knowledge about cinema.
- **Legally obligated to promote media literacy:** Department for Media Education and Audiovisual Media (MEKU) promotes media education, children's media skills and the development of safe media environment for children in cooperation with other authorities and corporations in the sector.
  - Teams for film classification and supervision of provision (age rating system for AV programs) and media education (4 staff members)



# Media Education in KAVI





FISIC - Finnish Safer Internet Centre

# Part of the INSAFE Network



## Project partners in Finland

- National Audiovisual Institute (leading member in Finland)
- Save the Children Finland
- Mannerheim League for Child Welfare
- Safer Internet Day every year in February

# Media Literacy Week

Media Literacy week is an annual media educational theme week in February. The aim is to promote media literacy and to develop educators' media education competences.

In 2018

- 50 organizations were involved in organizing a variety of resources.
- More than 2000 kindergartens, schools, libraries, youth work centres etc. registered to participate.
- Example of hate speech theme in MLW2019: “What is illegal hate speech?” - awareness resource produced by Ministry of Justice





# Game Week



Game Week focuses on promoting game literacy and positive gaming culture for all.

During the week local events reach around 30 000 visitors annually. 143 events I.

Initiated by Nordic libraries in 2007 and coordinated by the National Audiovisual Institute.

Examples of discussing hate speech in GW2018:

- Open access article published about hate speech, harassment and bullying in game communities
- Seminar discussing also these aspects

# Media education is not a quick solution

- Producing hate speech ≠ media illiteracy (at least if media literacy is defined just as "skills" or "tools")
- Education is mostly advocating for good, not against bad
  - Being proactive, not responsive
- We need education, support on social cohesion, well-being and equality, but also regulation and governance
- Media education can't fix the world but it can contribute
  - Understanding about the mechanisms of influence (cognitive and emotional), critical thinking, societal perspective on media, self-expression, empathy in digital environments etc.





# Thank You!

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