



**FINNISH  
SOCIETY  
ON MEDIA  
EDUCATION**

**MEDIA and a little bit of  
Civic EDUCATION IN  
SCHOOLS IN FINLAND**

**Christa Prusskij 22.10.2020**



# **The Finnish Society on Media Education**

# The Finnish Society on Media Education

- NGO founded in 2005 by researchers and professionals of media education.
  - Funding: Finnish Ministry of Education and Culture and membership fees
- Operates nationally, supports various actors organisation, also international networks
  - App. 50 community members and over 200 personal members
  - Other partners and networks
- **Target groups:** Society as a whole, with a special focus on professionals working with children and the young people

# Goals and activities

- **To promote** and develop ME and MIL in Finland
- **To operate** as a knowledge center, linking people, actors and ideas
- **To support** researchers, teachers, youth workers, early childhood educators, culture and social workers and other ME professionals, organisations and communities
- **To provide** information, networks, materials, publications, trainings, events & seminars
- **To raise awareness**, influence policy makers and legislation
- **Collaboration** & networking



# **Media Literacy Field in Finland**

# Media Education in Finland

Historical background:

- The longest running organisations in media education have been active in the field for over 50 years
- 1960 **film education** → 1970s **mass media education** → 1980s **media creation** and **creative skills** → 1990s **audiovisual media**, increasing interest in **media research** → 21st century and **new media (games, internet, social media)** generated newfound interest in **media education**
- Key aspects: **active citizenship, media literacy, safe internet and digital wellbeing**



# Media landscape

- Transparent public dialogue and journalistic processes
- High rankings in the **freedom of the press report** (Reporters Without Borders): journalists can write freely without interference from media owners or the government, low level of censorship
- Self regulation:
  - **Council for Mass Media** - a committee established by publishers and journalists to interpret good professional practice and defend the freedom of speech and publication
- Free education for all, high literacy rate, digitalisation of the society, strong democracy



# MEDIA LITERACY EDUCATION IN FINLAND

## THE GOVERNMENT & PUBLIC SECTOR:

### DEPARTMENT & BUREAU

#### EDUCATION

Higher Education  
Comprehensive School  
Early Childhood Education

#### YOUTH WORK

Municipalities  
NGO's  
Church activities

STRONG STATE FUNDING

OKM  
STM  
OPH  
KAVI  
THL

### CULTURAL INSTITUTES

Libraries  
Museums  
Cinema-, Culture- & Media Centers

### THIRD SECTOR:

Non-Governmental Organisations  
Voluntary work

### PRIVATE SECTOR:

Media-, technology- and game industry  
Public-private collaboration

### MEDIA FIELD

Public Media  
Media Houses  
Council for Mass Media

+ networks, events & research!

# Media Education in Finland

- Master's degree programmes at the **University of Tampere (focus: social sciences)** and **University of Lapland (focus: pedagogy)**. Other higher education courses and study modules also available in various universities.
- Strong state funding: i.e. **Ministry of Education and Culture, Finnish National Agency for Education**
- Public authority: **Centre for Media Education and Audiovisual Media** (since 2012), part of National Audiovisual Institute (KAVI)



# Media Education policies

- ***Youth act (2017 ) and National youth work and youth policy programme (2020-2023)***
  - Aiming to ensure a meaningful life and social inclusion for all young people
- ***Public Libraries Act***
  - Lifelong learning
  - Active citizenship, democracy, freedom of speech



# Media Literacy in Finland

## National Media Education Policy (2019)

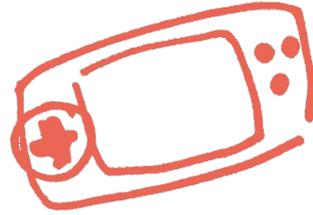
- Ministry of Education and Culture prepared cultural policy guidelines to promote media literacy among children and adolescents. Some points:
  - **Collaboration** - increasing number of sectors
  - Highlights the need for media skills **for all age** groups, from children to seniors
  - **Life-long learning** - a need for training
  - Regional inequality and fragmented field



# Media/Civic Education

- Many state-funded, project-based activities, mainly targeted to small children and young people and their educators, more and more to elderly people also:
  - Youthwork, school or early childhood ME projects (usually multiprofessional)
  - In-service trainings for educational professionals
  - Educational materials, seminars, workshops
  - **EXAMPLE:** Pupil councils- elect board members and operate according to the principles of representative democracy





# Media Education in National curriculums

# Definition of media education

- Learning and teaching with and about media in different contexts.

Media education supports the growth, inclusion and role of the individual in a world where the importance of acquiring, producing, interpreting and valuing information has been emphasized.

(Finnish National Agency for Education)

- Research strongly connected to pedagogy



# Media Education in early childhood education and schools

- National Core Curriculum for Early Childhood Education and Care (2016): Multiliteracy
- [National core curriculum](#) for basic education (2016): Multiliteracy is set to be one of the 7 transversal competencies to be taught in throughout the schoolwork (not a single subject)



# Transversal competences

1. **Thinking and learning to learn**
2. **Cultural literacy, communication and expression**
3. **Every day life skills, taking care of oneself and others**
4. **Multiliteracy**
5. **ICT-skills**
6. **Entrepreneurial and work life skills**
7. **Participation, involvement and building sustainable future.**

## ME/MIL and Multiliteracy



**Media production**

**Interpretation of media content**

**Digital skills and ability to use digital and media devices**

**Seeking information**

**Critical media literacy**

**Communication and interaction skills through media**

**Social and active citizenship skills**

**Use of media as a part of life management**



**“Media education aims to interpret and produce media content and to understand it as a cultural phenomenon.”**

**(Finnish language and literature: grades 1 & 2, 3-6 & 7-9)**

**“Cultural literacy can be strengthened through media education and by taking into account the media culture of students and their families.”**

**“Media literacy is deepened by participating in and working with different media.”**

# MULTILITERACY



- A new concept in the curriculum
- Traditional understanding of literacy skills needed updating
- Digitalisation in schools 2015-2019
  - a strong emphasis on changing the discourse about media to digital devices and contents.
- Multiliteracy refers to different texts skills of production, interpretation and valuation, which help students understand diverse forms of cultural communication and to build their own identity. (POPS 2016 -National Core Curriculum)

# Upper secondary school curriculum (2019)

GLOBAL AND  
CULTURAL  
COMPETENCE

INTERACTION  
SKILLS

ETHICAL AND  
ENVIRONMENTAL  
COMPETENCE

GOOD,  
BALANCED  
AND  
ENLIGHTENED  
HUMANS

WELL-BEING  
COMPETENCE

CIVIC SKILLS

MULTIDICIPLINARY  
AND CREATIVE  
COMPETENCE



# MEDIALITERACY and CIVIC SKILLS IN OTHER CURRICULUMS



- Vocational Schools: part of the common parts of the degree, especially in the Communication and Interaction Skills section.
- Basic Education in the Arts (2017): MIL in the foundations of the broad curriculum, included in the common goals.

# ACTIVE GLOBAL CITIZENSHIP SKILLS



- Global education is included in the foundations of curricula - Agenda 2030 and Target 4.7.
- The school promotes inclusion and participatory citizenship.
- **Global and Civic education connects to the values of media education.**

# Young people's involvement

- Young people are more interested in politics than before, but their degree of interest varies by level of education.
- Young people's active involvement in society has increased and a majority believe in traditional forms of civic participation.
- Trust in social institutions is strong.

[Youth barometer 2018](#) Influence on the edge of Europe, (eds Elina Pekkarinen & Sami Myllyniemi) (2019)



# ACTIVE GLOBAL CITIZENSHIP



*“As an outcome of media education, media literacy is not only an individual skill but also a social capability to live in society and build it with others.”*

(Nordic Perspectives on the History and Future of Media Education: Reijo Kupiainen and Daniel Schofield)

# Some summarising thoughts



- **Digital gaps & polarization of skills in the society**
- Inequality increasing between boys and girls (i.e. PISA)
- More training of professionals needed
- Multiliteracy and media education... can be complex terms
- Engagement of youth is strong in the Finnish national agendas
- Youth engagement: also ad-hoc means to influence and act

**Active citizenship skills and medialiteracy & digital skills are a life-long learning journey for all of us.**



# **EXAMPLES OF MEDIA LITERACY WORK**

# PROJECTS in the FINNISH SOCIETY ON MEDIA EDUCATION

- **From their media to our Media -project:** Media Literacy for youth with migrant or refugee background
  - ➔ Increasing participation and trust in society
- Workshops with media mentors
  - ➔ Rolemodels and teaching media skills
  - ➔ Learning by doing
- **INFOGRAPHICS** on fake news & Media literacy skills during Covid-19 - with Finland-Somalia Association

# DIGITAL WELLBEING SKILLS



REST AND SLEEP

ERGONOMICS  
AND PHYSICAL  
WELLBEING

EMOTIONAL  
INTELLIGENCE

POSITIVE  
EXPERIENCES AND  
MEDIA TASTE

INTERACTION  
AND SOCIAL  
SKILLS



MEDIA LITERACY



SELF-REGULATION  
AND TIME  
MANAGEMENT  
SKILLS



BRAIN  
HEALTH



SUFFICIENT  
TECHNOLOGICAL  
SKILLS



DIGITAL WELLBEING

SOCIAL NORMS  
AND REGULATIONS  
REGARDING MEDIA USE

TECHNOLOGICAL  
ENVIRONMENTS

BALANCED  
MEDIA USE

# Examples

- **Verke** – The national Centre of Expertise for Digital Youth Work in Finland  
[verke.org](http://verke.org)
- **Nuortenideat.fi (Ideas of the Youth)** – A website for initiatives and participation of the youth to promote democracy - [nuortenideat.fi](http://nuortenideat.fi)
- **Mediataitoviikko (Media Literacy Week)** – Media Literacy School - [mediataitokoulu.fi](http://mediataitokoulu.fi)
- **[Update Your Learning Materials! Towards Active Global Citizenship](http://www.gloaalikasvatus.fi)** - [www.gloaalikasvatus.fi](http://www.gloaalikasvatus.fi)
- **Civic skills - pupil council activities:** [omaoppilaskunta.fi/in-english/](http://omaoppilaskunta.fi/in-english/)



# Examples

- **Yle Uutisluokka (Yle News Class)** – students make their own news with Finnish Broadcasting Company Yle - [yle.fi/uutiset/uutisluokka](http://yle.fi/uutiset/uutisluokka)
- **Faktabaari (Fact Bar)** – A Finnish web-based fact-checking service bringing accuracy to the public debate - [faktabaari.fi](http://faktabaari.fi)
- **Mediataide kasvattaa! (Media Art Educates!)** – Web service providing media art education material for teachers - [av-arkki.fi/edu/](http://av-arkki.fi/edu/)
- **Media-avain (Media Key)** -the School Cinema Association Koulukino – An on-line service to help parents to find rated, positive and age-appropriate media contents, films - [mediaavain.fi](http://mediaavain.fi)
- **Hello Ruby** – Learning materials for programming - [helloruby.com](http://helloruby.com)



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- The Right to Learn programme <https://minedu.fi/en/qualityprogramme>
- The Comprehensive Schools in the Digital Age II project: [https://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/162236/OKM\\_2020\\_17.pdf?sequence=1&isAllowed=y](https://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/162236/OKM_2020_17.pdf?sequence=1&isAllowed=y)
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# THANK YOU!

**CHRISTA PRUSSKIJ**

Vice executive director

[christa.prusskij@mediakasvatus.fi](mailto:christa.prusskij@mediakasvatus.fi)

Facebook: [Mediakasvatusseura](#)

Twitter: [@mediakasvatus](#)

Instagram: [@mediakasvatusseura](#)

Internet: [www.mediakasvatus.fi](http://www.mediakasvatus.fi)