Why Media Education?

Media literacy, variety of literacies in mediated world

Media education

 informal

formal

Mediated life

personal

public

professional

Analyse
Create
Communicate
Feel
Access
Evaluate
Participate
Collaborate

TO DEVELOP

for

Good life
Peace
Democracy
Economy
The National Audiovisual Institute
is a Finnish state institution under
the authority of the Ministry of Education
and Culture. Our mission is to promote
media education, children’s media literacy
and safer media environment for children.
KAVI maintains an online media literacy school
and an index to media literacy research:
www.medialiteracy.fi.