

Why Media Education?

Media literacy,

VARIETY OF LITERACIES
IN MEDIATED WORLD

TO DEVELOP

FOR

Good life

peace

Democracy

Economy

Analyse
Create
Communicate
Feel
Access
Evaluate
Participate
Collaborate



Media education *informal*
formal

Mediated life *personal*
public
professional



KANSALLINEN AUDIOVISUAALINEN INSTITUUTTI
NATIONELLA AUDIOVISUELLA INSTITUTET
NATIONAL AUDIOVISUAL INSTITUTE
www.kavi.fi



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

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