

MAGAZINES IN EDUCATION

Aims of the Magazines in Education -activity

- to introduce magazines as teaching material
- to improve children's and young people's media literacy
- to teach students to read magazines
- to carry out the high quality media education in co-operation with other media education professionals.

Organisation

- Finnish Periodical Publishers' Association (Aikakauslehtien Liitto)

Magazines in Education -activity in action

The annual Magazine Day in Schools in November

- next one is 15.11.2007
- pedagogical teaching materials and 750 000 magazine copies to schools
- 3000 schools (about 500 000 pupils), which is 75% of all Finnish schools

The Media Educator of the Year -award

- educators and publishers nominate for an award an active media educator, who has used magazines all-around in education

Magazines with discounts

- Schools are provided with magazines with discounts on the annual subscription fees (10-50%)

Pedagogical teaching materials

- www.aikakauslehdet.fi/opetus

Educational events

- for teachers and pupils

More information:

FINNISH PERIODICAL PUBLISHERS' ASSOCIATION,
www.aikakauslehdet.fi

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Sällskapet för Mediefostran