

Friday May 11th

9.00-9.30

Early childhood media education by Media Muffin

Educator Anu Ruhala
Media Muffin project
Helsinki
Finland

Early childhood media education by Media Muffin

Media education means learning and growing up with media. The goal of media education is to develop small children's ability to study the different messages in media and to participate in media culture.

The best way to teach media to small children is by explore, interpret, play, exercise and create.

Children's own media presentations emphasize the joy of collective experience and the importance of creating things oneself. Giving attention to children's works rewards both the creators and the audience. It offers a peek into the children's world and their own culture.

Every child is an own personality and the media experiences are also very personal. The educators and parents have to keep attention to children's personality and sensitivity.

Little children need adults support with media. Educators and parents should discuss about media presentations with children.

The Media Muffin project produces media education materials. The Media Muffin project organizes national training sessions, where teachers and other educators are introduced to the basic concepts and working methods of media education, and guided in the basics of the safe use of media. The educator's task is to get familiar with the child's media environment and to offer safe experiences with media. The main areas of emphasis are media culture created by children and children's own media production.

Key words: Media education, Early childhood

Friday May 11th

9.30-10.00

Parents' concerns about pre-school's children's exposure to television

Head; lecturer; MSc in Psychology
Tiina Hiob
Department of Advertising Studies
Tallinn University
Estonia

Parents' concerns about pre-school's children's exposure to television

A television set is not a new phenomenon in our living rooms. The parents and even grandparents of contemporary children have grown up with it. So is there a problem at all, and if there is, what exactly?

Estonian parents have expressed the following concerns:

- 1.Children develop a media-based world view, or in other words, an inadequate and biased view of the world
- 2.Violent behaviour becomes a norm
- 3.Loss of creativity, impoverished fantasy
- 4.Little physical activity in children
- 5.Consumerism (in the current context, consumption of goods and services of symbolic value as self-expression (Kalmus, 2005)).

The concerns listed above have arisen and been perceived by parents through their own experience as well as by interpretation of the media. The more we as parents become aware of the essence, regular features and procedures of the television media, the more we are able to assess its influence on children as well as on the whole

society, on our social capital. No studies reflecting Estonian parents' main concerns related to watching television have yet been carried out in our country. Neither is it precisely known how well-founded these concerns really are.

Considering the time our children spend in front of a TV set, surprisingly little attention has been paid to the parents' attitude towards such a way of their children spending their time. The materials available deal with studies conducted in other countries, mostly in the USA.

Studies dealing with the consumption of television by children mainly focus on school-age children, although it has been established that a 0 to 6 year-old child spends at least two hours a day in the 'radiation' of a TV set (Vandewater, Park, Huang, Wartelle, 2005). Actually this figure is probably even higher because the time under discussion only includes children's programmes.

The paper deals with each mentioned concerns (5) about TV watching separately and points out the actual problems and secondary, irrelevant problems.

Friday May 11th

10.00-10.30

The School Cinema Learning Materials

Producer Anna-Liisa Puura-Castrén
Koulukino - Skolbio
Helsinki
Finland

The School Cinema Learning Materials

School Cinema is an organization that promotes screenings of films for children and young people during the school day, and the opportunity to process the experience through teachers' pedagogical learning materials. The educator can print out the materials from the Internet for teaching support in processing the film. The materials have been categorized both by level of education and theme, and they are available from the organization's web site. The materials have been prepared by teachers and experts from various fields.

Materials for the media education of small children guide the educator in creating a safe film experience in a movie theatre, and to process what has been seen and experienced through various exercises. The learning materials deepen and facilitate this process, which for small children may include discussion, drawing, playing or exercise.

Materials for the high schools and upper grades of basic school are "voyages of discovery" into the film and its themes. The themes of the films are processed broadly and diversely. The materials for high schools and upper grades of basic school can be combined with various subjects, such as history, Finnish, religion, psychology or art. The learning materials for the film The New

Man (Uusi ihminen) for high school students will be distributed to you here for studying.

Watching a film from a big screen is a great experience and an important educational event. Preparation is important for the educator: The educator chooses the film for the children by familiarizing themselves with its maturity rating, synopsis and themes. Watching the film then becomes a shared, safe experience for the children and educators. School Cinema encourages teachers to use film as a teaching tool. A good film suitable for the age group is entertaining and enjoyable. . In addition, the film creates an experience and gives a chance to mirror one's own feelings, which always teaches something about oneself and the surrounding world.

A compiled list of films suitable for various age groups is available on the Media Muffin and School Cinema Internet pages. All movie theatres in Finland have made a commitment to arrange School Cinema screenings by request.

The list of films and the learning materials can be found at www.koulukino.fi

Koulukinoyhdistys – Skolbioförening ry
Kaisaniemenkatu 3 B 29
00100 Helsinki

Friday May 11th

10.30-11.00

Film and animation with pre-school children

Kindergarten teacher Benny Smulter
Kindergarten Hamnparken
Vasa
Finland

Film and animation with pre-school children

Background

To give children the possibility to make films and animations gave us inspiration. First we had to learn the techniques ourselves animating and making a movie was something we newer don and also learn it to children was new. The idea was that the children would make as much as possible storyboard, filming and editing. Making animations with children at the age of five to six, they learn weary fast and after the first try many understand how it works and are eager to give it a try. We help were help is needed and it is not easy fore children to understand why you have to push the button and not just move the character in an animation. Cut out animation vas an easy form fore use but we are trying other forms of animation in coming productions.

Results

We can se how fascinated the children are when they se there own made film. They understand that they made something different and fore a short time they get to be film stars. We put the films on DVD that the children can have to enjoy at home. We are working with an immersion group and that means the children are learning a language at the same time as making a film. One of our animations participated in Wild Life Vaasa festival and won a price later the same animation participated in sunchild-festival in Armenia.