

Newspapers in Education in Finland

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FINNISH NEWSPAPERS ASSOCIATION

Finnish Newspapers Association

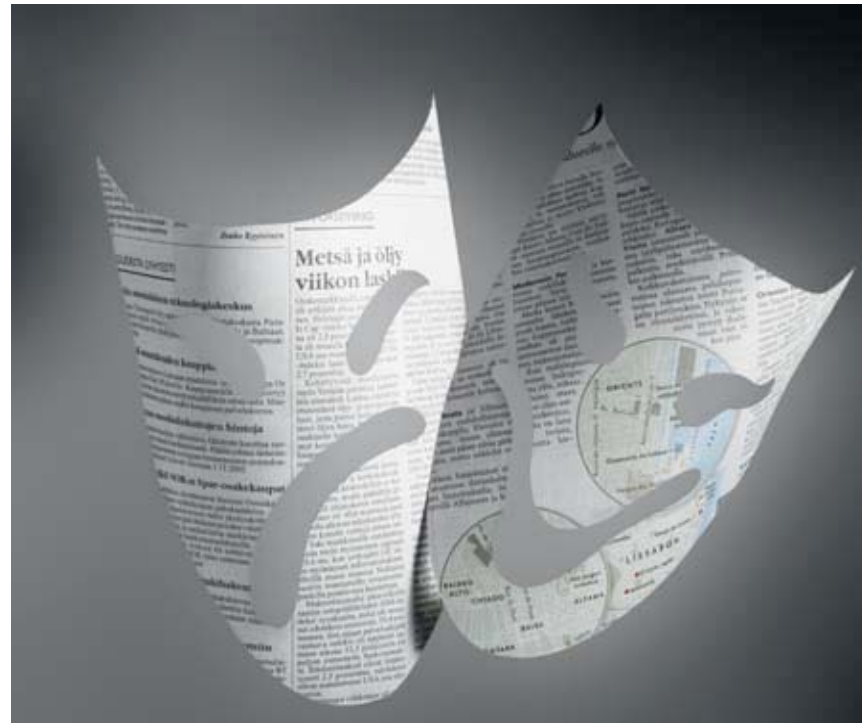
- 147 publishers
- 199 newspapers
 - 53 daily newspapers (4-7 issues / week)
 - 146 non-dailies (1-3 issues / week)



Young Readers Newspapers in Education

- started over 40 years ago
- provides material for teachers: how to use newspapers in education
- publishes material for teachers on different subjects and levels
- material in printed form, internet "services", reading passports

What researches tell



Ninth Youth Media Use Survey

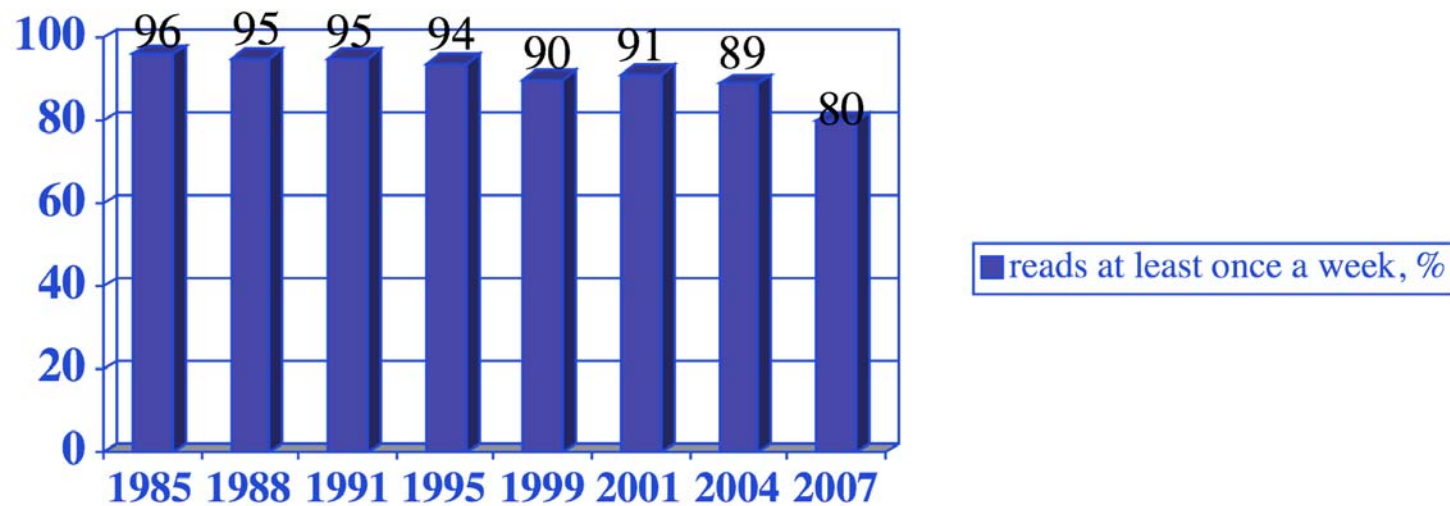
Finnish Newspapers Association

- Studies of young people's (aged 12–20) media behaviour since 1982
- 2007 ninth study: $n = 506$

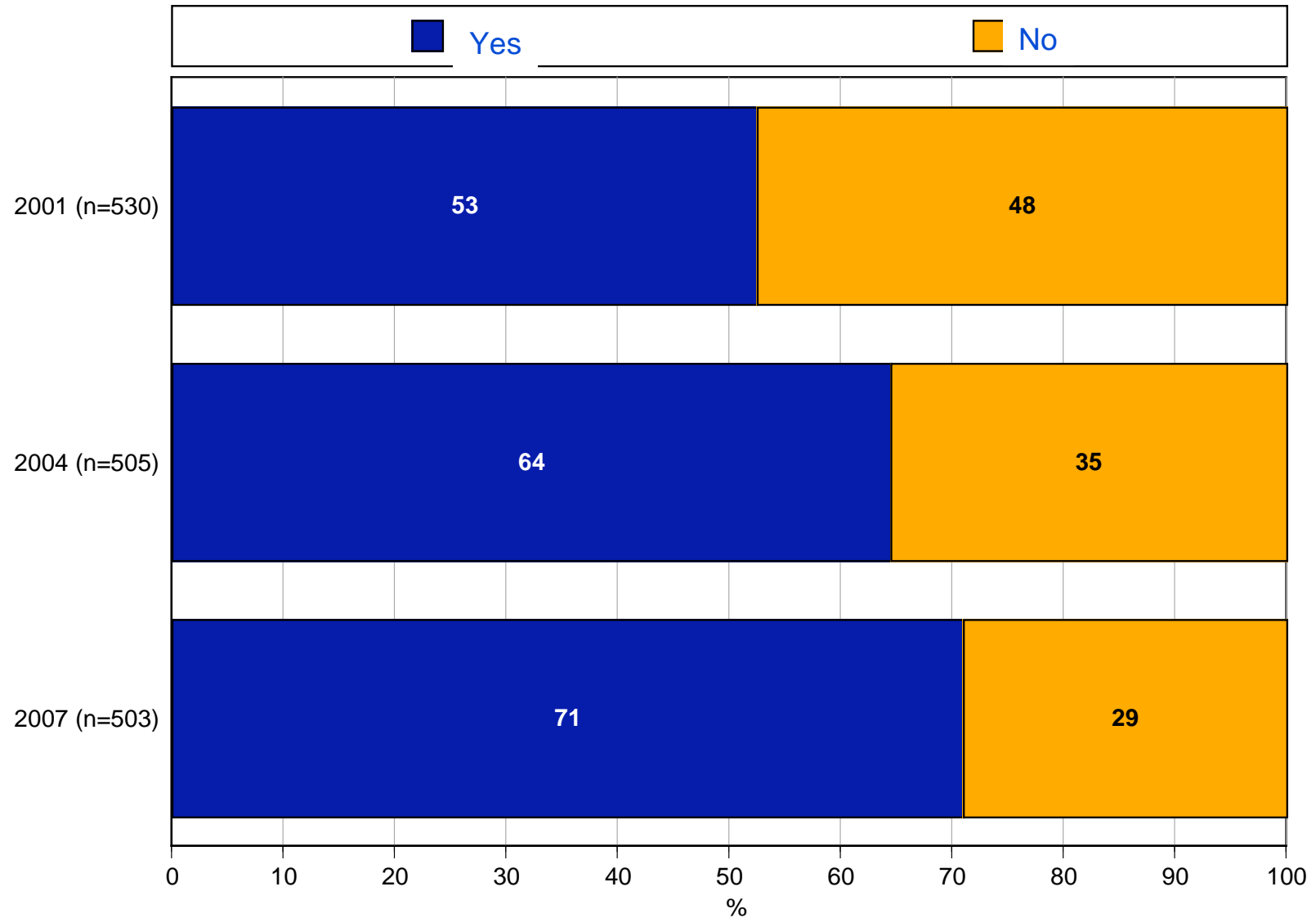
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Weekly reading of newspapers

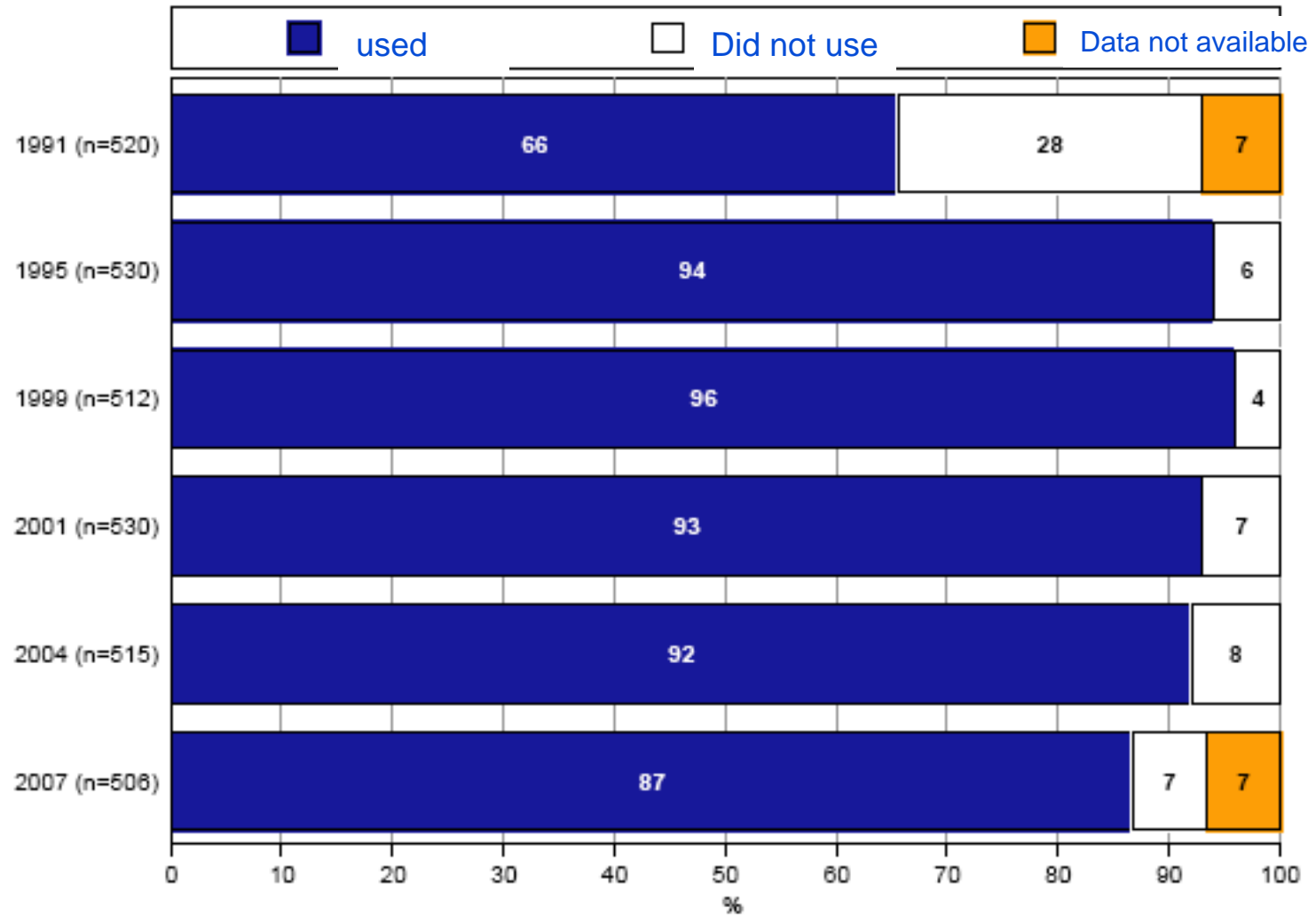
Source: Youth media usage surveys 1982–2007 by Finnish Newspapers Association



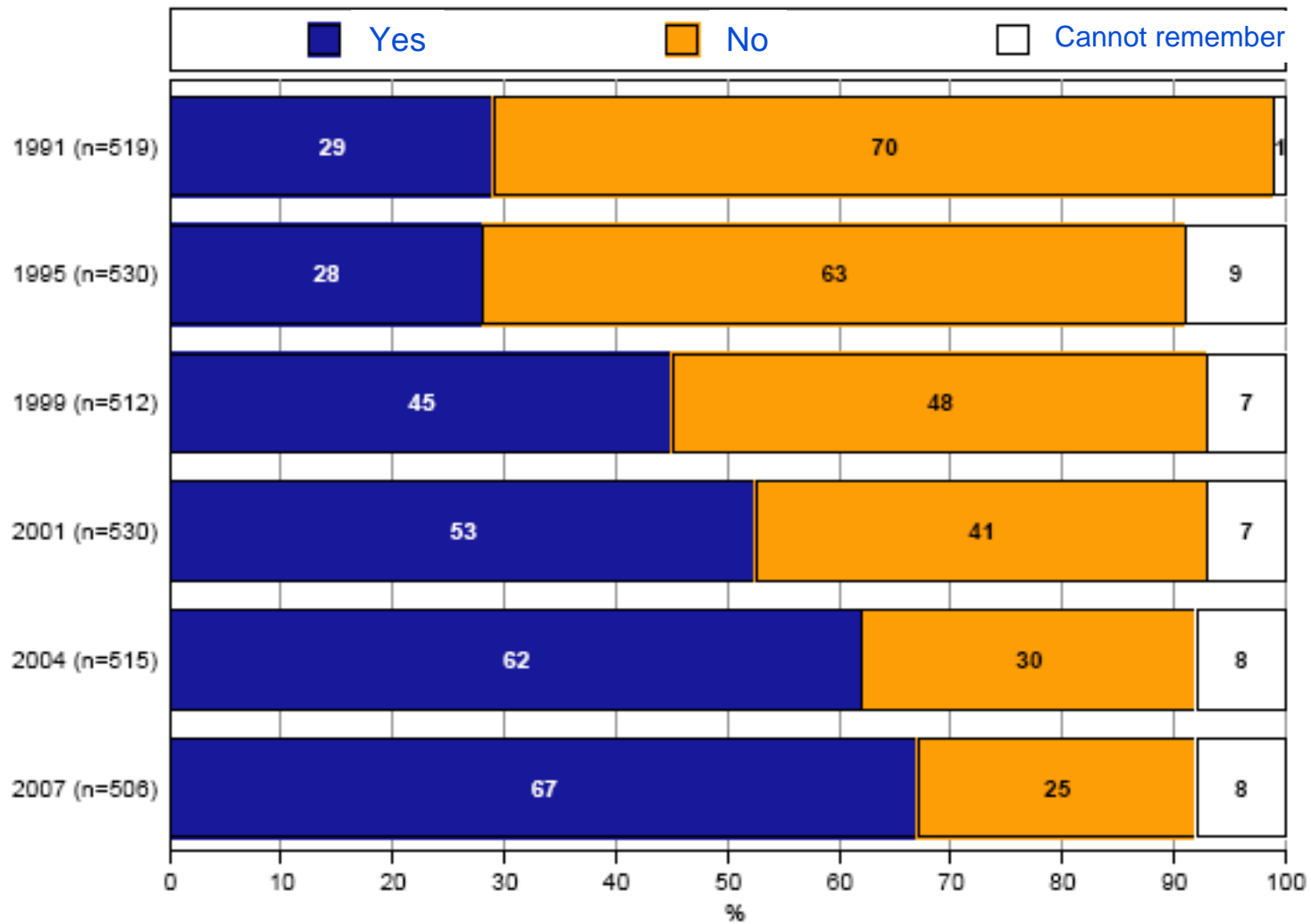
Have you visited newspapers' web pages



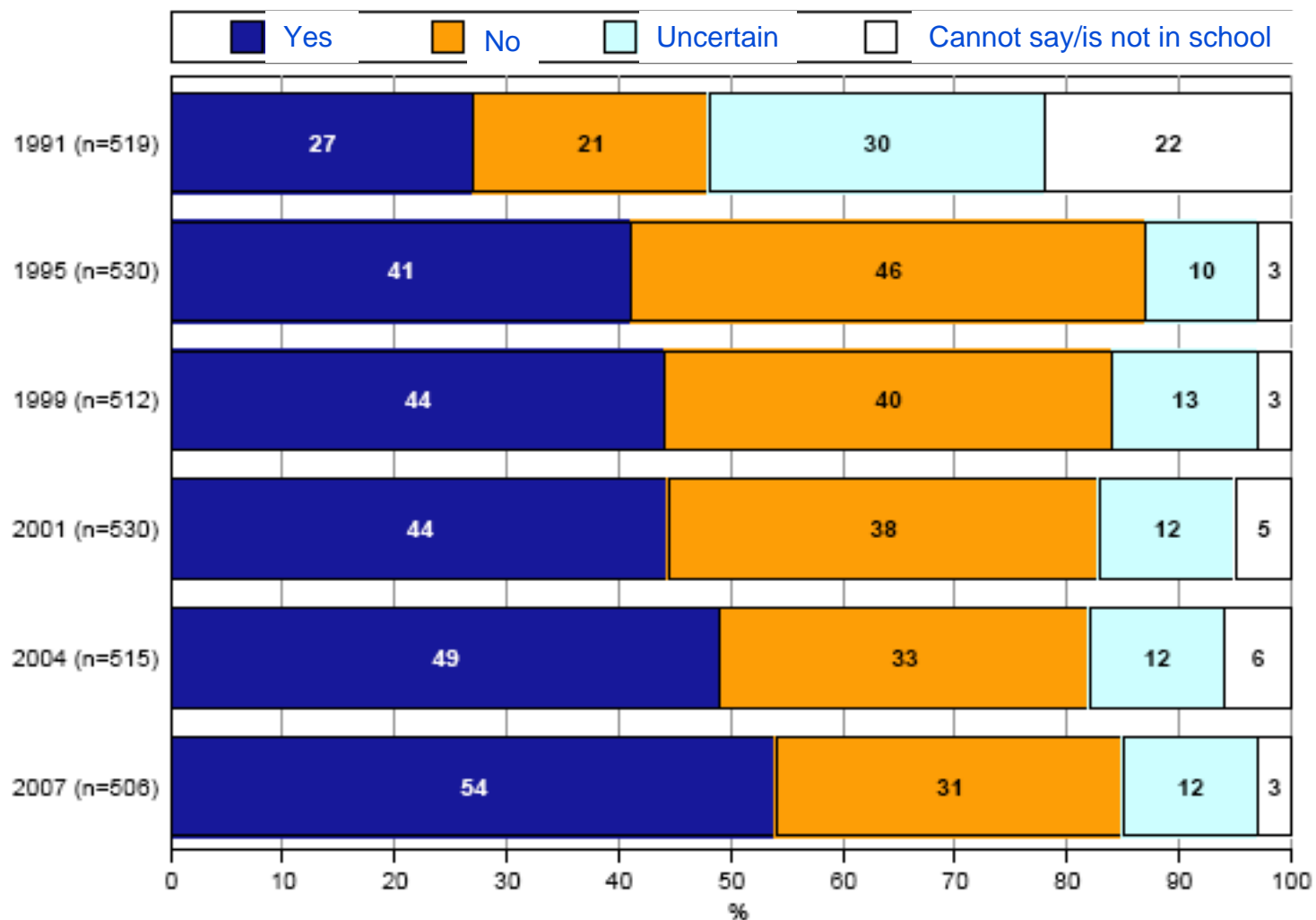
Newspapers in education



Newspaper day/week in schools



Newspapers are delivered to schools to be read & used on education



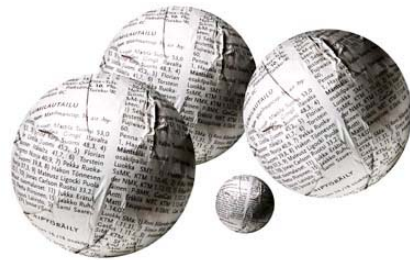
Newspaper Week

- Each year in February
- All newspapers participate
- Schools can order a newspaper for every pupil free of charge (over a million copies)
- Journalists visit schools

Newspaper Week cont.

- Newspaper week reflected in editorial material in all papers
- Online newspapers participate: open to schools through the week
- Facsimile web newspapers included

What we have produced for schools



Pedagogical materials

- contains a substantial number of quite concrete task proposals
- the material also gives teachers ideas which they can use in their work.
- all materials are free of charge to teachers

Reader's Passports

- 4 versions for different age groups
 - preschool and age groups 8-9, 9-10, 11-12
- Sold by the association to newspapers which distribute them free of charge to schools
- about 170 000 - 200 000 passports each year

Training on the net

- Junior Journalist Exam since 1997, revised in 2005
 - Target group 8–12-year-olds

 **Juniori**JOURNALISTI



SANOMALEHTIEN LIITTO

Z E N T O

Training on the net cont.

- Lehtiverstas (Newspaper Workshop)
 - www.edu.fi/oppimateriaalit/lehtiverstas
 - Internet-based teaching material, server space for producing online newspapers for 13–20-year-olds
 - features a Journalist School and a Photo School