

KEY-NOTE SPEECH 4

How to make communication about Forestpedagogy more effective in the current media world?

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Forestpedagogy mediates children information and knowledge about forest through experiential learning and creates relation to the values and responsibility in the principles of sustainable development. It becomes increasingly more integral part of education in preschool and school facilities, not only in the context of environmental education.

There is an amount of high quality work in this area on one hand, but low level of awareness about importance and benefits of forestpedagogy for education of children – as in the general public as well as among forest pedagogues or founders of schools and preschools - on the other hand.

Thus, how to effectively communicate the theme of forestpedagogy in the different target groups? There is different way in communication with children or pedagogues, with public, parents, as well. But how to enforce with such at first glance „unattractive“ topics in today's media world, where the serious information is not priority. Is it possible to stand, in the apparently unequal battle for media space?

There are many communication tools, techniques and with digitization there are also many various channels for effective communication topics of forest education in today's highly competitive media environment. The theme of the presentation is - how to use these tools the best, techniques and channels for effective communication of the topics in our different target groups.



ABOUT THE AUTHOR:

Miroslav Kollár is a graduate of the University of Economics, he worked as a media analyst and project manager, he was executive director of the Institute for Public Affairs and Media Institute, eight years led the Council of Slovak Television and later the Council of Radio and Television of Slovakia, he was also a Director and Chairman of the Board press agency SITA and acted in an advisory body for the media in the three Ministers of Culture. Currently, the Mayor of Hlohovec town.

Ako urobiť komunikáciu témy lesnej pedagogiky účinnejšou v súčasnom mediálnom svete?

Miroslav Kollár

Lesná pedagogika, ktorá prostredníctvom zážitkového učenia sprostredkúva deťom informácie a poznatky o lese a vytvára vzťah k hodnotám a zodpovednému využívaniu zdrojov v princípoch trvalo udržateľného rozvoja, sa nielen v rámci environmentálnej výchovy stáva čoraz integrálnejšou súčasťou výučby v predškolských aj školských zariadeniach.

