

The press and schools join forces to promote reading and build a critical thinking society

LOCATION: Arbuniel and Noalejo (Jaén)

DURATION: 1'43"

SUMMARY: For some time now Diario Jaén has been fostering an initiative to promote reading and writing among students. To do this, they go to the education centers in the small towns and explain to them what a newspaper is and how it works. In addition, every year they organize a writing contest.

VTR:

For some time now, Diario Jaén has set out to encourage students to read newspapers. This medium of communication is arriving at the schools in the smallest villages, such as this center in Arbuniel.

Juan Espejo
Diario Jaén Director

"We are responsible for encouraging people to read our newspaper, or whatever newspaper they choose. A student, boy or girl, perfectly informed, will know how to defend their opinions, deal with, and think about a different world."

The director, Juan, explains what a newspaper's purpose is, how it is made, and reviews with the students what tools reporters have used over time to collect and capture their news.

Juan Espejo
Diario Jaén Director

"A newspaper is a tool for coexistence between school and the child's home."

In Arbuniel and in the Noalejo school, boys and girls are familiar with and have previously worked with the newspaper.

Rubén González
Prof. CEIP Gregorio Aguilar
of Arbuniel

"To learn about the different parts of a newspaper, the students have been looking for them, and then marking up the articles they have chosen."

Students

"Well I liked these positive articles, and the objects they used a long time ago, like the writing machine..."

"Discovering stories and being informed."

Yaiza Macías
Prof. of Colegio Ntra. Sra. de
Belén de Noalejo

"It is a very good way of bringing the kids closer to reality."

According to polls 35% of Spaniards never, or hardly ever, read. With respect to the press, this percentage is 30%. This initiative is trying to increase the reading rate as well as promoting writing skills.

Toni Ocaña
Diario Jaén

"The goal is to show them what the press is, and most importantly, make them write, but also to motivate them in their own writing."

Every year they organize a writing contest for students, and with more than 5,000 students participating in the last one, it wouldn't be the first time a future reporter has emerged from this contest.