

# The man behind the ladybird

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Switzerland's press, radio and television not only report the news – they sometimes make it as well. This round-up by Colin Farmer spotlights some of the recent happenings back home in which the media made their own headlines.

THE Zurich public prosecutor has lost his appeal against the acquittal of a three-man Swiss television camera team, charged with causing a breach of the peace while covering a youth demonstration in the city. The team's acquittal by a Zurich court has now been confirmed by a higher court. The prosecution had

demanded a suspended prison sentence for the TV team, which had been accused by police of helping demonstrators to build street barricades.

## Sales record for Blick

THE Zurich-based daily, Blick, now has an average daily circulation of 322,000 – the highest average sale ever recorded by any Swiss newspaper.

Over the past seven months, Blick has added 13,000 copies to its daily sale. The newspaper – which this year celebrates its 25th anniversary – is now seen by well over threequarters of a million readers a day, representing one in eight of Switzerland's population.

These figures are exceptional because, although German is the country's predominant language, Switzerland is divided up into four language regions and, therefore, publishes no national daily.

When Blick was launched in 1958 with a heavy content of sex, sport and human interest stories, critics predicted that the newspaper had little hope of success in traditionally staid Switzerland.

Blick is largely styled along the lines of Britain's popular dailies, with a page three "pin-up" – and, more recently, bingo.

## Strike stops daily

THE Tribune de Genève – one of Switzerland's leading dailies – failed to appear for four days when more than 200 printing workers went on strike over the

dismissal of a colleague.

The man was dismissed because of his allegedly abusive attitude to the newspaper's management.

The strike ended when the management announced that the man will remain "suspended" from his job on full pay, while a court of arbitration looks into the dispute.

## Adverts are down

THE volume of advertising in Switzerland's daily newspapers fell by almost six per cent last year.

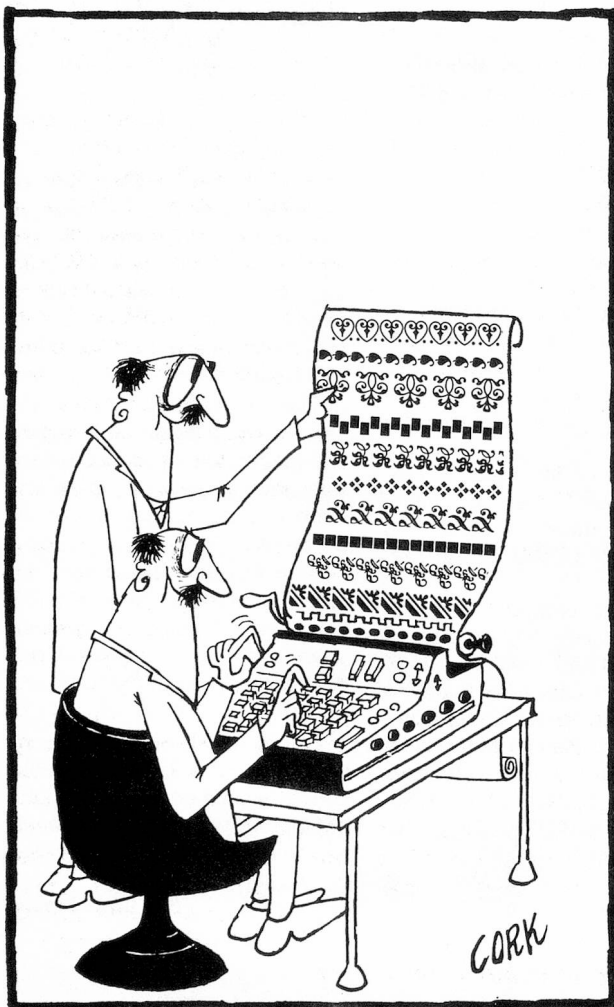
Commercial advertising increased slightly but advertising of job vacancies fell by 35 per cent – reflecting Switzerland's economic recession and mounting unemployment.

## Golden Rose

COLIN Shaw, director of television with the UK Independent Broadcasting Authority, has been named President of the International Jury for the 1983 Golden Rose of Montreux contest for television light entertainment.

The contest – organised annually by the Swiss Broadcasting Corporation – is being staged for the 23rd time from May 7 to 13.

Programmes from the ITV and BBC are among the 30 entries from Western and Eastern Europe and North America.





# ***The man behind the ladybird***

WORN in the lapel of some people's coats, you may have noticed a small red and black spotted ladybird, not a real insect but an imitation, and may have wondered why people should be wearing one. The answer is that they have given money to the "Pestalozzi Fund" for orphan and underprivileged children.

Johann Heinrich Pestalozzi – his real name was Pestalutz – was born in Zurich on January 12, 1746. He was the son of a surgeon who died when the boy was only five years old.

Pestalozzi first studied theology, then turned to law studies at the University of Zürich. Coming under the influence of Rousseau, particularly his *Emile*, Pestalozzi discovered the value of the fundamental principles of this master while rejecting his extravagances.

Pestalozzi went to live in the country where he devoted himself to farming. At the age of 23, he married Anna Schulthess and had one son who they named Jacques. Pestalozzi's attempts to educate Jacques "according to nature" were based partly on Rousseau's *Emile*.

In 1778, Pestalozzi founded a farm called Neuhof, near Birr in the Aargau, Switzerland, and after some agricultural failures, he established an institute there for 50 poor children. This was in existence for five years.

It has been said of Pestalozzi that "he was the first teacher to consider the child as more important than the subject taught". If only that could be said of many teachers today!

Following a period during which he devoted himself to writing, in 1798 Pestalozzi became director of an orphanage at Stans taking care of 80 children left destitute by the French invasion.

Later, he became a teacher at Burgdorf in the Canton of Berne. It was in Berne in 1800 that he founded a model school which he moved to Yverdon (Iffertel) on Lake Neuchâtel a year later.

In 1802, he went to Paris, where he was made an honorary citizen of the French Republic, but his efforts to interest Napoleon in a scheme of national education were fruitless. He was obliged to dissolve the school in 1825, and returned to Neuhof

in education.

He felt that we learn through our senses and, therefore, the study of objects in the world about us should be a major part of the educational process. Pestalozzi considered such ideas his main contribution, more important than his educational projects, many of which were doomed to failure.

His first book, "Abendstunde eines Einsiedlers" (Evening Hours of a Hermit), a collection

**By G.H. BISHOP**

where he lived with his grandson. His last years were troubled by weariness and financial cares and, eventually, he died at Brugg in the Aargau at the age of 81.

It has been said of him that he was "illiterate, ill-dressed, a bad speaker and a bad manager, and quite unfit for the everyday business of life." Yet the Swiss worshipped him because of his tireless efforts to aid poor, orphaned and helpless children. It has also been stated that "Pestalozzi was the most famous pedagogue of the classical humanistic age of the German-speaking world."

His books were written to present his educational ideas and to raise money for his educational and philanthropic ventures. He believed that the "whole child" and not the mind alone should be educated and that religion should be rejected as a guiding principle

of aphorisms and reflections, appeared in 1780.

The following year, he wrote "Lienhard und Gertrud", (Leonard and Gertrude), a widely-read, didactic novel, which describes how a good, humble, pious woman regenerates her household and an entire small community.

Eliza Shephers's translation appeared in 1824 under the title "A Book for the Poor" and Eva Channings abridged version in 1885. Pestalozzi's ideal of home-education is effectively presented.

In his period at Burgdorf, he wrote "Wie Gertrud ihre Kinder Lehrt" (How Gertrude Teaches Her Children), published in 1801, translated by L.E. Holland and F.C. Turner, which appeared in 1854. This was possibly his chief work.

In his "Schwanengesang" (Swan Song), published in 1826,

he confesses: "My lofty ideals were pre-eminently the product of a kind, well-meaning soul, inadequately endowed with the intellectual and practical capacity which might have helped considerably to further my heartfelt desire".

In the same work, he said that he had been weak and delicate from childhood and regretted that his early education did not instill in him the virtue of manliness.

Following Pestalozzi's teachings, villages for children have been founded, like the Pestalozzi Children's Village at Trogen in the Canton Appenzell, Switzerland. It was founded in 1946 for war refugee children from various countries. The children live in pleasant modern houses and the groups are educated by teachers of their respective countries.

In 1956, Hungarian refugees were accepted. A similar village has been established at Sedlescombe, Sussex.

In 1927, Switzerland issued a set of four charity stamps inscribed – "Pro Juventute" (For the Children), showing a forsaken orphan, an orphan at the Pestalozzi School.

A portrait of the founder, J.H. Pestalozzi, appeared on the 20 centimes denomination and on the 30 centimes denomination a portrait of Pestalozzi appeared against a background of arable land and a wheat-field, a symbol of his attempt to educate children in the first principles of agriculture.