

**THE 5th MEETING of
THE BLACK SEA REGULATORY AUTHORITIES FORUM
(BRAAF)**

Baku, Azerbaijan, 2014

MEDIA LITERACY

**Presentation of National Television and Radio Council (NTRC)
of the Republic of Azerbaijan**

No regulation on Media Literacy

No legal provision dealing with Media Literacy

No official definition of Media Literacy

Our understanding of Media Literacy:

- *ability to access the media*
- *to understand and to critically evaluate different aspects of the media*
- *to use media*
- *education by media*

Practic steps

Meetings and conferences with representatives of the media and journalists associations;
Researches;
Trainings for parents;
Trainings for teachers.



- e.g.*
- ✓ “Safer Internet” Program
 - ✓ conferences on current situation with safer internet for children
 - ✓ *Training for parents : “Internet for children”*
 - ✓ *Training “Internet technologies for teachers”*
 - ✓ Practical conference “Dialog between media and education: new calls”



Conducted by:

- Ministry of Communication and High Technologies;
- Electronic Security Center;
- “Multimedia” Information Systems and Technologies Centre;
- Ministry of Education;
- Baku State University;
- Azerbaijan State Economic University;
- NGOs.

New
Project

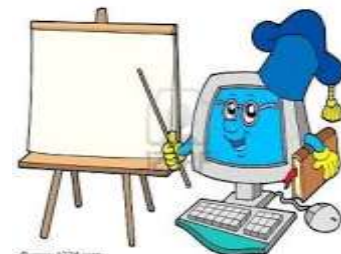
“Development of social responsibilities of teenagers in the new media and social networks“

8
trainings

“Correct using of networks and new media” were held in Baku city in the framework of the project “Development of social responsibilities of teenagers in the new media and social networks”

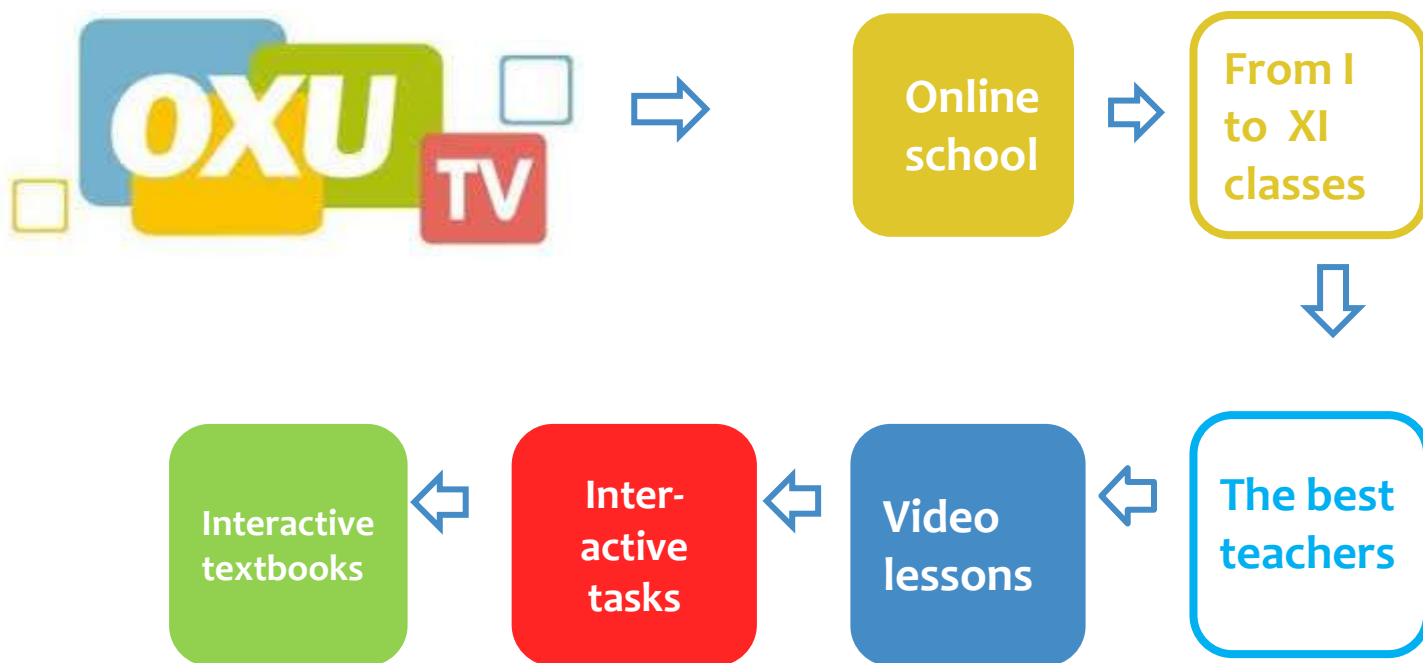
Site

www.yenimedia.info



2013
was called year of
information and
communication technologies

First National Educational Television

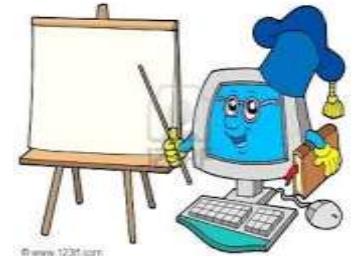


Secure internet package



"SAZZ Internet" internet operator has launched a secure internet package.

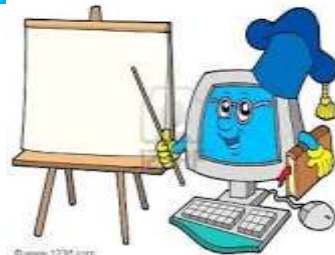
This package protects school- and preschool-aged children from obscene content, pornography, terrorism, extremism and violence.



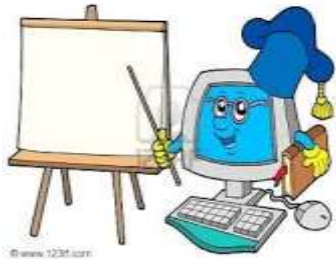
“AZERBAIJAN 2020: Look into the future”

CONCEPT

According to the concept, Information and Communication Technologies infrastructure will be developed in the coming years. The use of ICT in the regions will be expanded, digital training of the population and level of integration in the global information space will be upgraded.



1 pupil - 1 computer



During **2013-2020** the State program “Informatization of the education system in the Republic of Azerbaijan” will be accepted. As part of the State program all educational institutions (including schools located in remote regions) will be provided with internet access. Every classroom in secondary schools will be provided with laptops, projectors and electronic board, all pupils studying will be provided with netbook or Tabs under the **"1 pupil - 1 computer"** program.



Special emphasis will be given to the strengthening of teacher training; Improvement of Azerbaijani teachers will be matched with international standards of teachers, financial incentive measures aimed at provision of teaching staff in remote rural school will be strengthened.

The integration of the Azerbaijani education into world and European education space will be strengthened. Enrolment rate of children in pre-school education in the country will reach the level of European standards.

Legislative reforms will continue.



NTRC published guidance on the internet safety of children

Hər şeyi görürəm;
Hər şeyi eşidirəm;
Hər şey barədə
danışırım;
Lakin bu barədə heç
kim heçnə bilməyəcək.



NTRC had discussions with TV channels about situation connected with TV programs for children. It can be said that situation improved. Realizing of importance of the Media literacy it is planned to open TV channel for preschool- and school-aged children. Only in cooperation with regulators, TV channels, internet providers, schools and parents we can achieve main purpose to have media educated children and adults.



THANK YOU FOR ATTENTION!