

Media Literacy

Brief Review of BRAF 2014

BRAF 2015 -The 6th Annual Meeting

19 November 2015

Yerevan - Armenia

CONTENT



- Understanding of Media Literacy
- National Regulations
- Projects...
- Azerbaijan
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- Ukraine
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MEDIA LITERACY REVIEW DEFINITION



Azerbaijan: No official definition 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

Moldovia: Media literacy is necessary for the defense of children and teenagers in front of unfiltered images and information supplied by TV stations.

Ukraine: Very important in the processes of globalization and development of informational society, gives tools for self protection, teach the audience to interpret media messages critically.

Turkey: 'Media literacy is described as the ability to access, analyze, evaluate and communicate messages by creating awareness in great variety of formats.' Media Education and Education by Media

MEDIA LITERACY REVIEW REGULATION



Azerbaijan: No regulation on Media Literacy, No legal provision dealing with Media Literacy.

Moldova: the Council adopted the following decisions:

- The Decision no. 98 from 19 July 2012, on the classification of audiovisual program services in order to protect the children; The Decision no. 99, from 19 July 2012 on the protection of children and their rights in audiovisual program services.

Ukraine: The present board of the National Council is planning to start a fair public awareness campaign.

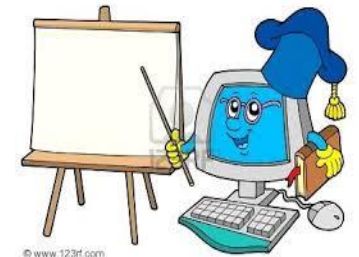
Turkey: Article 37 – (I) (One of) the functions and powers of the Supreme Council is;

r) To collaborate with the other public institutions, particularly leading with the Ministry of National Education, in order to widespread the media literacy so that all society segments are covered.

MEDIA LITERACY REVIEW PROJECTS - AZERBAIJAN



- “Development of social responsibilities of teenagers in the new media and social networks“ Trainings and Conferances
- 2013- First National Educational Television
- AZERBAIJAN 2020: Look into the future: 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.
- "I pupil - I computer" program.



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MEDIA LITERACY REVIEW PROJECTS - MOLDOVA



- By the Decision No. 74 of 12 June 2014, the CCA has launched a project in collaboration with the Independent Press Association and UNICEF to assess children rights protection and legal application of the rules in broadcasting.
- 3 social campaigns: "What does your child see on TV?", "Promoting a Safer Internet for Children"; "No Hate Speech Movement".
- The project "Promoting media literacy among Moldovan citizens" was launched by the Independent Journalism Center (IJC) in partnership with Radio Free Europe from March 2013 to April 2014. The aim of the project was to contribute to the consolidation of democracy by educating the critical thinking of young people in the Republic of Moldova.



MEDIA LITERACY REVIEW PROJECTS - UKRAINE



- The Ukrainian Press Academy aimed at the promotion of informed and critical attitude of the Ukrainian media society and standards of socially responsible journalism.
- Conception of media literacy in Ukraine was approved by the National academy of pedagogical science in 2010 and has 3 stages. In 2011, Stage I started in 82 secondary schools of 7 regions of Ukraine and the city of Kyiv.
- In 2013 was carried out a specific workshop - **“Mediaculture”**



MEDIA LITERACY REVIEW PROJECTS - TURKEY



- In 2003, RTUK initiated its activities on media literacy.
- In 2006, RTUK and The Ministry of National Education signed a «cooperation protocol on media literacy courses».
- Media literacy education started in 5 pilot schools for students at the ages between 12-15.

MEDIA LITERACY IN TURKEY ENLARGEMENT OF THE PROJECT



In 2007-2008 scholar year, media literacy took part in the curriculum as a selective course covering all over the country.

- Text books prepared for this course in cooperation with The Ministry of Education and RTUK
- A public spot “introduction film for media literacy”
- <https://www.youtube.com/watch?v=zpwH3aJI3EI>



MEDIA LITERACY IN TURKEY IN NUMBERS



Media Literacy Course

Scholar Year	Overall Student Number	Media Literacy Course	Percentage %
2007-2008	3.708.262	424.655	11.45
2008-2009	3.775.113	1.010.514	26.77
2009-2010	3.787.482	838.915	22.15
2010-2011	4.008.336	407.976	10.18
2011-2012	3.943.100	553.791	14.04
2012-2013	3.926.995	581.520	14.81
2013-2014	2.544.487	296.697	11.42

MEDIA LITERACY IN TURKEY WORKS DONE FROM 2006 TO 2015

- International Media Literacy Symposium in 2006
- Child & Media Literacy Symposium in 2008
- Survey on Media Literacy Course in 2011
- Media Literacy Workshop in 2012
- The 1st Children and Media Congress in Turkey in 2013
- Survey on Media Consumption Habits of Children in 2013
- 2014-2015 Research on Media Literacy



BRAF BOOK 5 YEARS PROGRESS



- **Chapter 1:** Introduction
- **Chapter 2:** Media landscape in BRAF Member States:
- **Chapter 3:** Digitalization from analog to digital in BRAF Member States:
- **Chapter 4:** Protection of minors in BRAF Member States:
- **Chapter 5:** New media; its impact on broadcasting and perspectives of national regulatory authorities of the BRAF Member States:
- **Chapter 6:** Media literacy in BRAF Member States:
- **Chapter 7:** Conclusion
- Albania, Georgia, Moldova, Romania, Turkey

Thank you for your attention!

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