



Media Literacy in Turkey

BRAF 2014 -The 5th Annual Meeting

10 September 2014

Baku-Azerbaijan

MEDIA LITERACY IN TURKEY

DEFINITION



‘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 IN TURKEY REGULATION

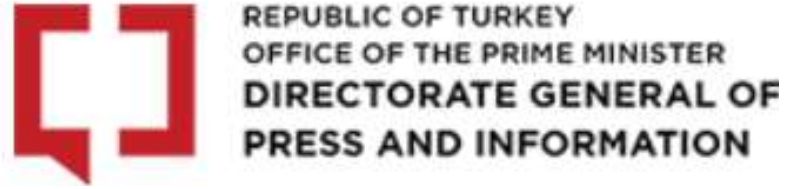


Law on the Establishment of Radio and Television Enterprises and Their Media Services No: 6112, Dated 3 March 2011:

Article 37 – (1) (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 IN TURKEY STAKEHOLDERS



MEDIA LITERACY IN TURKEY PROJECT



- In 2003, RTUK initiated its activities on media literacy.
- In 2004, RTUK put forward a proposal so that the media literacy lessons should be in the curriculum.
- Media Literacy Lesson Education Program and Teachers Guideline

MEDIA LITERACY IN TURKEY PROTOCOL



- In 2006, RTUK and The Ministry of National Education signed a «cooperation protocol on media literacy lessons».
- Media literacy education started in 5 pilot schools for students between 12-15 years old.
- Training program «Education of the Educators» for the “social sciences” teachers.

MEDIA LITERACY IN TURKEY

MEDIA LITERACY SYMPOSIUM IN 2006



International Media Literacy Symposium was held on 24 November 2006 in Ankara.

- «The Role of the Media as being a basic actor in Media Literacy»
- «What kind of media literacy education? »

Media literacy education shall be extended all over the country and this lessons are useful not for just children but also for the adults.

MEDIA LITERACY IN TURKEY ENLARGEMENT OF THE PROJECT



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

- Text books prepared for this lessons 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 CHILD & M.LITERACY SYMPOSIUM IN 2008



- An international symposium on «Child and The Importance of Media Literacy Lessons» was held on 07 - 08 October 2008 in Istanbul.
- Many guests from different countries discussed the importance of media literacy for children especially for their physiological and mental development.
- The role and responsibilities of RTUK was elaborated as well.

MEDIA LITERACY IN TURKEY IN NUMBERS



Media Literacy Lesson

Scholar Year	Overall Student Number	Media Literacy Lesson	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 ACCORDING TO THE TABLE...



- Up to 2013-2014 in 7 years period, media literacy lesson which is a selective course for 12-15 years old students of elementary schools was selected by over 4 Million students.
- Covering all over the country, just in its second year, the percentage of students selected the course reached over %25.
- However, in the 4th year, it is easily observed that the percentage decreased dramatically. In its 7th year, the percentage of the selection turned back almost its starting point as %11,42.

MEDIA LITERACY IN TURKEY ACCORDING TO THE TABLE...



- Some bureaucratic difficulties of The Ministry of National Education.
- The curriculum of the lessons should be renewed depending on the developments of the communication technologies to have the attention of students on the subject.
- Professional teachers for the media literacy lessons should be employed.

MEDIA LITERACY IN TURKEY SURVEY ON M. LITERACY LESSONS IN 2011



Media Literacy Lessons' Survey was carried out by using face to face interview method in November 2011.

- The purpose of this survey was to measure the effect of the media literacy lessons for the students between 12-15 years old with respect to view of students and teachers.

MEDIA LITERACY IN TURKEY

EFFECT ON THE STUDENTS



- The percentage of students taking part in the survey who had media literacy lessons was 53.
- %91 of the students responded as the media lesson is useful.
- %30 of the students think that the lesson is very useful and %45 of them responded as the lessons created awareness in their life.

MEDIA LITERACY IN TURKEY

VIEW OF THE TEACHERS



- Most of the teachers (%52) consider that media literacy lessons should be obligatory.
- The percentage of the teachers responded that there is no need for the lessons is just 2,6.
- According to teachers, lessons effected the students positively. With respect to survey results, the percentage of the teachers thinking in that manner is 83.

MEDIA LITERACY IN TURKEY

MEDIA LITERACY WORKSHOP IN 2012



Media Literacy Workshop was held on 30 June 2012 in Ankara in the coordination with The Ministry of The Family and Social Policies.

- Media Literacy Lessons Working Group
- Life-long Media Literacy Working Group

MEDIA LITERACY IN TURKEY

RECOMMENDATIONS OF THE WORKSHOP



- Beginning from the pre-school activities, media literacy shall be in all levels of education by associating curriculum of other lessons.
- The lessons shall be an independent course in elementary level (for 12-15 years old.) (and if it is possible it shall be obligatory.)
- In high schools, it shall be a selective course by naming the lesson as “media literacy and its implementations” or any other name in this respect.

MEDIA LITERACY IN TURKEY RECOMMENDATIONS OF THE WORKSHOP



- The content of the lessons and curriculum shall be updated regularly depending on the choices of the student.
- As an exclusive event “Media Literacy Week” shall be organized with different main themes in schools with the contribution of all national and local stakeholders.
- Media Literacy Lessons shall be given by professional teachers exclusively dedicated to the subject.

MEDIA LITERACY IN TURKEY

I. CHILD AND MEDIA CONGRESS IN 2013



The 1st Children and Media Congress in Turkey was held on 14-15 November 2013 in cooperation with Directorate General of Press and Information, Children's Foundation and RTUK.

<http://www.cocukvemedyahareketi.org/tr>

The main theme of the Congress was protective and authorizing media that develops content based on children's rights.

MEDIA LITERACY IN TURKEY

I. CHILD AND MEDIA CONGRESS IN 2013



- The Congress included 33 presentations from Turkey and 24 presentations from abroad;
- The 1st Turkey Children and Media Strategy and Implementation Plan for 2014-2018 was negotiated and finalised.
- The vision of the 1st Turkey Children and Media Strategy:
“So as to develop the relations between children-media based on respect towards child and rights of the child, rendering Turkey media-literate while all the parties are aware of their responsibilities.”

MEDIA LITERACY IN TURKEY

I. CHILD AND MEDIA CONGRESS IN 2013



12 Strategic Goals Set Forth in the Strategy Paper;

- Developing the media literacy training in all the stages of formal education
- Developing media literacy abilities during life-long learning
- Providing children with participation to the content development, monitoring and control processes in the media.

MEDIA LITERACY IN TURKEY

I. CHILD AND MEDIA CONGRESS IN 2013



90 Projects and Actions drawn for 12 Strategic Goals stated in the Strategic Paper:

- Media literacy curriculum updates
- Setting up research and implementation centers for media literacy
- Media literacy education for parents
- Media literacy courses for media members

MEDIA LITERACY IN TURKEY

I. CHILD AND MEDIA CONGRESS IN 2013



Survey on Media Consumption Habits of Children

The survey on the Children's Media Consumption Habits at ages between 6-18 in the framework of «Child and Media Movement» was carried out and released in 1st Children and Media Strategy in Turkey.

Television fell out of favor, new generations' first preference is internet via mobile phones and computers.

MEDIA LITERACY IN TURKEY

I. CHILD AND MEDIA CONGRESS IN 2013



Survey on Media Consumption Habits of Children

Children at their ages between 6-18 spare their time on the average in their daily lives as follows:

- 2 hours and 39 minutes for mobile phones,
- 1 hour and 55 minutes for television,
- 1 hour and 48 minutes for internet,
- 1 hour and 34 minutes for computers and tablets (offline),
- 1 hour 32 minutes for reading books, newspapers and magazines (except for their school books)
- 58 minutes for listening to radio stations.

MEDIA LITERACY IN TURKEY ONGOING STUDIES



- The curriculum of the media literacy lesson is renewed and submitted to The Ministry of National Education.
- The media literacy lesson is reorganized.
- In line with the curriculum, the education material is renewed as well.

MEDIA LITERACY IN TURKEY OTHER STUDIES- EMPOWERING USERS



Internet site on Media Literacy

An internet site exclusively dedicated to Media Literacy is renewed and will be in operation in 1 month.

www.medyaokuryazarligi.org.tr

MEDIA LITERACY IN TURKEY








OTHER STUDIES- EMPOWERING USERS



Smart Signs:

- Informative system for the protection of children from harmful content. Started operating on 23 April 2006
- At the beginning, the system was exercised voluntarily.
- Turkish Broadcasting Law No:6112 dated 15.02.2011 regulates the usage of Smart Signs classification system and thus makes it obligatory for media service providers.

Pictograms

<i>Violence/Fear</i>				<i>Age 7 and Up</i> <i>All times</i>
<i>Sex</i>				<i>Age 13 and Up</i> <i>After 21:30</i>
<i>Bad Behaviors</i> <i>(Discrimination,</i> <i>alcohol, tobacco</i> <i>and drug abuse,</i> <i>bad language</i> <i>etc.)</i>				<i>Age 18 and Up</i> <i>After 24:00</i>

MEDIA LITERACY IN TURKEY

OTHER STUDIES- EMPOWERING USERS



- Programs rated All and 7+ can be broadcast at all times.
- Programs getting 13+ shall be broadcast after 21:30.
- 18+ programs shall be broadcast after 24:00 till 05.00 am
- All pictograms of a programme (age pictogram + content pictograms) shall be broadcast full screen for at least 5 seconds before the generic of the programme.
- All and 7+ pictograms shall be broadcast at least 15 seconds on the upper right edge of the screen at the beginning of the programme and when the programme resumes after a break.
- 13+ and 18+ shall be permanent on the screen throughout the programme.

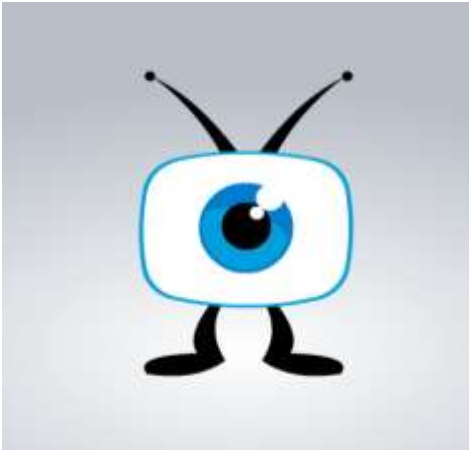
MEDIA LITERACY IN TURKEY

OTHER STUDIES- EMPOWERING USERS



“Children! It’s time to go to sleep” Project

- RTUK, in cooperation with Television Broadcasters’ Association (broadcasters’ NGO) started the project as from the beginning of October 2010.
- At 9.30 pm, simultaneously at every national TV channel, Smart Signs’ logo character “Tele” appears on the bottom line of the screen and with an eye-catching soundless animation reminds children that it is bedtime.
- There are also informative spot films of celebrities addressing to children, explaining the necessity and the benefits of going bed on early hours and inviting them to bed.





Thank you for your attention!

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