

# **MEDIA LITERACY THE TURKISH CASE**



**39th EPRA Meeting- Budva  
5 June 2014**



# THE CONTENT

- **THE ROLE OF RTUK**
- **ACTIVITIES, PARTNERS, SURVEYS, EVENTS**
- **ONGOING STUDIES**





# MEDIA LITERACY IN TURKEY

## THE ROLE OF RTUK

### Law on the Establishment of Radio and Television Enterprises and Their Media Services

No:6112, Dated 3 March 2011

**Article 37** – (1) The functions and powers of the Supreme Council are;

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,

Being aware of its responsibility, RTUK, initiates and supports all kind of media literacy projects.



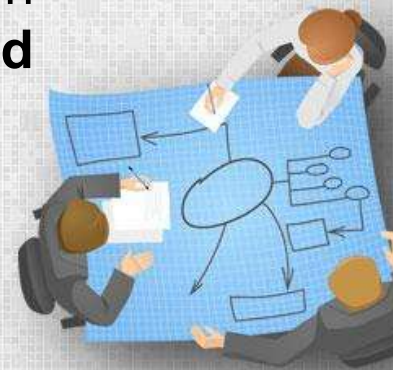
# MEDIA LITERACY IN TURKEY

## PROPOSAL

Long before acting by law, Since 2003, RTUK has already initiated its activities on media literacy issue by its capacity.

In 2004, RTUK put forward a **proposal** that the media literacy lessons should be in the curriculum and communicated with **The Ministry of National Education**.

**A commission** was created by the prominent academicians and high level bureaucrats and a report on «**Media Literacy Lesson Education Program and Teachers Guideline**» was prepared by this commission.



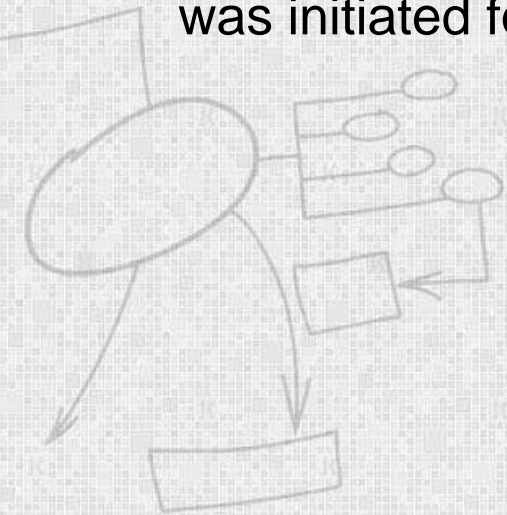


# MEDIA LITERACY IN TURKEY

## PROTOCOL

In 2006, RTUK and The Ministry of National Education signed a «**cooperation protocol regarding** media literacy lessons».

At the same year, media literacy education started in **5 pilot school for students between 12-15 years old** and an education program called «**Education of the Educators**» was initiated for the social sciences teachers.



# MEDIA LITERACY IN TURKEY

## INTERNATIONAL MEDIA LITERACY SYMPOSIUM 2006

International Media Literacy Symposium was held in Ankara on 24 November 2006 to elaborate the issue.

In the Symposium two subjects were discussed;  
«The Role of the Media as being a basic actor in Media Literacy»  
«What kind of media literacy education?»

It was concluded that 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 this regard,

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

RTUK prepared an “introduction film for media literacy” «a public spot» to be shown on TVs.

Text books for media literacy lessons in cooperation with The Ministry of Education were released.



# MEDIA LITERACY IN TURKEY

## CHILD & MEDIA LITERACY SYMPOSIUM 2008

An international symposium on «Child and The Importance of Media Literacy Lessons» was held on 07 - 08 October 2008 in İstanbul.

Many academicians, media professionals, educators, writers and specialist from Holland, Sweden, Italy, Qatar and Turkey attended this event and discussed the importance of media literacy for children (especially for their physiological and mental development).

**The role and responsibilities of RTUK was elaborated.**



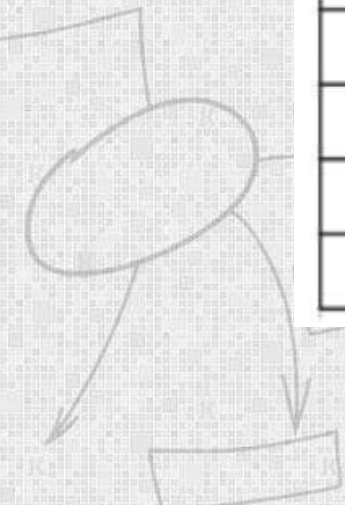


# MEDIA LITERACY IN TURKEY

## Numbers

**The Number of Students Who Select Media Literacy Lesson**

<b>School Year</b>	<b>Overall Student Number</b>	<b>The Number of Students Who Select Media Literacy Lessons</b>	<b>Percentage %</b>
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 CHART...

Up to 2013-2014 in 7 year period, media literacy lesson, which is a selective course for elementary schools' 12-15 years old students was selected by over 4 Million students.

Covering all over the country, just in its second year, the number reached %25.

However, in the 4th year, it is easily observed that the numbers are decreased %50 dramatically. In its 7th year the percentage of the selection turned back its starting point as (%11,45)





# MEDIA LITERACY IN TURKEY

## ACCORDING TO THE CHART...

It is considered that there are mainly three reasons why there is a fluctuation in numbers.

- First of all, the bureaucratic difficulties of The Ministry of Education
- Second, 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.
- Finally There were not enough professional teachers to teach media literacy.

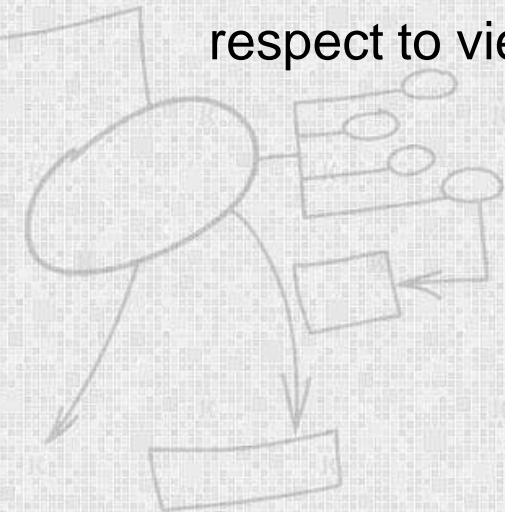


# MEDIA LITERACY IN TURKEY

## Survey on Media Literacy Lessons 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 students between 12-15 ages with respect to view of students and teachers.





# MEDIA LITERACY IN TURKEY

## The Effect of Media Literacy Lessons on Students

The percentage of students taking part in the survey who had media literacy lessons was %53.

%91 of the students replied that the media lesson is useful.

%30 of the students think that the lesson is very useful and %45 of the them replied as the lessons created awareness in their life.

In this regard, it can be resulted that the lessons are generally accepted by the students in a positive manner.



# MEDIA LITERACY IN TURKEY

## The View of the Teachers on Media Literacy Lessons

**Most of the teachers (%52) consider that the media literacy lessons should be compulsory.**

On the other hand the percentage of the teachers say that there is no need for the lessons is just % 2,6.

According to teachers, the 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 2012

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

At the workshop, two working groups were created to address the media literacy respectively,

- 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.
- However, it is highly recommended that this lessons shall be an independent course in elementary level (for 12-15 years old.) (and if it is possible it shall be compulsory.)
- In high schools, it shall be a selective course by naming the lesson as “media literacy and its implementations” or any other name with this regard.

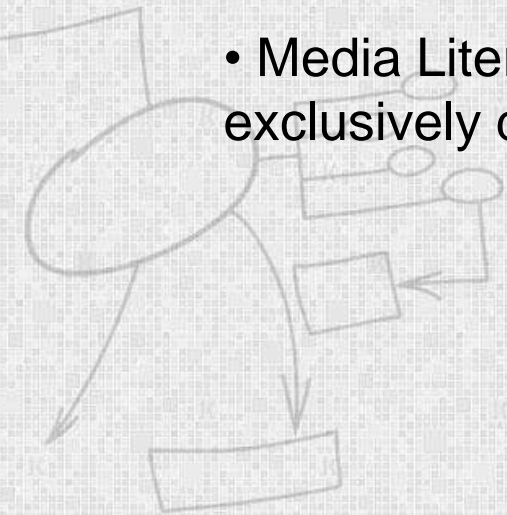




# MEDIA LITERACY IN TURKEY

## 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 shall be taught by professional teachers exclusively dedicated to the subject.

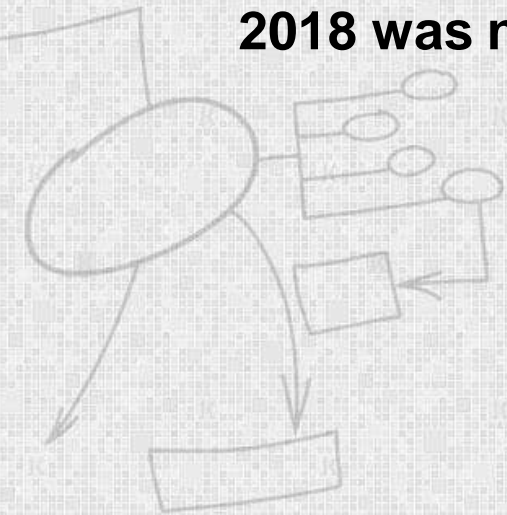


# I. Turkey Child and Media Congress

## The 1st Turkey Children and Media Strategy

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.**

**The 1st Turkey Children and Media Strategy for 2014-2018 was negotiated and finalized.**





# I. Turkey Child and Media Congress

## The 1st Turkey Children and Media Strategy

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.”**

### **Some of 12 Strategic Goals Set Forth in the *Strategy Paper***

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



# I. Turkey Child and Media Congress

## The 1st Turkey Children and Media Strategy

### Projects and Actions Stated in the *Strategy Paper*;

Some of 90 Projects and Actions drawn for 12 Strategic Goals stated in *the Strategic Paper* are as follows:

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



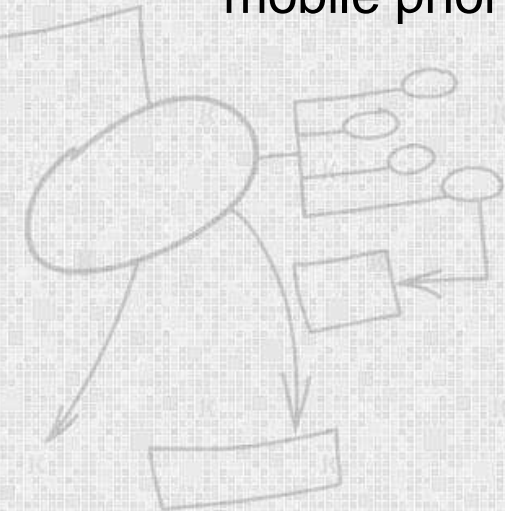


# I. Turkey Child and Media Congress

## 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»

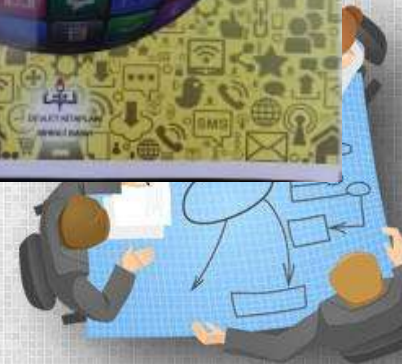
According to results, television fell out of favor, new generations' first preference is internet via computers and mobile phones.



# MEDIA LITERACY IN TURKEY

## Ongoing Studies

- The curriculum is renewed and submitted to The Ministry of National Education.
- Now the lesson is reorganized.
- In line with the curriculum, the education material is renewed as well.
- In September 2014- an education program is planned for the teachers.





# MEDIA LITERACY IN TURKEY

## Other Studies Related Media Literacy

- A handbook on internet literacy of European Council was translated and distributed to all stakeholders.

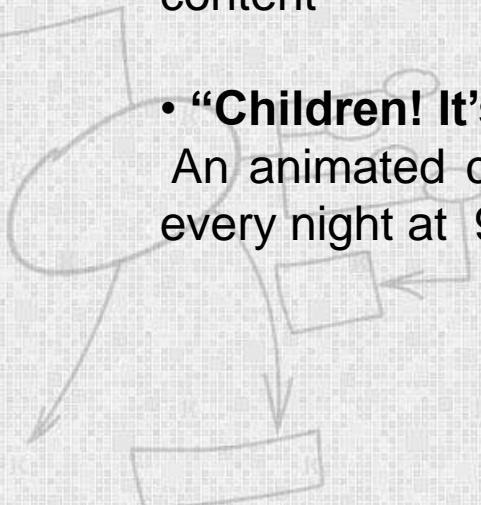
- **An internet site dedicated to Media Literacy**  
[www.medyaokuryazarligi.org.tr](http://www.medyaokuryazarligi.org.tr)

- **Smart Signs**

Informative system for the protection of children from harmful content

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

An animated character called “Tele” invites the children to bed every night at 9:30pm.



# MEDIA LITERACY IN TURKEY

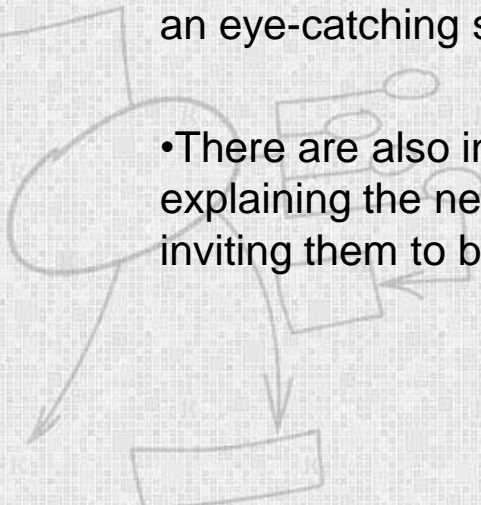
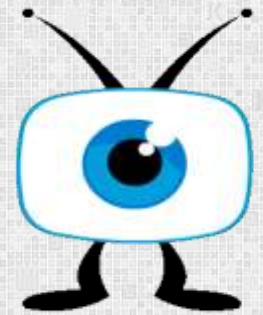
## Other Studies Related Media Literacy

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

- RTUK, in cooperation with Television Broadcasters’ Association (broadcasters’ NGO) started a new 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.





# MEDIA LITERACY IN TURKEY

**Thank you for your attention...**

