PROTECTION TOOLS: 'EMPOWERING VIEWERS'

TURKISH RADIO AND TELEVISION SUPREME COUNCIL

40th EPRA MEETING

TBILISI-OCTOBER 2014

Children are great imitators, Let give them great things to imitate

Benjamin Franklin

WHY ?

- Protection tools were developed in order to protect minors and human dignity against harmful and illegal content in the context of the audiovisual media

- Committee of Ministers in its Recommendation (2009) states that the protection of freedom of expression in the information and communications environment by ensuring a coherent level of protection for minors against harmful content is a priority for the Council of Europe

- Content like pornography, the glorification of violence, discriminatory or racist expressions could have a negative effect on the well-being of children

PROTECTION TOOLS

❑ Watershed hours

❑ Classification (TV programmes, cinema films and video games)

❑ V-Chip application

❑ Encryption

❑ Media Literacy

RESPONSIBLE BODIES

- ❑ **Regulatory Authorities**

- ❑ **Media Service Providers**

- ❑ **Parents/Teachers/Caretakers**

- ❑ **NGO's**

CHANGING TECHNOLOGY

❑ With the new technologies a converged media environment and today's information society have emerged

❑ Internet has become a powerful influence in the social, educational and cultural fields - empowering citizens and educators, lowering the barriers to the creation and distribution of content, offering universal access to ever richer sources of digital information

❑ With the internet and digital technology, viewer/user can now also create their own content, disseminate images and information, therefore they become more active participants in the information society

NEW CHALLENGES

❑ However rapidly changing technology and the new structure of the media environment brings new challenges, particularly for the responsible bodies in the area of protection

❑ Internet's technical features, world-wide extension and unlimited accessibility makes the application and enforcement of existing rules and protection tools more difficult or even impossible, like **watershed hours**

NEW VIEWER/USER HABITS

- Results of recent research which was made by RTUK in 2013 showed the changing watching trends of children

- According to RTUK research, it was found that children's daily TV watching hours has decreased from 5 hours to 1-3 hours

- In the same research it was found that 27% of the children between 11-15 years old is using their mobile phones for more than five hours a day and 23% of the children are on the internet for 2-3 hours a day.

- These results show us that television screen has been replaced by the handheld devices (cell phones, tablets, electronic games) among children

COUNTRY EXAMPLE TURKEY

RTÜK
RADYO ve TELEVİZYON ÜST KURULU

Self regulation applications

❑ Viewer representative

Co-regulation applications

❑ Smart signs classification system

❑ Children It's time to go to bed !

❑ Development of codes of conduct together with the media service broadcasters   (news on terror, sports programmes etc.)

MEDIA LITERACY

❑ Media Literacy is understood primarily in an educational sense as the ability to access the media, to understand and critically evaluate different aspects of the media in many countries, including Turkey.

❑ In Turkey media education is considered as providing the children with the tools for a clear and responsible use of the audiovisual media.

❑ Media Literacy Programme has been added to the National Education Curriculum in 2006. This programme and the book of the course has been renewed under the experiences of the past.
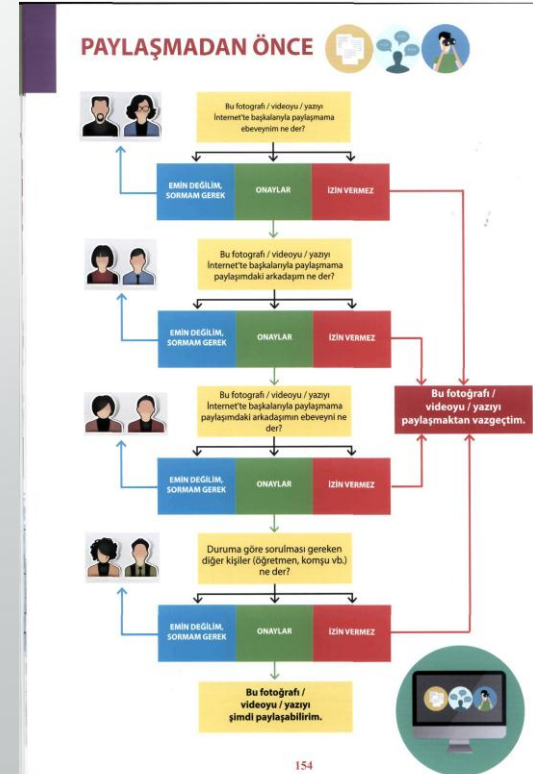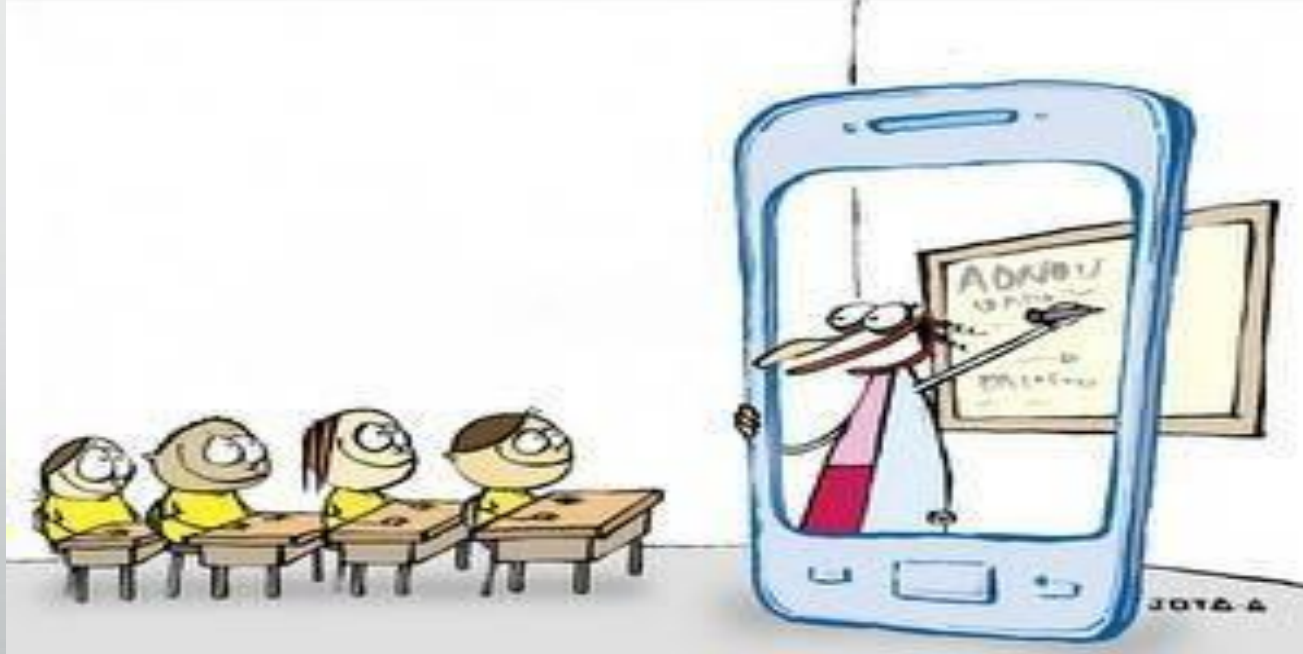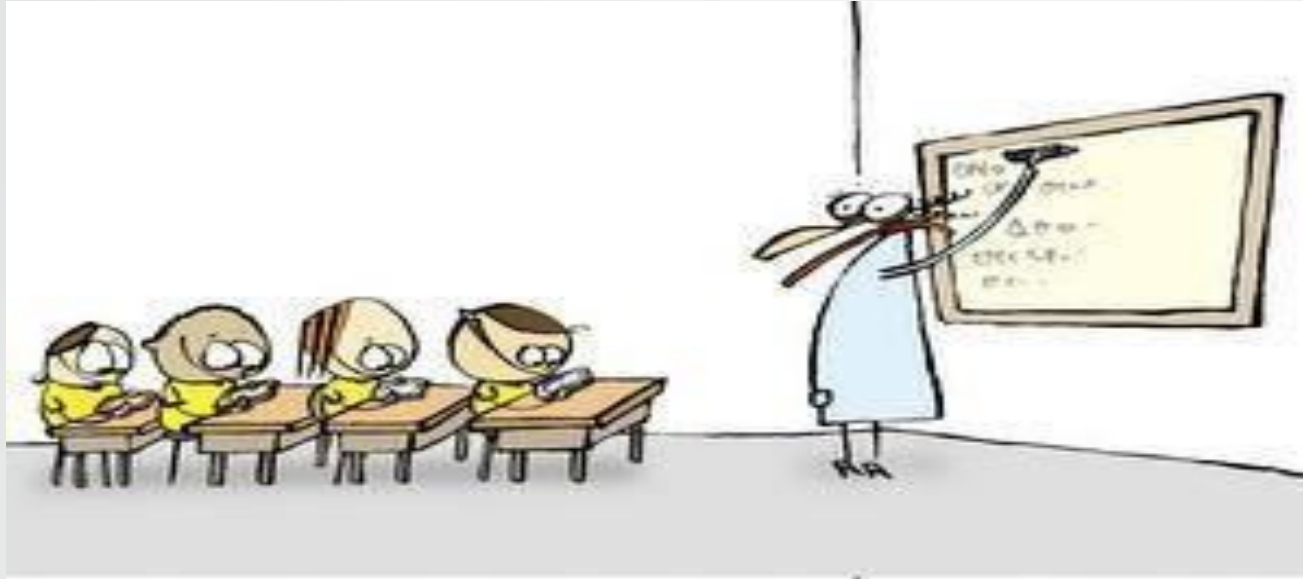
MEDIA LITERACY BOOK/TURKEY

- The new 'Media Literacy Education Material' is an guide for teachers

- The new system is established under four main skills of media Literacy

  - Access

  - Analyze

  - Evaluation

  - Content production

- In the new system, students are invited to produce their own content, such preparation of ads, newspaper, posters and digital stories, to behave in a responsible manner and take into account the ethics, rights and freedoms (copyrights, privacy and individual safety) while producing their own content such as preparation of newspapers, ads and digital stories

MEDIA LITERACY BOOK/TURKEY

- The new system is valid for 7. and 8. grades.

- The Media Literacy Course is an elective course.

- Teachers of the course were trained online by the Ministry of National Education.

PROPOSALS   I

- ✓ To advocate a closer cooperation between EPRA member states and on an international level

- ✓ To develop a common classification system at a pan-European level under the guidance and leadership of EPRA

- ✓ To promote Internet skills and Information Literacy not only for children but also parents and educators

- ✓ Encouraging parental control systems: filtering and classification

PROPOSALS   II

✓ To encourage self regulation of content providers, including media service providers, internet service providers and GSM operators

✓ To provide safe and secure spaces for children on the Internet,

✓ To encourage the research on the efficiency of the protection tools

✓ To support the establishment of NGO's which inform parents against the harmful content in the media

THANKS FOR YOUR ATTENTION……..

nuranyardimci@rtuk.org.tr