



**1ST CHILDREN AND MEDIA
CONGRESS IN TURKEY**
14-15 November 2013, Istanbul



1ST CHILDREN AND MEDIA CONGRESS in TURKEY
14-15 November 2013
Istanbul Convention & Exhibition Centre
-Congress Project-

Name of the Congress

1st Children and Media Congress in Turkey

Mission of the Congress

Today, the relation between media and children is sometimes dealt as positive, educative and instructive (covert school) related to social awareness and sometimes it is regarded as a negative, restrictive and guiding threat. In both cases, communication media technology/industry is casted a special, supra-social role which is beyond current circumstances with a view to determine the social awareness. As a consequence, such basic definitions/models as “information society”, “communication society” and “surveillance society” are highlighted. This supremacy and determinant role attributed to communication media technology in determining, transferring and disseminating the social awareness is restricting our standpoint and hindering the good understanding and explaining of the problems.

For all these reasons, addressing the relation between media and children within an international and multidimensional frame has become a must. Children/childhood is a social category first and foremost. It is not possible to solve the problem related to children and childhood as a single phenomenon. Creating consciousness of children’s rights (right-based approach), should be based on the universal question of what kind of a future we want despite the differences between societies and it should be addressed within a critical frame in which all the societies should contribute for their part. Such



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a solid ground and critical approach shall enable us to speak up in a global scale without being restricted to a single-sided perspective to solve the child related problems and to organize in an international frame. Hence, no society should be expected to solve such problems on their own.

Such discussions and critical platforms should be organized with the participation of the experts in this area, media professional organizations, children's specialized organizations, educational organizations and the media in the flesh along with children and other individuals who are affected and who suffer from these issues in an attempt to get a handle of these problems..

Children, by their nature, are the most vulnerable segment of the society to the negative and unfavourable effects of the communication industry. Various forms of communication media are widely present in children's daily lives. The leading reason of this is that social media has become an indispensable part of our lives and people are more and more "online" no matter where including school, work, on the road, while resting, eating and even during private times which changed the way people do communicate. The aim of the congress is to enhance and to disseminate the media literacy culture not by applying to restrictions before the damages caused by the media but by discussing the limits to be imposed.

Children and Media Action

Relations between children and media should be dealt in a comprehensive platform in which individuals coming from different sectors/fractions can contribute to finding solutions as a criticism to anti-social philosophy. For this reason, the intersocietal dimension and addressees of the discussion are among the parties which the

Congress, Strategy Paper and Istanbul Manifesto aim to reach.

The main justification of initiating the Children and Media Action is to deal with the children and media relations in a global and multidimensional scale through which the *1st Children and Media Congress in Turkey* shall be organized, *1st Turkey Children and Media Strategy and Implementation Plan for 2014-2018* along with *Istanbul Children and Media Manifesto* shall be prepared and finalized with all the components.

Aim of the Congress

Children and media is a multilayer, local and global issue where exist uncertainties. Neither is the media the single responsible and problematic element, nor are children and media the single related parties.

Turkey has a population of more than 24 million between the ages 0-18. Among other problems related to children, media issue has become more visible during the last quarter. A scale-driven evaluation of the media which is closely related to development right of children has not yet been conducted in our country. Taking the rapid and continuous power and impact of the media into consideration, baseless generalization related to media monitoring by the new generation is both far from reflecting the child reality and objectivity. Moreover, it is not possible to face the media reality without determining the different dimensions of children and media relations. Dealing with media necessitates taking the present and future of children and media relations into account.

Criticisms and evaluations which are made without realizing the positive potential of media on children



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and which solely focus on the negative effects of it will lead to missing and misleading conclusions. Media criticism which disregards the benefits of media such as broadening the horizon of children, breaking the taboos, giving access to different ideas, developing the critical thinking and promoting participation will be far from reflecting the media reality.

Such positive dimensions of new media use as “education, learning, literacy, participation, creativity, developing identity and creating social bonds” are commonly accepted. On the other hand, certain negative dimensions of media such as “commercialization, violence, pornography and racism” are also acknowledged.

The Congress aims at evaluating the children and media relations with all its dimensions and with the participation of affected party (the child) and all other affecting parties within the scope of “opportunities” and “challenges” and activating the democratization process of media for children.

Democratization of the media with a right-based approach and establishing the media literacy and digital literacy culture are among the principal objectives of the Congress.

Function of the Congress

The function of the Congress is to determine the problems related to children and media relations and to initiate the solution finding process with the participation of all parties including children (the affected party) and media with all its components (the affecting party).

The function of the Congress is to determine the country scale policies and to put the *1st Turkey*

Children and Media Strategy and Implementation Plan for 2014-2018 into effect with the participation of all stakeholders.

Another function of the Congress is to prepare and communicate the *Istanbul Children and Media Manifesto* to all the parties which will set forward the principles of children and media relations.

Method of the Congress

Children participation to the Congress shall be determined in accordance with *Children Participation Directive of Children and Media Congress*.

Participation to the Congress is upon invitation only. Children and adult delegates will be in charge in the Congress. The Congress shall include theme focused conferences, presentations, workshops, panel discussion and posters.

The Congress shall take place with the participation of experts coming from Turkey and abroad within the frame of predetermined topic titles.

Situation Analysis Report

Turkey Children and Media Situation Analysis Report shall be prepared considering the current implementations in Turkey as well as in the world and shall serve as a guide in children and media issue in Turkey.

Strategy and implementation plan

1st Turkey Children and Media Strategy and Implementation Plan for 2014-2018 shall be prepared in parallel to *Turkey Children and Media Situation Analysis Report* with the participation of all parties at the end of the workshops and focus group meetings; they shall be negotiated before and during



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the Congress and shall be submitted to the Government upon finalizing.

Istanbul Manifesto

Istanbul Children and Media Manifesto shall be issued at the end of the Congress. With the emphasis on Istanbul as the host city, the Manifesto will be a call for children and media principles from Turkey to the world.

Children and Media Monitoring Board

In an attempt to monitor all the processes of media affecting children, members shall be selected for *Children and Media Monitoring Board* composed of civilians and experts in the field, where children shall work for one year and adults for three years, and its secretariat shall be set up. A directive on the objective, functions, terms of reference of the Board shall be prepared.

Children Participation

Children participation to the Congress shall be determined in accordance with *Children Participation Directive of Children and Media Congress*.

Upon the half day trainings provided by the **Mobile Media Literacy Teams and Media Literacy Course Teachers** at school gatherings, plans on what kinds of presentations and workshops shall be organized for children shall be developed.

General heading for children participation between 9-12; 13-15; 16-18 ages to the Congress:

Communication Media and Me
(Positive and negative effects of communication media)



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Application Schedule for Children Participation	
Oral participation, written participation, photo, film, comics, presentation, workshops, poster	
Starting date of the activities facilitated by <i>Mobile Media Literacy Teams and Media Literacy Course Teachers</i>	25 March 2013- 15 June 2013
Application Deadline	31 July 2013
Announcement of Application Results	15 September 2013
Congress Date	14-15 November 2013, Istanbul

Themes of the Congress

- I. The United Nations Convention on the Rights of the Child and Media (Right-based approach)
- II. Family, Child, Society and Media
- III. Psychological Development Stages of the Child and Media (Children's Language Development and Media)
- IV. Children's right to produce and use their media
- V. Media Representation of Child and Child Rights
- VI. Children's Media Use and its Effects (Children of X, Y, Z Generations and Media)



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- VII.** Media Ethics and Rights of the Child (Best Interest of the Child. Ethical Principles for the Media. Media Responsibilities to Children)
- VIII.** Children Participation to the Media (Opportunities and Challenges. Should We Monitor Children's Media?)
- IX.** Cultural Assimilation and Radicalization stemming from the Media
- X.** Media's Superficial and Time Consuming Nature (Media and Awareness Issue)
- XI.** Media and the End of Childhood (Child Abuse on the Media, Child Labour in Visual and Audio Media, Representation of the Disadvantaged Children on the Media, Media and Handicapped Children)
- XII.** Child Protection Against Violence on the Media
- XIII.** Safe TV (Smart signs, controlled TV watching, thematic TV channels for children. Protecting the Child Against the Negative Effects of the Media-Legal and Social Dimension)
- XIV.** Dimensions of Media Literacy (Digital literacy)
- XV.** Safe Internet Use (Protecting the Child against the Negative Effects of the Media. Media Accountability Systems. Child Protection Systems of the Media)
- XVI.** Problem of Controlling the International News Feed
- XVII.** Media Dimension in Childhood Education (Role of the Media in child development. Media Addiction. Media, cultural values and alienation. Representation of religion in the media of child. Visual media and writing culture. Media and Peace Culture)
- XVIII.** Critical approach to the media society (Child, school, education and media: Obstructing the



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development of human abilities in a society where image is highly praised. Is it possible to create a vision by including the child, education, media and social participation to the process?)

- XIX.** Journalism based on Children's Rights Culture and Ethics (Media representation of child abuse types)
- XX.** Children as a Commercial Target Group and Media (Consumption Society and Protection of Children. Effects of Advertising on Children. Using media as a commercial tool targeting children.)
- XXI.** Social Commercials on Media (Social Commercials on community health care and education-public spotlights)
- XXII.** Media and Children Act (Children and media in national legislation. Children and media in international legislation)

Application Schedule for Experts to be Invited to the Congress	
Paper, conference, presentation, workshop, session, poster	
Sending the Invitation Letters	15 February 2013
Sending the Abstracts	15 April 2013



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Declaration of the Decision of Academic and Evaluation Board	15 May 2013
Deadline for submitting the written and visual materials to be printed to the <i>Academic and Evaluation Board</i> .	15 September 2013
Congress Date	14-15 November 2013

Target Groups of the Congress

In an attempt to reach all children and adult population in the country, the *1st Children and Media Congress in Turkey* is aiming to see full participation from all the parties dealing with children and media issues.

Principal Affected Parties

- a) Individuals:
 - Children
 - Adults
 - Society

Affecting Parties

- b) Media as a wholes
 - Media professional organizations
 - Government organizations

Stakeholders

- a) **Private Institutions**
 1. Children's specialized NGO's
 2. Media professional organizations
 3. Media organizations (radio, television, newspapers and social media etc.)
 4. Representatives from Children's Right Centres of Bar Associations
 5. Educational Organisations



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6. Faculties of Education, Faculties of Communication, Faculties of Medicine, Law Schools and all university representatives
7. Turkish National Committee for UNICEF
8. Turkish National Committee for UNESCO

b) Government Organizations

Ministry of Family and Social Policies
Ministry of National Education
Ministry of Health
Ministry of Youth and Sports
Ministry of Interior
Ministry of Foreign Affairs
Ministry of Justice
Ministry of Labour and Social Security
Ministry of Transportation, Maritime Affairs

and

Communications
Ministry of Development
Information and Communication Technologies
Authority (BTK)
Turkish Radio and Television Corporation
(TRT)
Press Advertising Institution
Anadolu Agency

c) Monitoring Organizations

United Nations Children's Fund (UNICEF)
World Health Organization
ILO
UNESCO
World Food Programme
United Nations Development Programme (UNDP)
UN Committee on the Rights of the Child



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**The Congress is organized
under the auspices of**

Bülent Arınç
Deputy Prime Minister

Chairman of the Congress

Prof. Halûk YAVUZER
Istanbul Trade University

**Representatives of the Congress
Organizers**

Murat Karakaya
Director General of Press and Information

Mustafa Ruhi Şirin
President of Children's Foundation

Prof. Davut Dursun
President of the Supreme Board of Radio and

Television

**General Director of the
Congress and Spokesperson**

Mustafa Ruhi Şirin
President of Children's Foundation

**President of the Steering
Committee and Spokesperson**

Erkan DURDU
Deputy Director General of Press and Information
President of the Steering Committee
Spokesperson

Nurullah ÖZTÜRK
President of Monitoring and Evaluation Board of

SBRT

President of the Steering Committee
Spokesperson

**Secretary General of the
Congress**

Ali Güneş
Director of Press and Publications Department,

DGPI



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(Co-secretary of the Congress)

F. İnci ÖZKAN

Director of Human Resources and Training Dep. Of

SBRT

(Co-secretary of the Congress)

Organising Committee of the Congress

Prof. A. Korkut TUNA	(Representative of Children's Foundation)
Ahmet AKÇAKAYA	(Representative of Children's Foundation)
Prof. Ahmet Emre BİLGİLİ	(Representative of Children's Foundation)
Ahmet TEK	(Representative of Anadolu Agency)
Ali GÜNEŞ	(Representative of DGPI)
Arslan NARİN	(Representative of SBRT)
Can SOYSAL	(Representative of TRT)
Prof. Davut DURSUN	(Representative of SBRT – Co-President)
Erkan DURDU	(Representative of DGPI)
Dr. Hüseyin ŞİRİN	(Representative of Turkish Education Board)
Murat KARAKAYA	(Representative of DGPI– Co-President)
Mustafa Ruhi ŞİRİN	(Representative of Children's Foundation– Co-President)
Nail Abdülgazi ALATAŞ	(Representative of Ministry of Family and Social Policies)
Taha YÜCEL	(Representative of SBRT)
Yakup KARACA	(Representative of Press and Advertising Institution)

Steering Committee of the Congress

Dr. Abdülhamit AVŞAR	(Representative of Children's Foundation)
Ahmet AKBAL	(Representative of TRT Child Channel)
Ahmet AKÇAKAYA	(Representative of Children's Foundation– Co-President)
Ali GÜNEŞ	(Representative of DGPI)



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Deniz ERGÜLER	(Representatives of Media Professional Associations)
Dursun GÜLERYÜZ	(Representative of Association of Radio and Television Broadcasters)
Dr. Elif BAKAR	(Representative of Ministry of National Education)
Emine BALÇIK	(Representative of Ministry of Transport)
Erkan DURDU	(Deputy Director General of Press and Information- Co-President)
Ertuğrul CİNGİL	(Representative of Anadolu Agency)
F. İnci ÖZKAN	(Representative of SBRT)
Hakan DULKADİROĞLU Sports)	(Representative of Ministry of Youth and Sports)
Prof. Hamza ÇAKIR	(Erciyes University)
Prof. M. Bilal ARIK	(Akdeniz University)
Prof. Mete ÇAMDERELİ	(Istanbul University)
Müjdat BAĞÇIVANOĞLU	(Representative of Ministry of Culture and Tourism)
Nurullah ÖZTÜRK	(Representative of SBRT-Co-President)
Osman Nihat ŞEN	(Representative of Department of Telecommunication and Communication-BTK)
Rıdvan KURTİPEK	(Representative of Ministry of Development)
Sadettin AKYIL	(Representative of the Ministry of Labour and Social Security)
Dr. Sema ÖZBAŞ	(Representative of the Ministry of Health)
Şener ULUDAĞ	(Representatives of Ministry of Family and Social Policies)
Tuncer TÜRKOĞLU	(Representative of the Ministry of Interior)
Yakup KARACA	(Representative of Press and Advertising Institute)
Yasemin ÜNAL	(Representative of Children's Foundation)
Dr. Yaşar UĞURLU	(Representative of SBRT)
Yıldız ARTAR	(Representative of the Ministry of Science, Industry and Technology)
Yunus AKKAYA	(Representative of Directorate of Religious Affairs)
Yusuf Solmaz BALO	(Representative of Ministry of Justice)



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Zeki Levent GÜMRÜKÇÜ
Affairs)

(Representative of Ministry of Foreign

NGO's)

(Representatives of Children's Associations)
(Representatives of Children Related

Center)

(Representatives of Bar's Child Rights

(Associations of Television Broadcasters)
(Representatives of Education Associations)

Consultants

Prof. Bülent ZÜLFİKAR
Prof. İrfan ERDOĞAN
Science)

(Istanbul University Children's Health)
(Istanbul University Educational

Assoc. Prof. Melikşah YASIN
Necmettin OKTAY

(Istanbul University, Law Consultant)
(Strategy Consultant)

Assoc. Prof. Nilüfer PEMBECİOĞLU
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(Istanbul University Children and

Academic and Evaluation Board

Prof. A. Korkut TUNA
Dr. Abdulvahap DARENDELİ
Prof. Adnan KULAKSIZOĞLU
Yrd. Assoc. Prof. Adnan ALTUN
Assoc. Prof. Ahmet ALBAYRAK
Prof. Ahmet Emre BİLGİLİ
Yrd. Assoc. Prof. Ahmet YILDIRIM
Prof. Aydın GÜLAN
Prof. Ayla OKTAY
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Prof. Bülent ZÜLFİKAR



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Av. Betül ONURSAL
Can SOYSAL
Prof. Davut DURSUN
Prof. Doğan CÜCELOĞLU
Yrd. Assoc. Prof. Ebubekir ÇAKMAK
Prof. Edibe SÖZEN
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Prof. Emine AKYÜZ
Prof. Erol Nezih ORHON
Doç Dr. Fahrettin ALTUN
Yrd. Assoc. Prof. Faruk LEVENT
Dr. Fatih ERDOĞAN
Prof. Ferhunde ÖKTEM
Prof. Halil EKŞİ
Prof. Halûk YAVUZER (Chairman of the Congress)
Dr. Hamit ERSOY
Prof. Hamza ÇAKIR
Prof. Hasan Tahsin FENDOĞLU
Prof. Hayati HÖKELEKLİ
Prof. Hayrunnisa BOLAY BELEN
Prof. İrfan ERDOĞAN
Prof. Kemal SAYAR
Prof. M. Bilal ARIK
Assoc. Prof. Melikşah YASİN
Prof. Mete ÇAMDERELİ
Mustafa Ruhi ŞİRİN
Prof. Mücahit ÖZTÜRK
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Prof. .Nilüfer PEMBECİOĞLU
Assoc. Prof. Nurdan AKINER
Prof. Oğuz POLAT
Prof. Özden CANKAYA
Doç. Dr. Rasime Ayhan YILMAZ
Prof. Sedat SEVER
Prof. Sefa SAYGILI
Prof. Selahattin DİLİDÜZGÜN
Prof. Selda BÜLBÜL
Prof. Serpil Uğur BAYSAL



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Assoc. Prof. Süleyman Sadi SEFEROĞLU
Prof. Şükrü HATUN
Prof. Talât Sait HALMAN
Dr. Tekin ÖZERTEM
Assoc. Prof. Tolga ARICAK
Assoc. Prof. Vefa TAŞDELEN
Yalvaç URAL
Prof. Yasemin İNCEOĞLU
Assoc. Prof. Yıldız Dilek ERTÜRK
Prof. Ziya SELÇUK

Congress date 14-15 November 2013, Istanbul

Congress venue Istanbul Convention & Exhibition Centre

Conditions of Participation

The participation is upon invitation only. All expenses of the experts invited from Turkey and abroad will be covered by the Congress.

- 1) Children entitled to participate in the Congress will be **Child Delegates**. All children except the child delegates will be able to attend the sessions excluding certain parts.
- 2) Invited experts; members of the **Organisation Committee, Steering Committee and Academic and Evaluation Board**; children and adults who contribute to workshops, focus group meetings and preparation of **Situation Analysis Report and Strategy Document** will attend the Plenary Session as Congress Delegates.
- 3) Representatives of media professional organisations, representatives of educational organisations, representatives of children's specialized NGO's, representatives of media, deans of faculties of communication, deans of faculties of education, deans



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of faculties of medicine and deans of law schools who will be invited by the **Academic and Evaluation Committee** to the Congress will act as **Congress Delegates** before, during and after the Congress.

- 4) Applicants among the scholars and researchers specialised in children and media will be selected as **Congress Delegates** in line with the decision of the **Academic and Evaluation Committee**.
- 5) Travel, accommodation and food expenses of the members of the **Organisation Committee, Steering Committee and Academic and Evaluation Board**; experts invited from Turkey and abroad; media professional organisations; representatives of media; children's specialized NGO's; representatives of educational organisations; representatives of faculties of communication, faculties of education, faculties of medicine, law schools and universities will be covered by the Congress.
- 6) Information regarding accommodation will be separately announced.
- 7) Congress can be monitored free of charge



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CONTACT INFORMATION

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