

Chapter 6

MEDIA AND CHILDREN

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Login

As the basic means of providing information to us in the age of information we are in, the media is fully integrated into our everyday life. While the media's broad position in our lives is of great importance to children who are fully exposed to the effects of this tool, children today appear to be the most consuming segment of the media. In this context, it is important that children's rights are respected in terms of the basic equipment and functions of the media and how children are represented in this tool.

The way children represent and take place in the media both informs about the cultural values of the society and is an important creator of the viewpoint towards children in society. In this context, it is noteworthy that through the representations produced by the media, it is the basic means of building a lasting and sustained enthusiasm for children in society.

Having undertaken a critical role in the development and protection of children's rights, it is imperative for the media to carry out this task in a child-centered and child-focused manner. It is important to remember that the media, which do not care about ethical violation of rights, will provide an insensitive world for children. In this context, it would be correct to say that the main catalyst to build a society sensitive to children's rights is media focused on children's rights.

Media Concept

As a concept that has entered into every field of our life, it stands out as a phenomenon with a wide content covering the entire media including media, radio, broadcast television, newspapers, magazines and the internet.

The media concept is derived from the medium term in Latin, which means media and means. The media concept includes all kinds of visual, auditory, and cognitive tools. Magazines, books, brochures, posters, internet and billboards are also included in this vehicle.

Today, it is seen that the media, as a force that itself has transformed into a sector and spirals all aspects of our lives, is positioned as the first force before the legislature, executive and judiciary in the sense of creating a contemporary and democratic society (Aytekin, 2014, p.11). In this context, it is worth noting that the media has come forward as one of the fundamental forces in a country.

Children should be prevented from being laid up like circus demonstrators (animals), and their permanent lives should be prevented from being deciphered.

Programs should be focused on supporting mental, emotional and cognitive development of children. Programs that may create negative examples for children should be published late in the evening.

A media should always be built by children so that children's centered media will always develop and advance society. The building should include a media arrangement that focuses on the child's respect, protective and content quality.

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