

THE ABSTRACTS

MEDIA LITERACY

Zakir AVŞAR

Debates about the media effects have been the main research subject in this area. Position of the viewer/reader vis-à-vis the messages has been considered active or passive in different periods in accordance with the policies. Today, at this point, the power of media has become indisputable. In particular, the development of communication technologies is an important factor that helped increase media's area of activity. The individuals are faced with a larger number and variety of media messages now than in the past. This increase in the quantity has brought with itself the problem of quality and thus, there have been debates about the need to increase awareness of individuals, especially young people and children, about these texts which sometimes cannot be controlled. Therefore, media literacy has emerged as a civil society movement which aims the protection of children and the young audience from harmful broadcasting. This movement was later adopted by governments and media literacy courses were introduced in the curriculum with the support of the government in many countries.

The subject of this study is media literacy education, which can be summarized as helping acquire the behavior pattern that includes questioning the media texts/messages which are created by media's own unique language. In this study we tried to emphasize concept, purpose, importance and historical development of media literacy, thus provide a framework for the subject.

Keywords: Media Literacy, Radio And Television Supreme Council (RTÜK), Child, Young, Audience, Education, Communication.

MEDIA DEPENDENCY IN YOUTH

Necla MORA

Humanity went through mental change and transformation with every new invention. Invention of writing, printing, transition to electric and electronic period caused important changes in development of humanity. Ong describes transition of humanity to electric and electronic culture period as secondary verbal culture period. In this period which is mediated with technology, humans care about live and participatory verbal narration just like they did in primary verbal culture period and use phrases. Today especially among young people, new communication environments and new communication tools which are mediated with technology, (we can simply describe this as media) took the place of face to face communication.

However it is noticed in recent years that youth which grew up with electric and electronic culture have difficulties in expressing themselves by written and verbal

means in education environment. Besides, distractibility and fatigue is observed among young people. Although there are various reasons for these, it is directly expressed by the young people that the reason for the fatigue observed in them is playing computer games throughout the night at a half asleep half awake state and feeling the necessity to answer the incoming messages.

The aim of this study is to raise awareness about problems that are observed among young people while they are trying to express themselves: 1) Inability to find the suitable words, 2) Inability to form a proper sentence, 3) Answering to everything such as "Exactly". 4) Using spoken language while writing.

In the study, the problems observed in media dependent young people are examined in 3 main groups. 1) Memory problem, 2) Language problem, 3) Problem of establishing face to face communication

In the study, in depth interview technique was applied to university students of ages between 18 and 21 who were selected by random sampling method.

Keywords: Secondary Verbal Culture Period, Media Dependency, Memory Loss, Language Loss, Group Belongingness, Group Identity.

CHILDREN OF DIGITAL AGE: A STUDY ON PRIMARY SCHOOL STUDENTS' USE OF FACEBOOK AND INTERNET ADDICTION

Süleyman Sadi SEFEROĞLU

The aim of the present study is to examine secondary school 5th and 6th graders' Internet addiction level and Facebook use in terms of different variables and level of Internet addiction in terms of Facebook use. The model adopted is descriptive survey. The sample comprised 351 5th and 6th graders studying at different schools affiliated with Ministry of National Education (MNE).

Four data collection instruments were employed. The first instrument was the Personal Information Form devised by the researchers in order to collect demographic data. The other instruments were "IT Literacy and Technology Use Survey" formed by the researchers in order to determine the participants' IT literacy and technology use, "Facebook Use Status Questionnaire" and "Internet Addiction Test" that was developed by Young (1998) and adapted to Turkish by Bayraktar (2009) and which was found to be reliable and valid in many studies. The instruments were administered to the participants online. The data were analyzed by means of frequency, percentage, t-test, ANOVA statistical techniques at the .05 significance level.

The findings revealed that 85.5% of the participants were in the "Non-Addicted" group according to the Internet addiction test scores. On the other hand, it was found that male participants (33.79%) had higher Internet Addiction Scores than that of female participants (17.72%). Similarly, those who had Facebook accounts had higher scores than those who did not have Facebook accounts. In addition, a significant dif-

ference was found between frequency of Facebook use and Internet addiction scores. In light of these findings, administration of Internet addiction tests in all schools, identification of students with Internet addiction and cooperation with guidance centers are suggested.

Keywords: Children, Children and Media, Facebook Usage, Ict Literacy, Internet Addiction.

**THE REFLECTION OF ELECTRONIC WORLD TO CHILD'S WORLD: A
CRITICAL REVIEW IN THE CONTEXT OF
"GAME WITHOUT CONTACT" NOTION**

Özge UĞURLU

With the discourse of globalization, we are face to face with a world wrapped in technological devices individuals use to meet their social and psychological needs. The development of new communication Technologies, its widespread use and appearance in their habitat also produce the transformation of child's relationship with his imagination. While the child reinforces his imagination and creativity when establishing his relationship, he is fed by play rituals and thus determines his place in the pattern of socialization. If we consider this formation process within the frame of games social function, we can observe that the child develops his ability to establish relationship with outer world through "contact practice". Child touches his toy, mother, and friend. He perceives them. He directs his behaviour in this way.

The technological lantern in which child exists deeply effects his mental feeding and regeneration methods and thus causes to some changes in the forms of games which are the means of these methods. Computer screen, which we can consider as a medium making communication easier, paradoxically breaks child's communication and cuts off the contact with the outer world. Considered in this way, game which assumed the role of cultural transfer and entertainment and socialization in the past, turns to a practice of playing with computer under the rules determined by electronic world or with secret objects. Thus contact with computer keyboard causes child's lack of contact with outer world trough the distortion of game ritual which plays an important role in socialization.

This study emphasizes the place and importance of games plays in child's world. Its purpose however is to reveal the critical approach to game practice in the digital world. Game, which turns into a miniaturized form of real life in comparison with its role in the past, turns into a behaviour based on a lack of contact with the outer world during the process of spiritual satisfaction and creative development.

Keywords: Digital World, Child, Game Without Contact, Child's World, Game, Little Consumers.

TURKISH CARTOONS AND CONSTRUCTING CHILD CONSCIOUSNESS WITHIN THE FRAMEWORK OF CULTIVATION THEORY

Esra İlkay KELOĞLU İŞLER

In this study, socio-cultural values attempted to be cultivated by Turkish animated cartoons will be examined in the context of Gerbner's cultivation theory. When national and international animated cartoons on Turkish children's channels are compared with each other, national animated cartoons have remarkably different themes. In this article one month broadcastings (November 2013) of three Turkish animated cartoons, *-Pepee, Canım Kardeşim, Biz İkimiz-* have been analyzed. For the purpose of identification of animated cartoon's basic ideas and themes, content analysis has been chosen as a method. This method has been chosen to analyze at descriptive level. While discussing "What is said and what is the nature of it.", this study includes assessments in the context of Gerbner's cultivation theory. The main assumption of this study is that Turkish animated cartoons play a crucial role in the cultural construction of childhood. Cultural construction of internationally broadcasted animated cartoons focuses on universal values. However, Turkish animated cartoons completely focalized on the cultivation of national values. The underlying assumption related to this is that there is a hidden message which manipulates the consciousness of children towards consumption culture via promotional items supporting consumption goods. Therefore, children are integrated to market system as consumers by the means of animated cartoons without questioning.

Keywords: Turkish Animated Cartoons, Gerbner's Cultivation Theory, Consumption, *Pepee, Canım Kardeşim (My Sweetheart Sister), Biz İkimiz (Both of Us)*.

THE DISCOVERY OF CHILD, LOST OF CHILDHOOD AND CHILD CULTURE BY COMMUNICATION TECHNOLOGY

Ebru AŞAR

The perception of the phenomenon of child and childhood varies according to different geographical locations and periods of time. Both cases have sometimes been ignored, sometimes treated as nonexistent, sometimes regarded as if they belong to the same category with adults and their world and sometimes taken very seriously with their limits set with great care to protect their innocent nature. In other words contrary to how children are designed, how they are perceived always reflects a social and historical view point.

Child/ childhood culture which was first treated as nonexistent and once discovered lost its innocent, natural and curious nature to globalism, communication technologies and consumption ideals, adapts itself to the adult's world more and more as time passes.

The children of modern times who grew up in poverty, kept their creativity, positivity, purity and most importantly their hopes and who could easily communicate with their family and surrounding have been replaced by introverted post-modern children who are addicted to screens and internet, consuming all the time yet never feeling satisfied, falling into misery when their needs cannot be met. In today's post-modern world kids are surrounded by communication technologies. Children who grew up in front of screens with video games, films and commercials created by adults, living in their "safer houses" instead of "dangerous streets" lost their children culture due to little interaction with each other. The fact that places for socializing outside home are diminishing has made it impossible for a kid to get to know and understand who he is. Moreover in postmodern world, neither parents can spare time to their children as much as they did in the past nor the children are interested in the experience and knowledge of adults. Screen is hereafter a modern nanny, a teacher, a friend, a library full of books and a direct visual access to their children for busy parents.

The state of being like a "young adult" pumped by media in the consumption era finds a reflection in the adult's world as "discover the child inside of you". This way, when they become adults, children who have grown up rapidly make up for their childhood they could not live.

The article focuses on the historical stages of child /childhood concept in West and the child culture that is being eroded and globalised with the effect of media and consumption society.

Keywords: Children, Media, Kids, Culture, Adults, Consumption, Television, Play.

CHILD REPRESENTATIONS IN THE PRINTED MEDIA: CHILDHOOD AS A WAITING ROOM

Gülden SAYILAN – Nihan ÇEVİRGEN

Social representations are social phenomena that members of a social group construct together in the course of daily talk and actions with a purpose of familiarizing the unfamiliar and explaining the world. Media is a field that is considered to be important not only in the formation but also in the expansion of social representations. This study, in which the perspective and methodology of Social Representations Theory are used, has been conducted so as to reveal the prevalent representations concerning children and childhood in our country. Within the scope of the study, child theming articles of four national newspapers with the highest rate of circulation (i.e. Zaman, Posta, Hürriyet, and Sözcü) were examined for one month and the acquired data were examined via the method of thematic content analysis. Results have shown that prevalent representations exist in the printed media in relation to both children and the notion of childhood.

This study also reveals that the ethical principles that are developed for journalists on the national and international level are not thoroughly followed while making child related news in the printed media. It has been suggested that the act of journalism should be conducted in a child-rights conscious and ethics based way so that children, who are not only the consumers but also the subjects of the media, can have more and better media coverage.

Keywords: Printed Media, Social Representations, Childhood.

CHILDREN, TELEVISION AND POLITICAL SOCIALIZATION: A FOCUS GROUP STUDY ON BIZIMCITY ANIMATIONS

Fadime ŞİMŞEK İŞLİYEN – Mustafa İŞLİYEN

Socialization is the process by which the value judgments and norms of a society are inculcated in the minds of individuals through various means, thereby preparing and adapting them to the social environment. Political socialization, on the other hand, which is an important part of socialization, is the individual's formation of perceptions, reactions and values about political phenomena in a certain process. Opinions and beliefs acquired in childhood are of considerable importance in the formation of individuals' political identities. In this context, as agents of political socialization, what kind of effects mass media in general and the television in particular have on political socialization of children were explored in this study.

The focus group study was conducted on 7 students attending secondary education grade two. In the study, as an advantage of the focus group method, an in-depth interview was made with the students and then the students' interactions and reactions within the group were measured. The population of the study consists of the animation films titled "Bizim City" (Our City) broadcast right after the Main News Bulletin on the TV channel ATV. Animation films on political issues brought to the agenda in the news during the past five months were chosen as the sample of the study. Moreover, pains were taken during the selection process of the animations to ensure that the films were within the reach of the children's comprehension.

Keywords: Political Socialization, Children, Television, Focus Group.

A RESEARCH ON INTERNET ADDICTION OF PHYSICALLY HANDICAPPED STUDENTS IN PRIVATE EDUCATIONAL INSTITUTIONS

Ali KORKMAZ

Nowadays, technological developments are increasing rapidly and with this rapidity enter into every aspect of our daily lives. Especially, personal computers and internet are among the things that are indispensable for people. Personal computers and internet make life easier for us by providing immediate access to knowledge, enabling

sharing of knowledge with others, letting us communicate, online shopping and banking just to name a few of the conveniences in our daily lives. While personal computers and internet provide us these conveniences, they also bring a variety of different problems which are a result of excessive use. Internet negatively influences especially the psychological, physical developments and social relations of children of school age. Excessive use of internet/personal computers negatively influences not only the individual's educational development but also his personal development, thus makes him an addict. In this context, it is crucial that the "addiction" concept must be well-defined; the causes, the symptoms and suggestions solutions for the addiction must be clearly presented.

Nowadays, internet is one of the most important communication tools. Thanks to the developing technology, it is now very easy to connect to internet from home, school, workplace and the street. With its young population, internet usage in Turkey is more than many countries in the world. We are facing an issue, spending too much time on the internet is a serious problem and needs to be treated from now on. Like all around the world, in Turkey too, there are clinics founded where the internet addicts are treated. The aim of this research is to measure the internet addiction of the physically handicapped students who are enrolled in private educational institutions in Kayseri. Since the physically handicapped kids are not able to move too much, the internet is an important pass-time tool for them. The survey is conducted to measure the students' internet addiction. In the survey, how long the students surf the internet, their mental state, relationships with family and friends when they are offline, how being offline affects their work, school performance, homework and their grades are measured. The obtained data has been turned into a chart and interpreted.

Keywords: Addiction, Internet Addiction, Physically Disabled, Socialization.