



Necessity of Media Literacy Education and its Picture in Turkey

Selay Özcan

selayozcan@hotmail.com

Celal Bayar University Education Faculty (Turkey)

Abstract

Media literacy is the ability to reach, analyze, evaluate and transmit messages by multiple ways. In education of media literacy, it is basic to reach information, to educate people in constructivist-deconstructivist ways and to product “media”. It is important to educate active people who has the cognitive abilities for “reading” the media, as people who has been brought up within written, visual and multiple media in the globalised world, instead of educating them as passive receivers. It is well known that children who are uncontrollably faced with media loose the ability to interpret and argument. It has been proved that these visual material and messages cause violence, substance abuse, nutrition disorders, disorders of sexual identity and over consumption. For this reason, it is essential to rear a generation which is able to discriminate between reality and fiction, who is conscious and critical consumers of media. It can not be said that the studies on this topic can display the needs for media literacy education of the individual and the society. In this study, the place and importance of media literacy education in the world will be highlighted. Studies made in Turkey, the adequacy and defects of these studies will be discussed and the studies that are due to be done will be proposed.