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## **MEDIA LITERACY IN TURKEY: DIFFERENT GENERATIONS AND DIFFERENT APPROACHES**

### **Abstract:**

When we look at the starting point of media literacy, we see that it is aimed to gain or improve the ability to reach, analyze, evaluate and transmit the message as part of the education given to children and youth. However, ever-changing digital communication technologies has made the new media as important as the traditional media. Therefore, theoretical and empirical studies in the field of media literacy are expanding to include new media. In addition, when looking at past studies, it can be seen that media literacy studies mostly focused on children and young people. On the other hand, middle age and elderly media users have not been the priority on action plans regarding media literacy in Turkey.

In this article, it is aimed to review the previous and ongoing media literacy education perspectives in Turkey and determine the threads, opportunities and potentials of different approaches for different generations.

### **Keywords:**

media literacy, new media literacy, digital generations

**JEL Classification:** D83