

## Media Psychology

Media psychology has been established by the American Psychology Association (APA) as the 46th unit and examines the human-media relationship within the framework of old and new technologies.



If requested, from time to time group counseling sessions are provided in EMU-PDRAM on Media Literacy. Why don't you join to the nearest future group counseling? You can learn many thing and enjoy yourself at the same time.

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# Media & Us



It should be noted that media tools have an undeniable existence in everyday life. Can you imagine yourself in a world without television and computer? Several media messages are received through watching television, surfing on internet, listening radio, reading magazines and journals.

- What do they imply?
- What are their aims?
- How should we process these messages?



### Duties of Media

- Source of news (daily events)
- Source of information
- A means of transferring culture (storyteller of our time).
- Source of entertainment
- A means of public sphere (the place that the common problems are taken into consideration).
- The fourth power after legislation, juridical and execution (The control mechanism for the people in power).

### What is Media Literacy?

- In classical meaning, literacy means to have the knowledge of reading and writing.
- The characteristics of our era necessitate redefining literacy to cover media literacy as well.
- Media Literacy is the ability of reaching the right media tool for a specific aim, examining, and evaluating the received message, and creating and distributing your own message via the media tools.

All types of media messages (oral, visual, auditory) should be critically analyzed rather than being taken for granted. These are some of the useful questions to ask with regard to media messages:

- Where did this message come from, who prepared it? Who paid for it?
- Why do the companies and various institutions spend billions for advertisements?
- Who is it targeted to? Who are consuming the message?
- What does the message tell? What are the beliefs, ideas and values that the message includes?
- What is missing from the message? What does it not tell or avoid telling?
- What kind of life style it promotes?
- What are the technical features for making the message effective?
- Does it convey trust?

### The Principles of Media Literacy

- All media messages are speculations. Media is not a mirror of real life as it is believed.
- The things represented in media affect the person's real world view.
- Media and commerce have an intimate relationship.
- All media tools have their own specific language. The black and white shots in films are deceiving as they resemble documentaries. Using humor, giving the message of 'everybody does it', reflecting fear and lack of confidence, using celebrities and sexual attraction, showing exotic places, giving statistical and scientific information, effective usage of camera angles in the advertisements are frequently seen as persuasive ways.

