

## **MEDIA LITERACY AND PERCEPTION OF REALITY IN TRADITIONAL MEDIA**

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### **Abstract**

At present time, making, circulating news as well as news changing hands is occurring immensely rapidly. Especially in the countries where agendas change fast; readers and watchers are exposed to intense flow of news through mainstream and new media channels. People view the news without questioning the reality of news. This case effects the reader's perception of reality. Such that people cannot question the reality of the news and conceive the alleged information as reality and this perception could be permanent in their minds. Readers could be easily manipulated. Displaying the perception of reality depends on literacy education of quality media. This study aims to analyze the reader's perception of the conceived alleged news on mainstream media and offers suggestions for media literacy education depending upon the result of the research.

**Keywords:** Traditional media, news, objectivity in the news, manipulation.