

Learning cultures in different countries

Supporting children in their academic performance

Hyunsook Chung
EBS, Korea



Is there a special tradition of learning in Korea?

After the Korean War 60 years ago, Korea made a big progress, economically and socially. People believe the driving force behind the big jump was education. From kindergarten on, children get used to competition to get in better schools, and later in elite universities. Parents are eager to help their kids succeed academically. Sometimes, a parent goes with the kids abroad to the US or UK for a better educational environment, wishing their kids to become more globalized, and the other stays in Korea, so families are separated.

How does your channel support children's learning?

TV is still the most influential medium to spread education in public. With its know-how accumulated for over 38 years, EBS, the only Educational Broadcasting System in Korea, offers a wide range of children's programs through its main terrestrial channel and educational programs among 7 channels. In addition, 2 educational channels offer learning programs designed for elementary, middle and high school education. The goal of our educational channels is to complement public education and to decrease putting unnecessary expense on private education. We focus on on-line education as well, e.g. with our Educational Digital Resource Bank. Here, we provide our contents in form of 1 to 5 minute clips. ■

Supporting children through providing access to education

Lúcia Araújo
Canal Futura, Brazil



Is there a special tradition of learning in Brazil?

It seems to me that a country gifted with such rich natural and cultural diversity is naturally a very attractive and stimulating learning environment and could be much better explored by the educational system. Historically, Brazil hasn't been able to offer most children and youngsters a quality learning environment that allows them to develop according to their potentials. Alliances between public and private sectors have been built around the need to improve our educational system.

How does your channel support children's learning?

Canal Futura is such a private non-commercial alliance, and it was created to make use of the Brazilian people's attachment to TV. 15 years later, we successfully put together the best quality programming and outreach initiatives in communities, schools, universities, kindergartens all over Brazil. The channel reaches more than 40 million people and has been especially successful among children, mainly from the Northeast, one of Brazil's poorest regions. What is more, Futura is watched by 2.6 million educators (out of roughly 4 million), and 70 % say they use our contents in their classes. ■

Supporting children in what they want

Sevilay Bozdemir
Children's Channel
TRT Cocuk, Turkey



Is there a special tradition of learning in Turkey?

It is my feeling that in our learning tradition the teacher is the unquestioned authority. But children nowadays need to be active, research for themselves and focus on what they want. This is why educators in Turkey try to introduce new methods and bring activity to children in class.

How does your channel support children's learning?

Our children's channel is the first one to broadcast nationwide. Rating-wise, it is the leading channel of the TRT public broadcasting station. Our aim is to include new media and technology for our audience of 3- to 12-year-olds. We schedule a mix of local productions and bought-in programmes. Education has been a tradition in TRT. Our children's channel does not want to be solely educative – as there is a TRT educational channel, and children get their formal education from school. Our job is to show new children's programmes for kids, sometimes by kids and about kids. We feel that high-quality programmes produced by professionals are something children can enjoy and benefit from. ■

compiled by Dr. Elke Schlote (IZI)