

**The media is trying to propagate a 'youth culture' which today's youth is following senselessly with herd instinct. Do you think this is a hindrance to construction of their own distinct and unique identity?**

Per Lundgren: “The media has the power to change the way children and youth see their lives, and how they are reflected in the media plays an important role in the creation of a young persons life. I believe that there are differences worldwide in how media represent children and youth, dependent on cultural contexts, editorial perspectives and individual journalists ambitions. If you look at it rationally, including children and youth perspectives in the stories, using sources that consider childrens well-being, including youth organizations, is very important.

I definitely think that there is no such thing as a single youth culture, but many youth cultures and life styles to report from, for the media to avoid repeating stereotyping.”

**How can we use the media effectively so that the "right to freedom of expression" can be exercised in the correct perspective equally by children and young people across the globe?**

“ I think the internal perspective is a crucial one – personalized media is now a reality, it is now for anyone who has access to Internet and a computer and education in software, to develop skills to communicate widely, expressing other views than stereotyped media representations. If someone who reads your interview wants to join others who are already doing this kind of work, go to [www.wskarlstad2010.se](http://www.wskarlstad2010.se) There will be youth groups all over the world creating a chat forum to develop ideas ahead of the coming World Summit on this subject!”

**The media is propagating violence through sensational coverage of crimes and conflicts. This has a negative impact on children. How can we counter this effect?**

“United Nations is supporting work to counter this effect, for example Rapide Media Response Mechanism, which, in times of crisis, is a resource for journalists to avoid stereotypings, supporting intercultural understandings instead of contributing to misunderstandings.

And all over the world organizations work to counter this effect; they develop their own information using relevant sources creating a holistic perspective of youth and including the voices of children and youth, and representatives of them. It is indeed important to realize that these negative effects has to be countered by taking positive action.”

**Drug abuse and alcoholism in many movies and soap operas has lead to a very inappropriate youth culture where doing drugs and alcohol is fashionable. How can we build a new and morally better scenario in the new media age?**

“Movies and soap operas often origin from international media cooperations reproducing stories were core values and holistic approaches to young peoples lives are not present; in fact, these stories are often made for elder audiences but it is also a fact that pre-puberty viewing without responsible adults helping children to put media experiences into the context of the child, often creates negative effects; so sexy so soon..., not helping the individual to say no..., not taking in to account consequences of use of drugs and alcohol..., not supporting a healthy life style..., etc. And this calls for responsible adults to act; teachers organisations, medical doctors, researchers, parental organizations, youth organizations, media departments within religious organizations, etc. And of course, remember that there are media professionals doing a great job in this respect as well! Public service broadcasters and private corporations too, often take this

seriously and we want them to prepare and bring their best practices to the coming summit in Sweden in 2010. We need to put forward quality media content.”

**Can training in media literacy help children develop better understanding of the society and various social issues? Also can it help them differentiate between 'reality' and 'fiction'?**

“This is a relevant question indeed, and it is surely one of the purposes with media literacy education – to integrate critical thinking into the curriculum using daily life problems of children and youth as they are presented in the media. Media literacy education is also a way to develop creative communicative skills for the 21st century citizenship. The World Summit Karlstad 2010 is one of the founders of the United Nations Alliance of Civilizations project “Media Literacy Education Online Clearinghouse” with resources for all in different languages, find the link at [www.wskarlstad2010.se](http://www.wskarlstad2010.se)”

**Could you tell us more about the World Summit Congress on Media for Children and Youth to be organized in Karlstad in 2010?**

“First of all I would like to invite you to come prepare with us for this event! We need people from India to bring their perspectives and knowledge and skills and cultures to the world of children and young people’s media! Your questions are so relevant! Secondly, I invite your readers to visit [wskarlstad2010.se](http://wskarlstad2010.se) web site to get the free newsletter with all updates on what is happening approaching this fascinating event! You know, it is a summit for 2000 delegates, 150 students, from 100 countries preparing with children and youth for a new media world in the 21st century. Already now, in September 2008, with nearly two years to go, 200 proposals for activities from 50 countries in all five continents have arrived to our office in Karlstad Sweden. We are busy organizing them right now, because there are so many with high quality, widely spread among different cultures.

The World Summit will be a world conference with opportunities for networking, debate, interactivity and workshops to share perspective, experience and expertise. It will also be a global event with culture festivities for all.

Your readers are most welcome to follow up on this interview and contact us at [info@wskarlstad2010.se](mailto:info@wskarlstad2010.se)”