

## **MEDIA, A DANGER FOR THE CHILDREN**

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### **Abstract**

A fair and professional reporting of media on the situation of children in the home contributes its knowledge and understanding by the general public, identifying problems and addressing them by policy makers, executive and society in general. Media plays a direct role in the implementation of two very important rights for children and children's exactly right to information and the right to express themselves and to ensure that the opinion of the children taken into account in any decisions to do with them. Wealth and plurality of information obtained through the media affects children in developing their character and skills. Media creates a direct opportunity for children to express their opinions and concerns, and may contribute to reflect these concerns in decision-making. But, on the other media can have a negative impact on the development and protection of children's rights. Especially electronic media may negatively affect children, as it is the media that followed more children and more sensitive visual images affect their development. This study tries to broadly reflect the role that the media should play in the protection, respect and promote the rights of children. The study also examines the legal instruments, regulatory and self-regulatory that sanction this role of media in Albania. The study is based on the United Nations Convention on the Rights of the Child as comprehensive legal instrument the part of the Albanian legislation. In addition, the the study examines the Law on Radio and Television in the Republic of Albania, the Constitution, together with the main pillars of the Albanian legislation, such as the Criminal Code, Civil Code, Labor Code, Family Code that were adopted after ratification of the Convention and other international instruments and Europeans, reflecting the most important principles of human rights.

**Key words:** *media, information, law, children's rights, opinion.*