

In The Name Of God

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Theme: Protection of minors in audiovisual media

Distinguished delegates,

Affirming that nowadays minors are the most vulnerable group at every society and their delicate physical, mental and moral integrity is seriously and consistently being endangered by unrestraint media onslaughts through unauthorized broadcasting.

Taking into account rules and regulations enshrined in the "Convention on the rights of the Child" which Islamic Republic of Iran is a party of, including article 13 of the convention requires the members that: "The child shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the child's choice".

Believing that the sole way to control and ban the harmful content through the transnational media is to strengthen transnational regulators, including regional mechanisms of regulation, which is here the IBRAF.

Bearing in mind, and without denying the constructive role of advertisement in economics and production, that the advertisement in improper ways or improper times could be the most improper specially regarding the minors.

As the Iranian delegation I suggest some points, regarding "protection of minors" in the media as follows:

1. Broadcasts shall not include any programs which contain any harmful content to the physical integrity, mind or the morals of the minors. These include any sexual, violent or other immoral content. In addition, any program including advertisements shall not contain any material which can cause to permanent awareness of subjects of sexual nature or any shocking information which can cause to a trauma in minors.
2. Broadcasting any program containing full nudity of minors shall be banned without exclusion. Partial nudity in the event of necessity or education shall be under strict supervision from the point of view of lacking any sexual or indecent content.
3. Broadcasting any program which may, direct or indirect, encourage or reproduce social traumas like child abuse or child labor shall be prohibited.
4. Programs which are generally acceptable for being broadcasted but contains harmful contents to minors shall be identified by visual symbols and acoustic warnings preceded by or throughout their broadcasting.
5. Programs presenting or advertising teleshopping, mail-shopping, internet shopping or the other ways of distance shopping systems shall not exhort under age people to contact and enter into a contract with the respecting offerers. Programs offering such services shall be under strict continuous supervision in order to consider the age of their potential audiences and to enforce necessary precautionary measures to prevent children from dealing with them.
6. Advertisements shall not contain any contents capable of causing any kind of physical, mental or moral damage to the minors.
7. Persuasive effect of the advertisements shall not be unrestraint especially in the case of minors.

- 8.** Advertisements shall not be so unrealistic that with recourse to natural credulity of minors mislead them about any features or qualities of the advertising product since this can cause to stimulate unreasonable expectations about productions like toys and games that are not fit exactly with their qualities in real, which could lead to extreme despondency of the minor user.
- 9.** Since the sense of loyalty in minors does exist but is not fully evolved, advertisements shall not take advantage of immaturity of this minor's humane sense. Therefore, no advertisement shall be designed in a way that potential minor audience feel guilty or lacking in loyalty in the event of refraining from procurement or use of respective subject.
- 10.** Advertisements shall not put the minors in a position in which they feel their selves in an inferior or contemptuous position in comparison to themselves.
- 11.** Programs shall lack any instructions or presentations by minors which are not reasonably expected from the other minors in the presenting or instructing minor age. This could cause minor audiences to underestimate their scientific or their other social skills. Further, persuasive phrases testifying about products shall not be presented directly by minors.
- 12.** Minors shall be treated in a reasonably well-behaved manner depending on the circumstances during programs. Advertisements and programs dedicated to the children shall have no sign of mistreatment or any kind of abuse and as well, shall not encourage any kind of abuse through its audiences. On the other hand, no program shall provoke use of force, vindictiveness, bullying or any other kind of anti-social conduct between minors.
- 13.** Advertisements shall be supervised carefully from the point of view of safety. There shall be no content encouraging minors to act dangerously like to meet strangers, climb high surfaces, work with

dangerous or flammable chemicals or any other kind of dangerous materials etc.

- 14.** Adult only rated programs and also slimming or dietary programs shall not be transmitted during minors programs or in breaks immediately after or before them.
- 15.** All programs which are dedicated to minors shall be carefully supervised from the point of view of religion, morals and family values. There shall be no sign of indecency or heresy throughout the programs being broadcasted. Media contents shall make minors feel safe, secured and optimistic about the family, each of its members and religion.
- 16.** Programs shall not encourage the spirit of consuming or overeating throughout the minors. No harmful nutrition shall be advertised during or in advertisement breaks immediately after or before minors' programs. As well, no dietary or slimming product shall be allowed to be advertised in the mentioned time. In addition, presenting any amendatory, slimming or dietary proposal to minors during general programs shall be banned.
- 17.** Finally, the Iranian delegation insistently demands to trigger the process of establishing a uniform content classification system in order to ensure protection of minors, among many other benefits which necessitates this significant course of procedure.

Thanks for your kind attention