



MEDIA EDUCATION - AS A SUPPORTING DIRECTION OF PEDAGOGY TO SUPPORT THE STUDY OF "PUBLIC COMMUNICATION" FORMS

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Abstract

The article reveals the content of media education as a direction of pedagogy that supports the study of "mass forms of communication". Highlighted the main tasks of media education.

Keywords: Media, education, "mass communications", media, modern, information, media culture, media literacy.

Introduction

It is difficult to imagine the modern world without information sources. Mass media has played an important role in the life of mankind for half a century. Mass media today is one of the most important areas in the lives of people around the world. According to sociologists, an average "civilized person" who lives 75 years has 50 years of active, restless activity.

The socio-cultural development of any nation in the XXI century in all areas cannot be measured by the main news that appears on the screen.

Since the 60s of the XX century, the world has formed its own direction. So, in the 90s of the XX century, media education has become a structural component of education in all secondary schools (from grades 1 to 12) in Canada and Australia. Media education is integrated into the mother tongue in British schools, for example, 25,000 secondary school students and 8,000 university students take a media course each year to prepare for their final exams. By the way, the expansion of American social media has contributed to the rapid development of education in many countries: many European media teachers have developed "critical thinking" in students in order to counteract the influence of foreign mass culture. The importance and support of media education has been repeatedly noted in UNESCO resolutions and recommendations. In 2000 UNESCO recommendations, it is



recommended to introduce "media education" as a means of education for every citizen of a country with freedom of speech and information.

The Russian Pedagogical Encyclopedia defines media education (from the English media education Latin. Media - medium) as a direction of pedagogy that supports the study of "media communication methods (press, television, radio, cinema, video.)" - to accustom the new generation to modern information conditions of life, to perceive various information;

- to teach a person to it, to develop its psychological impact:
- to master the methods of non-verbal communication without getting rid of technical means:
- to fully perceive, provide, analyze and create media texts, to teach various forms of self-expression using media technologies.

Media literacy helps a person to actively act with the help of television, radio, information space.

The importance and role of media culture are truly growing exponentially. Today, the world information source (mass media) is a complex tool for mastering the world around a person (creative, moral, psychiatric, intellectual, intellectual). Modern media culture is on the rise. The educational process is accompanied by a comprehensive development of the human personality: emotions, intelligence, independent creative and critical thinking, worldview, aesthetic consciousness, perception, activation of knowledge acquired in the form of artistic analysis. This situation is probably due to the contradictions of the modern educational process in Russia:

- the increase in information intake is primarily due to the lack of technical equipment for its full production in the form of cinema, television, video, the Internet and many educational audio-visual aids;
- the important role of media culture in shaping the consciousness and worldview of students and its integration into the curricula of secondary and higher educational institutions, as well as into the existing structure of traditional education;
- media - a necessary condition for the effective implementation of education (the abolition of bureaucratic prohibitions associated with the search for new pedagogical methods, program directions, the widespread introduction of elective subjects in universities, gymnasiums, colleges, etc.;



- teachers and students can communicate with cultural values through the media. 21st century and their weak use in mass education. Thus, in the modern socio-cultural situation, the role and significance of media culture in the lives of people, especially young people, is greater than ever. The popularity of mass media texts among young people (and among a large part of the audience) is determined by many factors: therapeutic, compensatory, entertaining, aesthetic, cognitive, informational, communicative, moral, social, cathartic and other functions of culture; reliance on game - humor genres (usually based on mythology), standardization, serial production, sensationalism, a system of "emotional changes" that allow viewers to relieve nervous tension; hypnosis, predicting people's desires. In recent years, many studies have been conducted on the problem of the influence of the media on the school and student audience. Their authors, as a rule, agree that, along with pop music and sports, communication with works of media culture also occupies one of the first places among children and young people. At the same time, media culture, which has organically absorbed the features of literature, theater, music, fine arts (for example, television programs and screen texts of the Internet), is more widespread. Students of universities and higher pedagogical institutions occupy a special place in the youth audience. The effectiveness of teaching in schools, lyceums, gymnasiums, colleges, technical schools and other secondary educational institutions largely depends on the individuality of the teacher, his consciousness, independent thinking, and the degree of development of his skills in using media in the educational process.

The need to study the history of the media for students, which will allow them to understand media education from a historical, theoretical and on a methodological basis, as an effective means of creative, independent and effective development. The object of the course is the process of historical development of world media culture.

In the modern socio-cultural situation in Russia, instability, regional conflicts, weak state financing of the sphere of culture and education, low living standards of a large part of the population, open and hidden unemployment, etc.; pluses: pluralism of ideas, free flow of information, private initiatives, expansion of opportunities for cultural and educational contacts, introduction of technical innovations. Obtaining additional information on the Internet, viewing the same audiovisual material in different languages, etc. In other words, using not only all the advantages of the



process of reading a book, but also in the virtual world (if there is a personal computer) to implement their creative ideas. Today, not only computer games with three-dimensional images and sound have been created. The game is a source of entertainment, but also the development of memory, reaction, intelligence, logic, attention, artistic perception and imagination. by. Modern technologies allow anyone to create personal computer newspapers, magazines, films, encyclopedias, Internet sites, etc.

Huge opportunities for the development of creative abilities are opened by video shooting, which, unlike film shooting, does not require a complex film production system, printouts, sound synchronization, etc. on a television screen or monitor. Along with communicating with computers, creating video from the property of professionals is gradually becoming an increasingly common phenomenon. Satellite television also plays an important role in the expansion of media, thanks to which you can receive not five or six channels, as before, but several dozen (if not hundreds) from different countries of the planet.

References

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