



## Improving The Level of Knowledge About Media Technologies Among Students of Pedagogical Higher Education Institutions

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### ABSTRACT

Media education prepares our youth for safe and effective communication with modern media, builds media awareness, media literacy, media culture and media competence. The media plays an important role in the upbringing, education and cultural development of our children, as well as in the formation of public opinion and governance processes. Modern university students are more likely than adults to use the media have advantages in the use of computer equipment, master media innovations, media experience and strict media choices. The media, interactive technologies, distance learning and education, and e-arts are rapidly entering modern educational institutions

### Keywords:

Media literacy, self-determination in communication and cooperation, Oppositional and commercial structures, information

University students are constantly faced with an ever-increasing flow of information and have great difficulty in demonstrating their search skills and in critically evaluating the information obtained independently. In this context, the role of the media in training professionals will increase significantly. This, in turn, requires a high level of erudition, huge creative, scientific potential and initiative from the teacher, as in the third millennium the labor market pays special attention to the selection of personnel in an environment of strong competition and economic need. Therefore, teaching media literacy to students should be a priority in the state education policy. After all, the future of our nation depends on the media literacy of modern university students.

Open world educational networks that transcend political, administrative, national, racial, religious boundaries), at first glance, could help the positive synthesis of societies in different countries. However, in reality, globalization is taking place under the familiar

dominance of the rich and powerful countries of the "golden billion" (North America, European Union, Japan). Less developed in the economic plan, the state more and more often find itself in the role of "raw material resource". From here and the emergence of a powerful and aggressive anti-globalization movement fueled by the polarization of social, racial and denominational groups. Reflecting on the readiness of modern education to respond to the challenges calls the most important among them:

-the problem of harmonious unity of knowledge and faith, their ideological synthesis, understanding of the meaning of his life;

-the problem of the need for unity, convergence, spiritual integration human communities, overcoming their disunity, moral, ideological incompatibility, the constant threat of confrontation;

- the problem of understanding the deep, mental foundations of the moving forces of the development of civilization and in the active influence on these mental foundations, on the

characteristics of the individual and collective mentality in the direction of the moral, spiritual progress of mankind, tolerance, life preservation and life creation.

-relation to the child as a subject of life, capable of cultural self-development and self-change;

-relation to the teacher as a mediator between the child and the culture, capable of frowning him into the world of culture and supporting the child's personality in its individual self-determination in the world of cultural values;

-relation to education as a cultural process, the driving forces of which are personal meanings, dialogue and cooperation of its participants in achieving their goals cultural self-development;

- the attitude to university as an integral cultural and educational space, where the cultural models of the life of children live and are recreated, and cultural events take place, the creation of culture and the upbringing of a person of culture are carried out ". E.V. Bondarevskaya and her supporters reasonably believe that the traditional understanding of education as the mastery of students' knowledge, abilities, skills and their preparation for life should be final reinterpreted and supplanted by a broader view of education as the formation of a person, finding himself, his human image, unique individuality, spirituality, creative potentiation. "In the light of the culturological approach, the epicenter of education is a person as a free, active individual, capable of personal self-determination in communication and cooperation with other people, oneself and culture".

In this case, it follows take into account that modern education is inconceivable without the use of mass communication and information technologies. The work of 70% of the world's population in one way or another connects with the creation, processing and transmission of media texts. Over 90% of the planet's inhabitants (with the exception of infants and hermits who avoid civilization) are active consumers of information release.

Is it possible today to force 83% of the student body to turn off their televisions and

join 16% of their actively reading colleagues? The question is, of course, rhetorical. Apparently, over time, even conservative teachers will have to come to terms with the fact that at the turn of the 21st century there has been a final reorientation of the youth audience from printed text to audiovisual.

Therefore, the question of the necessity and relevance of media education understood as a process development of a personality with the help and on the material of the means of release of communication (media) in order to form a culture of communication with the media of creative, communication skills, critical thinking, skills of full-fledged perception, interpretation, analysis and evaluation of media texts, teaching various forms of self-expression with the help of media technology], on our opinion already belongs to the past. Which, in fact, is confirmed by the text of the qualification characteristics of the future teacher in the state standard higher education company. It, in particular, says that a graduate of a pedagogical university must possess "Methods of Searching, processing and using information, is able to interpret and adapt it for the addressee: in the conditions of the development of science and changing practice, he is able to re-evaluate the accumulated experience, analyze his capabilities, knows how to acquire new knowledge using modern information educational technologies".

Today, other questions are relevant: what medical educational models, methods, technologies can most effectively prepare the new generation for life in modern informational conditions, for the perception and understanding of a number of information; teach a way of communication based on non-verbal forms of communication using technical means;

Oriented education, attaching students to department projects, building individual trajectories, where "Education is built as a space of advanced simulation design of various actions". 3) a network (search) model with a creative-dialogue, personality-oriented paradigm, based not only on information flows and data banks and providing access to them via the Internet, but also on the openness and accessibility of "different art of practice for

different consumers and subjects of education". We can agree with S.A. Smirnov that the first model is widespread in societies with a state-controlled economy and social sphere and in societies that have recently emerged from totalitarianism.

Undoubtedly, the purpose of media messages and media education is interpreted differently by the same or other social institutions. To the position, the position of the structure in a democratic society, no doubt, there must be agreement in the stabilization and in the society of values, beliefs and behavior models (law-abidingness, social activity, etc.), in the harmonious development of the individual, its cultural and educational level. Oppositional and commercial structures of society to one degree or another, they are focused on criticism and politics of social processes (combined with the proposal of alternative development options), or on advertising of certain goods and services.

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