Медиаобразование: Международные тренды

Тренды образования в России и Канаде

What is media literacy, and why is it important to teach and study it?

Media literacy is the ability to identify different types of media and understand the messages they're sending

At first media literacy was seen as teaching children about media

Following media-literacy steps allows you to learn for yourself what a given piece of media is, why it was made, and what you want to think about it.

CREATE
Produce new or original work

EVALUATE
Justify a stand or decision

ANALYZE
Draw connections among ideas

APPLY
Use information in new situations

UNDERSTAND
Explain ideas or concepts

REMEMBER
Recall facts and basic concepts

Media Literacy helps children:

a) learn to think critically;

b) become a smart consumer of products and information;

c) recognize point of view, create media responsibly;

d) identify the role of media in our culture;

e) understand the author's goal;

Trends in Russian Media education

Stages of development media education in Russia:

I stage 1900-1918-the birth of media education;

II stage 1919-1934 - formation of the ME;

III stage 1935-1955-stage of practical training;

IV stage 1956-1968 - revival of the ME, weakening of "ideological" control in the field of education; photo, radio, film clubs and electives, school press;

V stage 1969-1985-aesthetically oriented ME;

VI stage since 1986-till nowadays the modern stage of multimedia education: the distribution of video, the appearance of computers, the beginning of their use in the educational process; festivals, international schools, media conferences, etc.

Prospects of development of media education in Russia

The specifics of Russian media education models are:

a)   comprehensive development of the individual

b)   the connection between theory and practice, accessibility, systematicity

c)   principles related to the peculiarities of media culture (the development of audio-visual perception, the ability to analyze media texts)

Improving the quality of:

a)   education

b)   social protection

c)   promotion of culture

d)   media based on information and communication technologies

Trends in Media education in Canada

Main stages in the development of media education in Canada

[1950-1960](#)-the birth of media education in Canada;

[1970-1980](#)-the period of formation;

[1990-2005](#)-the current stage of media education development in Canada

a) media creates reality;

b) all media texts are the result of purposeful design;

c) each media text has a unique aesthetic form;

d) in the media text form and content are strictly interrelated;

e) the audience evaluates the value of the media text based on indicators such as age, gender, race, and life experience;

f) media contains ideological value messages;

g) media has commercial and political significance;

Thank you for attention