

# 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.



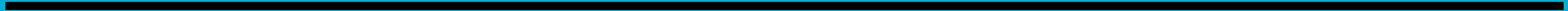
# Media Literacy helps children:

- 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

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**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**





**Media education system in Canada offers the following key concepts:**

- 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**

