MEDIA PEDAGOGY-A SEPARATE AREA OF PEDAGOGY

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Annotation. This article analyzes mediapedagogy as a separate area of pedagogy.
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In the XXI century, he is well versed in the concept of the media. From the point of view of sociology, the media are social institutions that are engaged in the collection, processing, analysis and distribution of information on a large scale. From the point of view of political science, the media is also a way of political propaganda, propaganda and political manipulation of the population.

The first media appeared in ancient times, when the Herald went to the central square to announce the new royal decree and the last events of the kingdom.

With the development of modern technologies, the media also developed. In the classical Press (Newspapers, Magazines and other periodicals) there were competitors - radio, television, then the internet.

Types of media.
The types of media are as follows:
press (newspapers, magazines);
book publishers;
press agencies;
broadcast;
TV;
cinema, video, sound recording;
Internet.

From the point of view of some researchers, the development of some social networks (Facebook, Odnoklassniki, Twitter) allows you to add them as another media.

The essence of the media is that their information is intended not for one person, but for the whole society.Functions of the media. In some functions of the media, their political component is clearly observed:

The information function is the collection and transmission to the population of any information related to any area of \ u200b \ u200bThe life of society (economic, social, political, spiritual).

The function of forming public opinion about various phenomena in any area of society (here elements of the introduction of a point of view have already begun to be observed).

The educational function is the transmission of knowledge, the expansion of a person's cognitive abilities (for example, programs "History Channel", by the way, can also include some ideological component).

"Replication"of models of behavior of government bodies, politicians, political parties and other subjects of the political sphere.

The management function is a means of mobilizing the masses to solve certain social, economic and political problems. An example is programs and articles on the topic:" pay taxes and live peacefully"," do not litter the Forest"," do not walk by car on the roads " and others.The task of

political marketing is to "sell" political goods ,publish political ideas, political programs of candidates for elections.

The direction of the educational process largely depends on the teacher, who immerses students in the information field and gives them the necessary tools for a critical understanding of the press, images, stereotypes and models of behavior, situations, etc. A modern teacher, as a rule, finds ways to use gadgets in a lesson, focused on the creative assimilation of the technically equipped generation of the information age in the educational age and extracurricular times.

The work used an empirical method of collecting and systematizing materials related to media literacy and the study of media education based on the media qualifications of the teacher and student. In the process of terminological analysis, we clarify the definition of a number of terms: media competence, media literacy, media education, media pedagogy and media teacher.

Priority tasks for a modern teacher are the professional development of the specifics of the media, which are part of the educational process, at the software and technical level, work with content resources, support for communication with students, parents. , the implementation of programs of colleagues, education and extracurricular activities; the teacher is required to understand and accept the functional importance of the media within the framework of the subject being taught.

The skills that are formed and developing for both the teacher and the student continue the traditional traditions of Education, based on the principles of communicative communication, communication, multiculturalism and a practice-oriented approach, but taking into account the actual tasks before education. XXI century and socio-cultural characteristics. Today, project activities are the most popular teaching methods. The media in this case is a universal tool for both the teacher himself and the reader, since it allows the formation of competence in the media, including thoughts about the real world, conventions that authors observe when writing media texts, about media production networks. , their origin, evolution, economic basis, etc.are given about the structure, contexts, the impact of the media on the individual and the environment.At the level of the individual result, M.V. As Jijina noted, the qualifications of the media are manifested:

- in the perception of reality by each subject in the process of forming (adequate) social ideas about the world, including the world of media;

-mastering new forms of behavior and behavior (including your own);

-mastering behavioral models through conformism, imitation, infection, mechanisms of expression and identification of "oneself through action"; - the subject's attitude in the form of socialization and individualization, protection of personal identity, tolerance and immunity to negative or manipulative influences of the media world is shown.

By Media education, we understand a set of educational measures aimed at obtaining knowledge in the field of the media, mastering the basics of media literacy and the formation of media competence. A person with Media information is a person who is responsible for transmitted information and models of behavior, having the ability to reveal himself and develop himself through the media and in the media, to show conscious activity and creativity.

The consideration and analysis of the functions of any system of social activity is the main point of its theory. Because, the processes that take place in each system of social activity are ultimately determined by the implementation of a certain function in a broader whole.

Are there so many functions in completely different areas in the media? For Example, E.P. Prokhorov, considering the journalism of a multifunctional system, identifies the following six functions of journalism:

1. the communicative function of communication, communication, which the author calls the original function of journalism;

2. The most obvious is the direct organization; - the role of journalism as the "fourth power" in society;

3. An ideological social direction associated with the desire to deeply influence the philosophical principles and values of the audience, the consciousness of people, their ideals and aspirations, including the motives of behavior actions;

4. Cultural and educational, according to the author, is one of the cultural institutions of society, participation in the promotion and dissemination of the cult of high values in society, models of world culture of people, thereby contributing to the comprehensive development of man;

5. Link to advertising related to the satisfaction of utilitarian demands of the world of various layers of the audience (garden vegetable garden, tourist, gathering, chess hobbies;

6. rest is fun, stress relief, pleasure.

For Example, S. G. Korkonosenko distinguishes such 4 areas: economic, political, spiritual, ideological and social.

In each of these areas, the media plays a social role:

• production and economic,

* regulatory,

* spiritual and ideological,

* information and communication.

Thus, in the economic sphere, it becomes part of the production system, acquires the quality of products. The social aspect is mainly the collection, collection, storage, processing and dissemination of information. In the spiritual world, the press performs cognitive and educational functions inherent in all ideological institutions.The author believes that a role-playing approach allows you to describe the complex activity of the media. Maybe, but the author believes that being a commodity is a function of journalism - and it seems an exaggeration, because a product is a product of Labor capable of satisfying any human need and intended for exchange, but how can journalism serve? exchange product? In this case, it is not a function of journalism and is not a function of information that is processed in journalism.

As data collection, storage, it greatly limits the function in the social sphere.The author also defines topics that influence the formation of media functions.

A common topic related to journalism is society.To meet the needs of society, it is intended to consolidate the knowledge carried out in journalism. A separate social structure, as actors, is the acquisition of power to define the functions of journalism, such as propaganda, propaganda, organization, and the needs for advocacy. Personality determines the tasks of orientation, moral and psychological satisfaction.For specific social actors such as journalists, journalism takes on professional and creative tasks.We are talking only about the separation of topics, because a journalist can perform not only creative and professional tasks, but also use the press in his own interests.According to the author, it is possible to distinguish the social purpose of journalism or its general function, which, in accordance with existing social interests, regulates and modifies its

influence on social practice. But the author does not associate this function with any topic.However, different types of media are outside journalism, for example, any Congress or parliamentary meetings are broadcast directly on television, ballet on a TV show or radio (performance, variety concert), legislation, resolutions and regulations of other government bodies, English (or any other) information flow (publications), meteorological reports, other product advertising. That is, the concept of" journalism " may appear, and only then, when evaluating the current event. Only under these conditions will the commentator become a journalist and become an element of the commentary of the journalist's activities.

Therefore, different authors look at the tasks of the media in different ways. But modern research shows that there is the simplest division of media functions:

- humanitarian functions of the media-information, education, entertainment and others;

- The political ideological function of the media that shape the mass consciousness or the influence directed to certain groups of the population.-

Currently, there is no universal concept of mass information education in the world.Famous Russian media teacher A.V. Fedorov names more than a dozen theoretical approaches in this area. Let's describe some of them, following the following plan in the description: we indicate supporters of media education, a theoretical basis, the main purpose in the context of the activities of media teachers-supporters of a particular theory.The main goal of Media education, according to supporters of this theory, is to mitigate the negative effects of excessive media enthusiasm (primarily in relation to children, adolescents and young people). Teachers should be focused on helping students understand the difference between real life and media text by showing the negative effects of the media (such as the Internet, television, etc.) through examples that the target audience understands.This theory of Media education (in its classical version) has a sufficient number of opponents both in Europe and in the world.

The main goal of Media education is to help the target audience get the maximum benefit from the media in accordance with the wishes and inclinations of the information consumer. Media teachers are mainly based on the "positive" aspects of the media.The main goal: to teach schoolchildren, students, teachers to use technical educational tools. The focus will be on the study of technical devices and the formation of practical skills in the educational process and the use of TCO necessary for everyday life, teaching you how to create your own media texts.Theoretical basis: cultural theory of the media.Media teachers are sure that the media offer to interpret the texts of the text.The audience is in a state of communication with media texts.He not only accepts information, perhaps independently analyzes various media texts.The main goal of Media education is to help viewers understand the basic laws and language of media texts related to art, create conditions for the development of artistic perception and taste, the ability to conduct competent artistic analysis. Particular attention is paid to the study of the language of Media culture, its history, the author's world of the creator of artistic media text. The main attention is paid to the implementation of a critical analysis of literary media texts, their understanding, interpretation and competent assessment.

Media teachers pay special attention to the development of media didactics, they distinguish the following.

* classical concepts of the use of the media as a means of education, teaching aids, means of organizing a new learning environment;

•the concept of web didactics, which implies the study of the use of network resources and products;

* the concept of project-oriented media didactics, which implies that readers create their own media products;

• the concept of joint education.

At this point it can be said that the main objective of media education is to help students understand the mechanism by which they enrich the imagination and knowledge of the audience through the application of the media.

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