DEVELOPMENT OF STUDENTS' MEDIA LITERACY

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Anntation. *This article highlights the modern scientific and practical of education. The theoretical conclusions and guidelines for the analysis of studies conducted on the development of media literacy of students are presented.*

Key words: *media education, media literacy, media competence, media product, information technology, information and communication technology.*

Modern information technologies are also advanced to the educational system, offers a wide range of opportunities at different levels. One of them is information means of communication and media products. These possibilities are editorial applied directly and indirectly to the processes, and the effectiveness of the quality of education makes a worthy contribution to growth.

Educational technologies are always based on information; they are closely related to the storage, transmission, and delivery of various information to users. New editorial and information systems and professional knowledge in various fields provides the possibility of transmission in a short time. Development of information technologies it also requires the development of media literacy of students. Media use products to make the student younger independent work is an important part of meaningful leisure time. Therefore, it is natural to integrate media education into the process of working with young people is the case. Media is becoming more and more important in people's lives and education is getting. This is the issue of rapid development of media education indicates its importance.

In "Russian Pedagogical Encyclopedia" "media education of pedagogy mass communication by schoolchildren and students (press, that it is necessary to

study the laws of television, radio, cinema, video, etc. is defined as the direction of the promoter. The main tasks of media education: preparing the young generation for life in modern information conditions, various information to perceive, to understand it, to understand the consequences of its influence on the human psyche, to be able to use non-verbal forms of communication with the help of technical tools is to teach to master the methods. Of course, in this "educational process it should not be forgotten that the participants have equal rights.

Because of media education, media competence develops. Media competence (Media competence) is considered a new term entering education, and it to be able to transfer and evaluate media information in various forms. Media competence include media culture, media propaganda, media education, media information, information culture, paying more attention to terms like media literacy will raise a mature generation takes a special place in delivery. The result of media education is the audience determined by increasing the level of media literacy.

From the analysis of studies on media education theory based on this, the development indicators of media literacy are as follows can be specified:

1) Motivational (genre, thematic, emotional, epistemological, hedonistic, psychological, moral, intellectual, aesthetic, therapeutic and other media texts motives for being in contact with);

2) Contact (speed of communication media-cultural works and media texts contact with);

3) Informational (terminology, theory and history of media-culture, knowledge of mass communication process);

4) Resistive (the ability to perceive media texts);

5) Interpretive evaluator (media perception, critical independence interpretation and analysis of media texts based on a certain level skill);

6) Implementation (creating and distributing own media texts);

7) Creative (creative initiation of various aspects of media activity, resistive, game, artistic, research, etc.).

Professional knowledge important for editors in media-educational activity and

The indicators of the development of skills are determined as follows:

1) Motivational (motives of media-educational activity: emotional, epistemological, hedonistic, moral, aesthetic, etc.; in the field of media education striving to improve knowledge and skills);

2) Informational (level of awareness, theoretical and pedagogical knowledge in the field of media education);

3) Methodological (methodical skills in the field of media education, editorial artistry level);

4) Active (media-educational during various types of training sessions performance quality);

5) Creative (initial creative level in media education activity).

The analysis of the contortions presented in foreign studies is the main one of the West summary of the important directions of modern adaptation of concerts allows to release. Undoubtedly, any editorial concert is different without adapting to the established traditional type of education of the country cannot be used. This is the content of Western media education also related to the process of assimilation. Today's intense information exchange, technical development, diversification of the form and content of media products, expands the possibility of attractiveness. Therefore, multimedia for students and young people and selection, sorting of products provided by information communications, it is urgent to improve the competence of acceptance, assimilation, and use is becoming an issue. In this regard, more promptness from pedagogy researchers, demandingness, and responsibility is required.

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