MEDIA EDUCATION AT SCHOOL

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Abstract: The article discusses a new pedagogical process.
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Modern society faces many challenges related to the development of information technologies that affect all spheres of life, including education. In the conditions of the information society, media education plays an important role in the formation of students' competencies related to the use of mass media for educational purposes. This approach has become one of the main trends in pedagogy, which is actively developing and receiving increasing support.

Media education is the process of teaching people how to use media technologies correctly in order to obtain information and communicate with other people. The modern world is saturated with information, and for many people the use of media technologies is an integral part of their lives. However, it is necessary to be able to distinguish between genuine information and fakes in order to be a competent media user.

Media education is a pedagogical practice, the purpose of which is to form students' competencies related to the use of mass media for educational purposes. It is an integral part of everyday life, so it is necessary that everyone knows how to use multimedia technologies correctly. It is a necessary component of the upbringing and education of young people in the era of information technology.

Media education consists in the fact that students acquire the skills of analyzing, evaluating and creating media materials, such as films, cartoons, news, advertising, etc.

It is aimed at developing creative abilities and critical thinking, promotes the development of communication skills and the ability to media literacy.

One of the main principles of media education is active work with exhibition and educational activities, organization and holding of thematic exhibitions, various presentations, quizzes and final events. During such classes, students can get a lot of useful information and knowledge about the world around them, as well as develop their research and creative skills.

Providing the opportunity to use various media in the learning process allows teachers and students to see the real picture of events, learn how to analyze the information received, as well as to form aesthetic tastes among students. Recently, various distance learning forms have become very popular, the possibility of which also includes the use of media technologies.

Modern technologies and the Internet have become an integral part of the life of modern society, and, therefore, it is important to teach and instill the ability to use them correctly and effectively. Among the tasks of media education is to teach students to choose and filter information, to influence public opinion and behavior, to develop a critical view of media reality.

In addition, media education is turning into a socialization tool that allows you to form conscious users of the network. It actualizes the issues of personal data protection, the rights to freedom of expression and access to information.

Media education is necessary for everyone: from schoolchildren and students to specialists in the field of media and public relations. Having media literacy skills is an important criterion in any field of activity, information analysis and its use.

The advantages of media training methods are:

- Creation of an interactive learning environment, which gives classes additional dynamics;

- The use of multimedia resources allows you to show live examples and enables visual perception, which facilitates the memorization of information;

- The use of non-standard methods, not routine, increases the interest and attractiveness of classes, forms a creative approach.

Thus, in modern society, media education is an integral part of the education process. The inclusion of multimedia technologies in the educational process can significantly improve its quality, which leads to an increase in students' curiosity and interest, an improvement in the memorization process and, as a result, a more effective assimilation of knowledge and skills. Media education is one of the main pedagogical trends, which is becoming increasingly popular in the educational sphere.

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