WORKING WITH STUDENTS AND ENSURING THEIR MEDIA AND INFORMATION LITERACY

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Digital media is a central medium of activity and growth for young people, and media education is part of the everyday life of anyone working with youth. Media, digital technologies and youth media culture offer new perspectives and opportunities for working with young people. The Society for Media Education has prepared a kit to support media education work with young people, which aims to reveal the role of media education in working with young people and to provide tools for media education with young people. Aimed at providing Media use is an important part of the leisure time of young people, especially students. Therefore, it is natural to integrate media education into the process of working with young people. Working with young people means activities aimed at educating them outside the scope of formal education.

For example, in Finland, youth community centers are well established and highly qualified specialists work in them. Young people can easily visit these centers during working hours, usually in the evenings and on weekends. They come to the centers to interact and participate in various activities.

Specialists in working with young people, as media pedagogues, know their media world and media culture well. Youth media culture can be significantly different from that of adults. For this reason, in order to eliminate the misunderstanding between young people and adults and to ensure high-quality media education, it is necessary to have clear ideas about the essence of media and youth media culture. Such knowledge is especially necessary in the process of media relations and organization of events aimed at young people.

Information resources and youth centers near libraries are an important platform for communication and discussions between adults and youth. Most students want to be perceived as tech-savvy experts and media-savvy users, but they need support from adults, especially on issues of values, choices, and ethics. The place and role of the teacher in teaching the student about media safety skills is incomparable.

In addition, youth professionals teach them to express their unique inner world through media (for example, through content creation and media appearances), while at the same time teaching students can be of great help in learning more about intellectual property rights and age restrictions, and in obtaining information on other legal issues.

Media education is not only a tool for responding to threats and leveraging the media, but it also helps to focus on issues such as cyberbullying, alienation, racism and

isolation. In addition, media education helps to increase the participation of young people in the fight against these threats through the medium of media. And information resource centers serve as convenient spaces for discussions and debates on such topics, as they are traditionally equipped with the necessary media, in particular, computers connected to the Internet and game consoles.

One of the simplest ways to approach media education is conversations with young people about media content, context, and their creation. Theater performances, game and movie evenings, or the premiere of a short film created by young people are practical methods of media education.

Projects related to the preparation of newspapers, magazines, blogs and video products are considered a relatively advanced method of media education. Information resource centers have the opportunity and time to implement such projects. It is possible to include a media and information literacy course as a facultative or optional subject in the educational process of different educational areas of the OO'U, in which all the educational modules listed above can be applied. In this case, the Internet is very useful, because it is possible to get help and advice on using the virtual environment.

Working with students in a virtual environment is a relatively new field. It includes topics such as creative self-expression and participation, as well as information about various threats: for example, cyberbullying, Internet addiction, grooming, i.e. gaining a child's trust for the purpose of sexual coercion. In addition, by implementing creative projects, student-journalists develop the skills of evaluating the information distributed in the virtual space as experts. In addition, the constant creative environment in the educational process allows a young specialist to determine and sort out the content, purpose, and even the essence of the media products coming from the outside from the first stages of training.

Why is media education important when working with students?

Young people spend several hours of the day working with mass media. Movies, music videos, and television series offer the ingredients for identity development: they are used to act out feelings and reflect on one's thoughts about them. Young people use media in many ways, but one of the most important is the Internet, where they find information, entertainment and friends. More and more young people have access to the Internet on their mobile phones or other mobile devices, which can be used to document, record and share daily life with others online. A young person's technical skills are acquired quickly, but becoming a strong, critical and active citizen of the information society is gradual and requires the help and time of adults.

Advantages of using media:

• Many media sources (feature films, music videos, visualizations, news) have very high production quality that can convey complex ideas in a short amount of time. It helps to develop quantitative thinking.

• Media offer both cognitive and affective experiences. If the scenes have a strong emotional content, it can provoke discussion, self-evaluation and self-evaluation.

• Using media sources helps connect students with culturally relevant events. As a result, a positive result of using media is that teachers need to keep their materials and examples up-to-date.

• News stories can be used to connect theories taught in the classroom to real-world events and policies.

Benefits of media for students:

• Popular media (movies, music, YouTube) are a familiar medium for students, helping to draw attention to the theories and concepts being discussed and keep students interested. Students can see theory and concepts in action. Not figuratively, but theories and concepts jump off the screen.

• Students can improve their analytical skills by analyzing media using the theories and concepts they are studying.

• Using media in the classroom allows students to see concepts and new examples while watching television, listening to music, or going to the movies with friends.

• Students can experience worlds outside of their own, especially when the media is vastly different from their local environment.

In addition to the many advantages, there are also a number of caveats that teachers should keep in mind when using media. Using media requires a thorough understanding of copyright law, an appreciation of the workload involved, and some skill in recognizing content that enhances learning rather than distracts.

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