

ABSTRACTS

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ON ISSUE OF THE CURRENT STATE OF MEDIA-EDUCATION IN UKRAINE

Media competency is one of the key competencies that facilitate effective functioning in the contemporary information environment. All the messages that people come in contact with contain information about values, beliefs, and behaviors and are shaped by economic factors. Modern media can be viewed as an important form of pedagogic influence and socialization. The higher education landscape is currently seeing a range of new trends and developments directed at tapping social media and mobile technologies to reach new student audiences. Ukraine is not an exemption. Currently, more than 168 schools of Ukraine are participating in regional media experiments; around 100 teachers are taking part in the development of «Media Culture» course; winter schools and seminars have been organized for university teachers. The theoretical analysis of the field let us state that there are five main research centers that support practical implementation of media education in Ukraine. It is important to state that in the process of media education's dissemination in the tertiary education sector the priority is given to media education elements' integration into different professionally-oriented subjects. Thus, the goal of integrative media-education is to adapt to the goals of a particular academic subject and act as a 'crossroads' between the studied material and the external information. The attempts to integrate media elements into professionally-oriented subjects have been made by several universities abroad. They aim to promote digital media literacy, offer experiential learning opportunities, organize creative activities that emphasize interdisciplinary collaboration and explore various dimensions of digital media production. As such, we should study this experience and discuss media-education's potential as a platform for integrative learning.

Key words: media-education, media-literacy, theories of media-education, integrative education, models of integrative media-education.