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MEDIA LITERACY IN UKRAINE

Nowadays almost everyone has to interact with the modern world via mass media, thereby people should be well aware in this field. In the current situation we must be more careful than ever in the media environment not to believe in numerous fakes. According to Oksana Rud, today the issue of media literacy is a matter of national security.

Media literacy is an expanded conceptualization of literacy that includes the ability to access and analyze media messages as well as create, reflect and take action, using the power of information and communication to make a difference in the world. Media literacy is not restricted to one medium and is understood as a set of competencies that are essential for work, life, and citizenship. Media literacy education is the process used to advance media literacy competencies, and it is intended to promote awareness of media influence and create an active stance towards both consuming and creating media.

Media literacy is a derivative and result of media education, it is the ability to adequately perceive and interpret media texts. Society needs these skills right now, when there is a new round of strong political and corporate control over major media resources.

Media education includes the development of technical skills in working with the media and ICT, a critical attitude to information in them and knowledge of reliable facts about the media.

Technical skills — provide access to and use of computers, mobile and other technical devices that provide information from the media. The UNESCO Curriculum defines this aspect of media education as “obtaining information accurately and effectively”. In many countries, media education projects start with basic courses that provide access to and training in media resources.

Content decoding skills — the ability to deconstruct and analyze messages in the media, weed out the main from the secondary and create your own media content.

Knowing of facts – knowledge about the way how the media change information, how they shape public opinion, what is the role of the media in the functioning of the community, government, civil society.

The NGO “Detector Media” conducted a comprehensive research to determine the index of media literacy of Ukrainians – i.e. the level of ability to consciously perceive and critically interpret information, as well as to use the diversity of the media.

The media literacy index was measured both as a whole and for individual segments of the population (by age, sex, place of residence, education, etc.).

In December 2020 - January 2021, the research agency Info Sapiens commissioned a “Detector Media” conducted a quantitatively representative survey for the whole of Ukraine.

To assess the level of media literacy, respondents were interviewed on a list of questions divided into four categories:

1. Understanding the role of the media in society, the depth of its impact; ideas about the work of the media industry and the perception of the Ukrainian media landscape; awareness of media regulation and attitudes towards public service broadcasting.

2. Own use of media — the number of sources of information used by respondents, the duration of acquaintance with the news per day, etc.

3. Digital competence — understanding the features of the functioning and terminology of new media, digital security skills and creating your own media content.

4. Sensitivity to media content — to misinformation / fake news; hidden advertising, custom materials and manipulation.

The media literacy index was evaluated on a scale from 0 to 10, where 1 is the lowest level, 10 is the highest, and 5 is the average. According to this scale, media literacy of 15% of Ukrainians is low, a third (33%) - below average, 44% of the audience is characterized by a higher than average level of media literacy and only 8% - high.

In accordance with research, the level of media literacy depends on gender, age and level of education. The share of men with a high level of media literacy is twice as high as that of women (11% vs. 6%). The high level of media literacy among young people aged 18–25 (due to digital competence) and low among the older age group of 56–65 are quite predictable. The lower the educational status, the lower the level of media literacy.

Media literacy begins with the idea of “I do not believe the title”. Any news or post on a social network should be taken critically and try to understand the cause of an event. Reading any news we need to take a step back to try to see the whole picture, and not silently swallow the conclusions made for us.

Media literacy education is part of the curriculum in the United States and some European Union countries, and an interdisciplinary global community of media scholars and educators engages in knowledge sharing through scholarly and professional journals and national membership associations. In Ukraine public organization The Academy of Ukrainian Press (AUP) actively promotes media literacy and media education. They started a special project — portal of media education and media literacy to involve more people and make media education easier, smarter, more interesting and available.

On my opinion the issue of media literacy should be brought as free education program for everyone who wants to take part. Informatics lessons in schools must become more efficient, modern and valuable.

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