MEDIA EDUCATION AS A PROCESS OF FUTURE FOREIGN LANGUAGE TEACHER'S TRAINING

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Media play an important part in the socialization of young people, a phenomenon which has been gaining in momentum. This implies a change of attitude on the part of the various persons who accompany students in their development. Such change should make it possible for them to appropriate this phenomenon by self-education.

The exposure to mass media (ie, television, movies, video and computer games, the Internet, music lyricsand videos, newspapers, magazines, books, advertising, etc) presents both health risks and benefits. Media education has the potential to reduce the harmful effects of media.

The potential benefits that media offer are clear, from selected educational television programs to thought-provoking magazine articles, to the creativity and knowledge encouraged through computer use.

On May 20, 2010 the presidium of the National Academy of Pedagogical sciences of Ukraine developed and accepted the conception of the media education introduction in Ukraine. The main aim of the conception is to build the effective system of media education to guarantee the full youth education to safe and effective cooperation with modern media system, and the formation of media literacy and media competence according to their age and personal peculiarities.

The conception is directed to the preparation and leading the great step-by-step Ukrainian experiment from introduction media education on all levels, especially in high school while the preparation of the future teacher.

Media education in the modern world can be described as the process of the development of personality with the help of and on the basis of media. It is aimed at the learners' development of creative communicative skills, critical thinking as well as perception, interpretation and analysis.

Media literacy, as an outcome of this process, helps a person to actively use opportunities of the information field provided by the television, radio, video, film, press and Internet.

Media education: 1) deals with all communication media and includes the printed word and graphics, the sound, the still and the moving image, delivered on any kind of technology; 2) enables people to gain understanding of the communication media used in their society and the way they operate; 3) ensures teachers how to analyse, create media texts and identify their sources; 4) interpret the messages and values offered by the media; select appropriate media.

Media education is very important for pre-service and in-service teachers – at universities and teacher training colleges, and in media cultural courses within the system of advanced training.

Media education encourages students to question, evaluate, understand and appreciate their multimedia culture. It teaches them to become active, discriminating media consumers and users. It brings the world into the classroom, giving immediacy and relevance to traditional subjects such as English. It serves as a perfect bridge for subject integration and interdisciplinary studies.

All universities, especially pedagogical ones, need media literacy courses, and media education must become part and parcel of the curriculum.

Media education embodies and furthers current pedagogy, which emphasizes student-centred learning, the recognition of multiple intelligences, and the analysis and management – rather than just the simple storing – of information. The studying process changes in media education: its form, structure, methods and means. There are many data medium use in media education, such as CD-ROM, DVD, TV programs, Internet sites, video films). That's why many new forms of knowledge transferring appear, for example, interactive texts, hyper texts, audio-visual means (multimedia components, 3d graphics), computer practical works, interactive, multimedia and virtual help, compact disks, electronic cases etc. All these means give people the opportunity of individual communication with the screen and let people to get additional information in interactive regime in different languages.

Media education includes the following:

‣ learning hands-on production techniques;

‣ recognizing how the various elements of a specific medium convey meaning;

‣ thinking critically about media issues and media influences.

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