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FORMATION OF MEDIA LITERACY OF PRIMARY SCHOOL STUDENTS THROUGH PROJECT ACTIVITIES

According to the "New Ukrainian School" concept, one of the key competencies that primary school students should possess is information skills, which ensure the formation of the student's work skills with a large number of sources (information) through the prism of its systematic updating. Information competence is the basis of the general culture of primary school students and their media literacy of the individual [1].

Media literacy of an individual is considered as a component of the individual's information culture, the purpose of which is to provide informational needs through the creation, collection, storage, processing, presentation and the use of information in order to form a holistic picture of the schoolchildren's world. This process also involves modeling, predicting the results of decisions made by a person.

Junior school age is a very favorable period for the formation of media literacy through the prism of relevant knowledge, stable positive motives, operational skills and abilities, etc.

This period is sensitive for the formation of students' ineffective literacy and due to the fact that, under the conditions of an appropriate level of media competence, which involves correct and appropriate use of information and its processing, the foundations of critical thinking are formed in schoolchildren through the ability to separate the main from the secondary in the search process (analysis, systematization and generalization in Internet sources: in particular, work with resources and relationships: "YouTube", "Mosaic", "Vseosvita", "Na uroko", etc.) [3].

Media literacy is the basis of forming students' skills to rationally and, at the same time, effectively plan their activities and time, working with large amounts of information, to be purposeful, responsible, attentive.

Because of this, the process of forming the appropriate level of media literacy of elementary school students should be implemented by using effective means, in accordance with the age and individual characteristics of students, their skills and interests.

The basis of the project method is the idea that the educational and cognitive activity of schoolchildren is oriented towards the result that is obtained under the conditions of solving one or another practically or theoretically significant problem for the use of such forms and methods of work as: game, problem-searching, cognitive, research, creative.

The key idea of this process is the student's achievement of media competence as an indicator of the ability to use media sources and media tools in the most optimal way to achieve effective results in the learning process [2, p.36].

Project activity, in our opinion, is a valuable and effective factor in stimulating the interests of students and their creativity in various lessons in elementary school: Ukrainian language, literary reading, mathematics, English, etc.; acts as a factor of internal motivation of students to learn new information and facts, to use various digital resources in the process of preparing for the defense of the project.

Preparation for the project contributes to the formation of students' skills to work in a team (in a group/pair), is a factor in the formation of the creative potential of schoolchildren, their unconventional thinking.

REFERENCES

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2. Роменець В. А. Психологія творчості: Навч. посібник. 3-тє вид. К.: Либідь, 2004. 288 с.
3. Що таке медіа грамотність і як її опанувати? Режим доступу: <https://happy monday.ua/mediagramotnist>