"STAGES OF FORMATION AND DEVELOPMENT OF MEDIAMADANIATIN"

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ANATATSION

This article considers the approach of cultural studies as a key factor in the organization of modern higher education, describes the content of the concept of media culture and its stages of formation and development.

Keywords: media culture, written media culture, audio media culture, visual media culture, technical media culture, popular culture, mass media.

The world's leading higher education organizations are paying attention to the development of an active, critical and creative approach to mastering mediainformation in students in the national and international educational environment, the formation of mediamadanism. In the world, a number of studies are being carried out on the influence of mediaeval products on the socio-psychological development of the individual, ensuring the information security of children, the study of mediaeval education from a social, pedagogical and psychological point of view, the development of scientific and methodological foundations of mediafaalism.

In connection with the growing influence of mass media and Information Technology on a global scale, the international community is looking for problems of preparing a person to live in an information environment. Today, the main channel for obtaining information by a person is undoubtedly Media tools, therefore, the culture of their use and interaction with them, as well as the need for its development at all stages of training, are becoming more important .

Modern informatization processes taking place in society today are associated with the fact that they lead not only to visible changes in personal communication, but also to structural changes in the entire system of culture.

The"media "introduced to represent the technical products of"popular culture" can be called a 20th century term, thanks to which researchers were able to revise and re-understand the theory and history of culture using the experience of other sciences, for example, sociology, philosophy, economics, etc.

The genesis of media culture, covering all periods of socio-cultural evolution: the period before the appearance of writing, verbal communication, the emergence of graphic symbols and symbols, the emergence of writing and book printing, the first illustrations, photographs, cinema, broadcasting, television, computers, Internet systems, mobile communications, etc. - confirms the above.
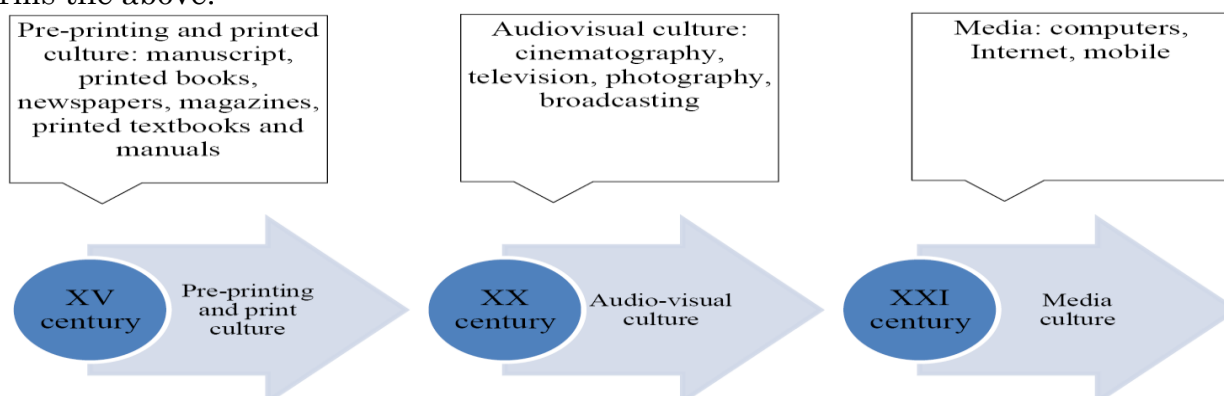

Figure 1. Stages of formation and development of mediamadanism.

In the study of the genesis of Media culture, we have identified several stages of its formation and development: pre-printing and print culture; audiovisual culture; mediamadanism. The formation and development of mediamadanity is shown in Figure 1.

Any civilizational society, no matter at what stage of development it is, cannot deny an increase in the desire of a person to express his feelings, to communicate in the process of creativity, that is, we can say that in each era new forms of leadership appear that most effectively satisfy the social interests and needs of culture.

The modern world can be called the world of mass communication, since the formation of aesthetic imaginations, knowledge of the world, assimilation of moral, spiritual norms often occur not in our personal experience, but in the materials of the Media (Media). One of the options for solving this problem is the targeted formation of the media culture of students [3].

The field of Media culture is of great interest to those who are engaged in the problems of introducing new technologies into the educational process, changing the modern culture and information space.

TODAY N.B. According to Kirillova, media culture consists of an intensive flow of information, primarily audiovisual, which includes the following: television, cinema, video files, Computer Graphics, Mobile Communications, the Internet, etc., which are complex means of mastering the world surrounding it by a person, manifested in spiritual, social, artistic, psychological and intellectual aspects [4].

This researcher divides media culture into four types, based on the fact that character systems are versatile:

* Written mediamadanity – the basis of the systems of signs that make it up-are words. Currently, the term refers to the culture of printed magazines and newspapers.

* Audial mediamadanity-the systems of this culture are considered to be radio, Magnetoles, Sdroms, telephony, cellular communication, etc., where speech, sound, vocals, music come to the fore as a structural factor.

* Visual mediamadanity is the structural factor of a system is space. This is a picture, graphics, poster.

• Technical mediamadance – related to personnel aesthetics, it transmits information through the means of Audiovisual Communication, reproduces reality. These are cinema, television, computer graphics, video, animation, etc .

The mediumship of a person, in our opinion, has a number of components: information activity, the ability to correctly formulate his own need for information, developed information motivation, activity, including cognitive and reading, acquisition of search behavior, information activity skills, the level of understanding of personal information needs, the ability to correctly select, understand and critically evaluate the information to be obtained, participation in

All these components of mediamadance are based on the sum of a person's personal qualities, among which the following can be distinguished [4, 11]:

- motivation (describes the goals and motives that determine the direction of information activity);
- intellectual and cognitive (allows you to perceive, evaluate, analyze the surrounding reality);
- communicative (describes the norms of information exchange and communication);
- emotional-volitional (determines the result of the informational activity of the individual).

Based on the above, we gave the following definition to the concept of "media culture": mediamadanity - being a special type of culture of the information society, it consists of a set of knowledge, feelings, attitudes and behavioral reactions manifested in the ability of an individual to search, research and analyze information obtained through media in the process of perception and interaction with information obtained from various sources (radio, television,

newspapers, telephone, Internet, oral and written communications, rumors), critically evaluating The information culture of modern youth, especially students, involves the scientific and methodological support of the process of developing value orientations in the process of preparing information, the development of an Information Culture based on information technology.

Thus, we can conclude that information culture is not an indicator of general culture, but, to a greater extent, of professional culture, but over time it can become one of the most important factors in the development of each individual, as well as the concept of "Information Culture" characterizes one of the aspects of culture associated with the informational aspect of human life, therefore,

Comparison of these concepts allows us to talk about their significant similarity, since both characterize a multi-aspect, multi-level, complex phenomenon of interaction between a person and information. Within the structure of these two concepts, a wide range of components can be distinguished: the ability to search for information, the ability to analyze the information found, the ability to critically evaluate information, the ability to independently use them to solve various problems that may arise in other forms of activity, both educational, professional and recreational.

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