2.5. Соціальні та медіа-комунікації

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THE ROLE OF SOCIOLOGICAL SCIENCE IN THE ESTABLISHMENT OF SPECIALISTS IN THE FIELD OF MEDIA EDUCATION

In the modern world, in the era of development of information technologies, digital media and media networks, there are very urgent problems of functioning of mass media in society and their influence on it, everyday communication of people, processes of adaptation and socialization of personality. These problems, in turn, are part of the issues of sociological science. Therefore, it can be noted that sociology plays an important role in the formation of media education specialists.

Modern society is a one of global media culture, so the development of media education as the part of university education becomes an urgent need. Understanding of the laws of functioning of the media, the impact of media on people and the need for the formation of critical thinking and personality autonomy of the media are the reasons for a modern high school to have media education and literacy as an important component of the educational process.

The importance of media education in today`s world is due to the fact that in the conditions of globalization and information society, mass media play a decisive role and significantly affect our perceptions of the surrounding world.

According to the «Concept for the implementation of the media education in Ukraine», the media education is treated as a part of the educational process and aimed at forming a media culture in society, preparation of a personality for safe and effective interaction with a modern mass media system, including both traditional (printed editions, radio, cinema, television) and the latest (computer mediated communication, internet, mobile telephony) media, taking into account the development of information and communicative technologies [1].

The result of the media education should be improvement of the level of media competence, or it is also called media literacy, which consists of a set of motives, knowledge, skills and opportunities that promote the prevention, usage, critical analysis, assessment, creation and transfer of media texts of various forms, genres, as well as analyses of complex processes of functioning of the media in society [2].

Media literacy involves the ability to understand and analyse the socio-cultural and political context of the functioning of the media in the modern world, their influence on society as a whole and on the consciousness of individual personalities. Since these problems are in the field of sociological research, it can be argued that sociological science directly affects the formation of competencies of specialists in the field of media education.

In the preparation of media education professionals, it is necessary to focus the attention of future specialists on the changes in process of socialization of personality under the influence of media means. After all, having the necessary knowledge and skills in the media environment, specialists will be able to reveal effectively themselves in the professional activity. Taking into account changes in media consumption, the regularities of the media influence on the psyche of personality in the process of socialization, ways of intensifying creativity through the virtual communities will be useful to future specialists in the field of media education in the path of formation of their professionalism.

For the future specialists in media education, sociological science may be useful in the formation of such professional competencies as the ability to analyze the influence of mass communication on the socialization of a young generation in general and for each social group separately, implement preventive activities in relation to the negative impact of mass media on society, use resources of mass media in socio-pedagogical work.

In general the studying of sociology promotes to develop analytical, critical thinking and different kinds of abilities connected with indepth comprehension of society [3, p. 51]. And, certainly, it is very important competence for specialists in media sphere.

Consequently, sociological science, along with other humanitarian disciplines, capable of providing future media education specialists with the knowledge about ambiguity of media influences on society, become the basis for the formation of a high level of media competence and the development of critical thinking of media information.

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