



MEDIA LITERACY IN UKRAINE

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Media Literacy – Specific Trend

- Very important in the processes of globalization and development of informational society
- Gives tools for self protection
- Teach the audience to interpret media messages critically

2008 – The European Parliament adopted the Resolution on media literacy in the digital world.

Media Literacy Developments

The present board of the National Council is planning to start a fair public awareness campaign.

The Ukrainian Press Academy aimed at the promotion of informed and critical attitude of the Ukrainian media society and standards of socially responsible journalism.

Conception of media literacy in Ukraine was approved by the National academy of pedagogical science in 2010 and has 3 stages:

2010 - 2013 – experimental stage

2014 - 2016 – implementation and standardization of requirements

2017 - 2020 – further development and final overall implementation

In 2011 started Stage I in 82 secondary schools of 7 regions of Ukraine and the city of Kyiv.

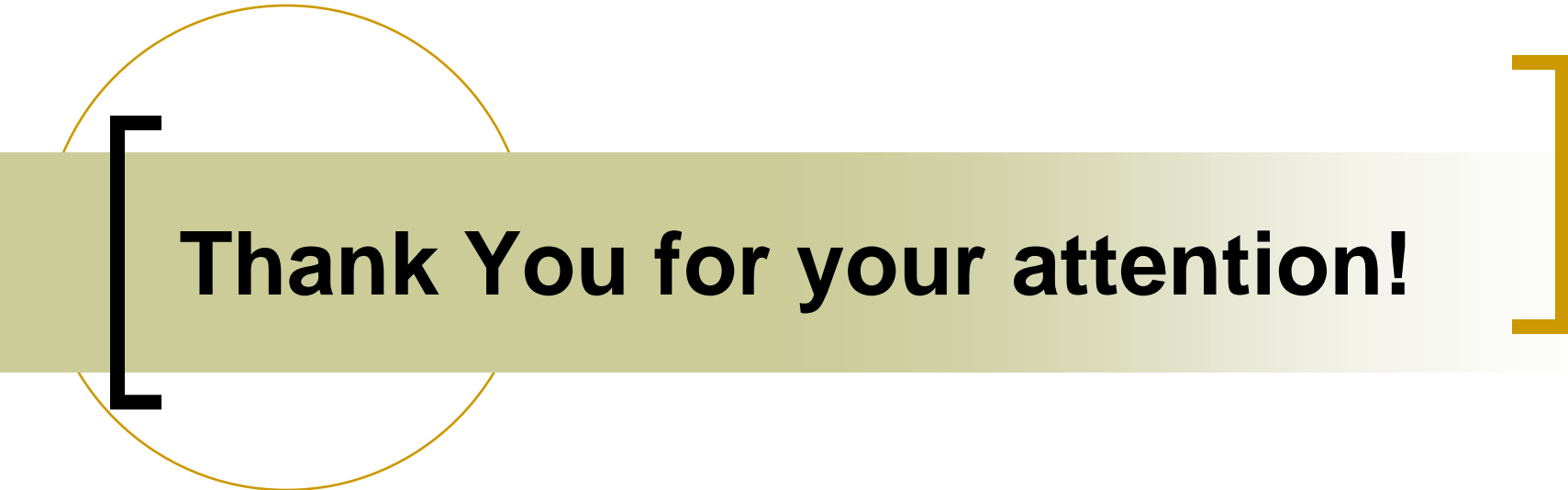
“Mediaculture”

In 2013 was carried out a specific workshop - “Mediaculture”



A nationwide educational pilot project for the implementation of the media literacy in secondary schools of Ukraine.

This manual is directed for the upper classes of the secondary school and for the one year term.



Thank You for your attention!