



United Nations  
Educational, Scientific and  
Cultural Organization



UNESCO Chair  
Media and Information Literacy  
and Media Education of citizens. Russia



# THE FUTURE OF MIL: RUSSIAN VIEW

**Irina Zhilavskaya**

**Moscow Pedagogical University**

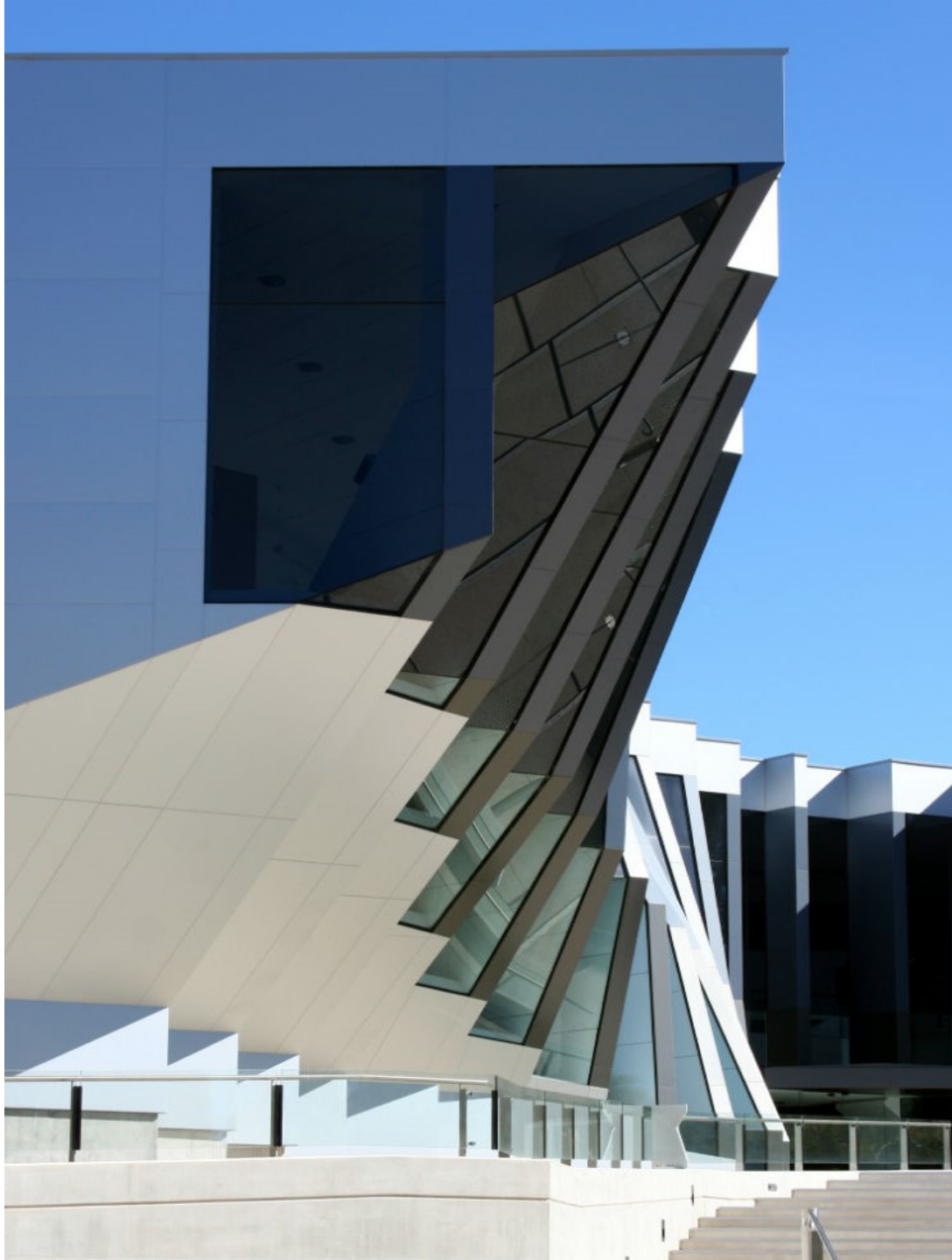
**Head of the UNESCO Chair of Media and Information Literacy and  
Media Education of Citizens**

**President of the Russian Association of Media Education Specialists**

# AND THEORIES CAME TO THE MOTION

Marshall McLuen, the interview to PLAYBOY Magazine, 1969

***“...A method towards the study of the world around us must be quite flexible and adaptive in order it could embrace the matrix of the world around. This matrix is in constant movement...”***



## THE BROAD UNDERSTANDING OF MEDIA

- A deep linguistic analysis of the word “media” in different languages confirmed the hypothesis that this definition is used in different spheres of human activities.
- Most often we can meet the word “media” in such areas as advertisement – 252; media sources – 250; telecommunication – 194; computer engineering – 150; military terminology – 126; programming – 105; in medicine – 79; internet – 84; in politics – 56; business vocabulary – 55; power



# THEORY OF TOTAL MEDIA

# WHAT IS MEDIA?

**Media and information is a blood system of the society**

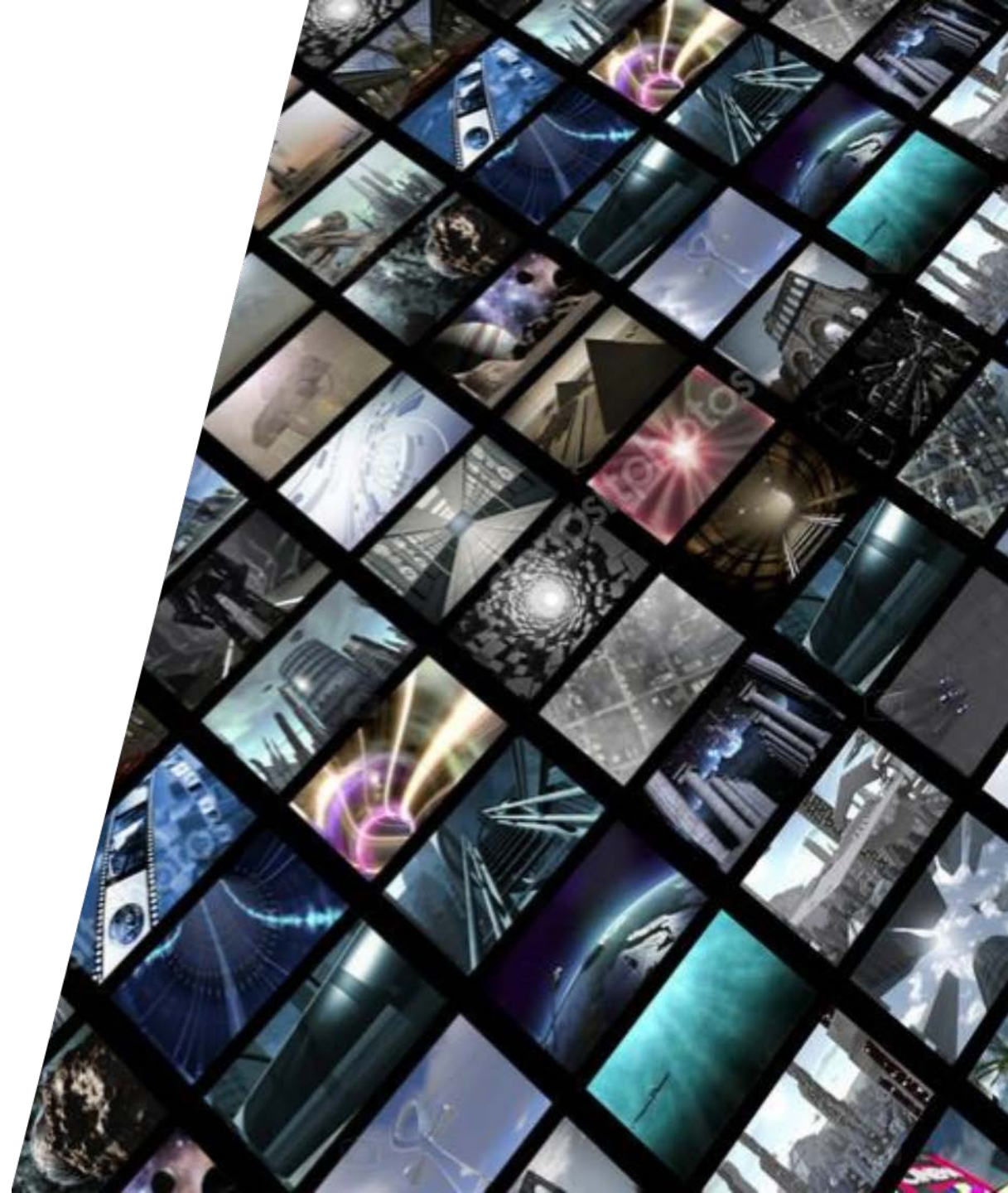
**Information it is the blood, media it is the vessels.**

**Media it is any channels of the information delivery with the aim of communication.**



# MEDIA IT IS

opened variety of tools of wide-scale and non wide-scale, verbal and non verbal communication. These tools actualize in the process of this communication and substantially influence on the quality of incoming information with its help.



# HISTORY OF MEDIA DEVELOPMENT

**SOUNDS, GESTURES**

**Ritual dances, cave drawing**

**SPEECH**

**Paintings, architecture, sculpture, music**

**Writing system. Books, newspapers, magazines**

**Telegraph, telephone, phonograph, radio**

**Photo, radio, movie, television**

**Internet, neurocommunication and so on**

# TYPES OF MEDIA BY ITS ORIGIN

- Artificial
- Natural
- Mixed

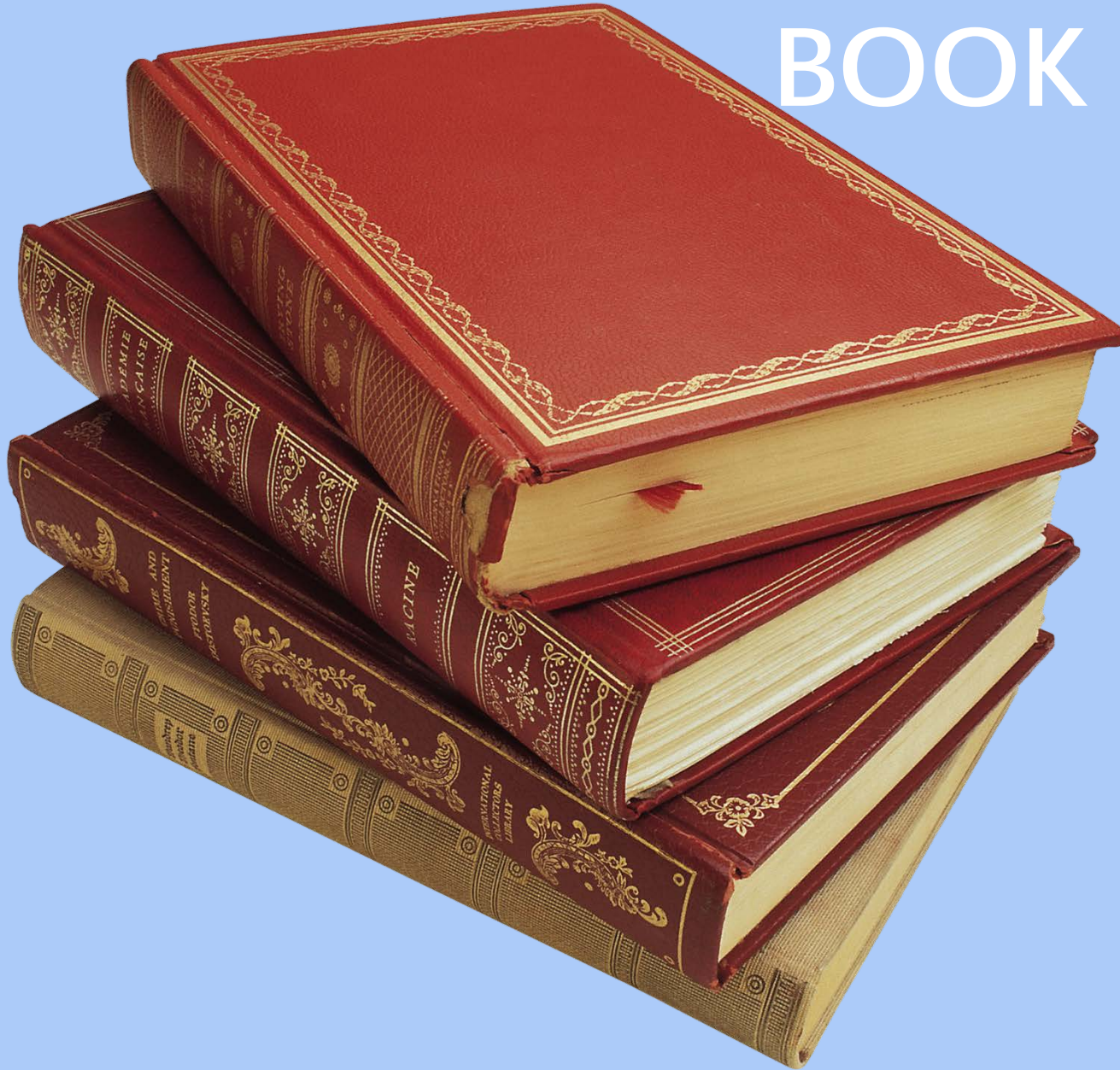




# ARCHITECTURE AS A TYPE OF MEDIA



# BOOK AS MEDIA



# APPEARANCE AS MEDIA





RUSSIAN  
DOLL AS  
MEDIA



## GEOGRAPHIC LANDSCAPE AS A TYPE OF MEDIA



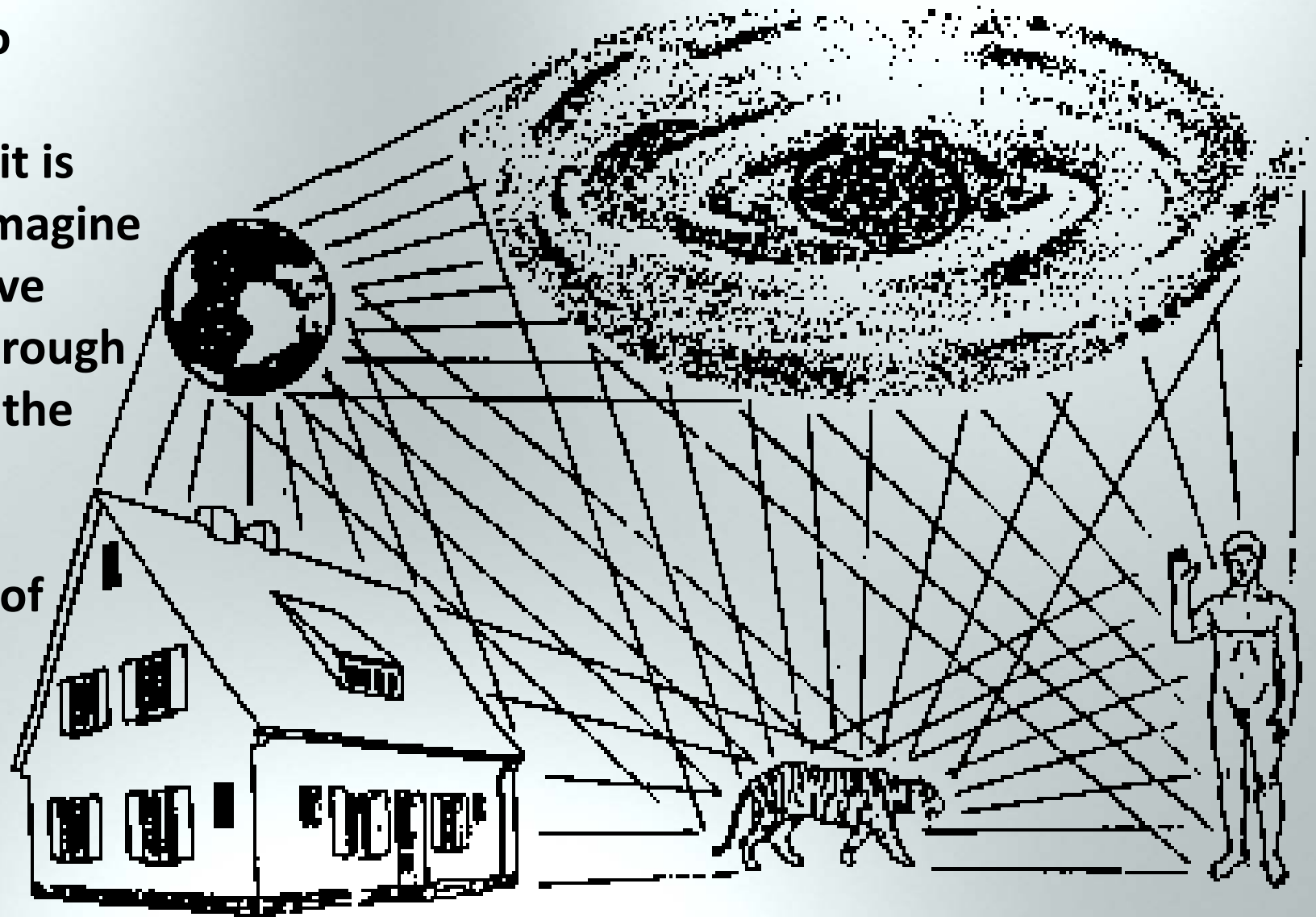
MESSENGER  
PIGEON

Media penetrate the space like a gravity force.

# MEDIA

As it is impossible to imagine the world without gravitation it is also impossible to imagine it without penetrative lines which move through the space and build the media.

These are any ways of communication.



# THEORETICAL BACKGROUND OF MEDIA INFORMATION LITERACY (MIL)

- Total media theory
- Basic concept of “MIL” which was developed at the International Conference “Media and informative literacy in the knowledge society”, which was held in Moscow on the 24-28 June 2012 in the frame of chairmanship of Russia at the intergovernmental counsel of the UNESCO Program “Information for All”.



# TWO WAYS OF THE RESEARCH AND PRACTICAL WORK

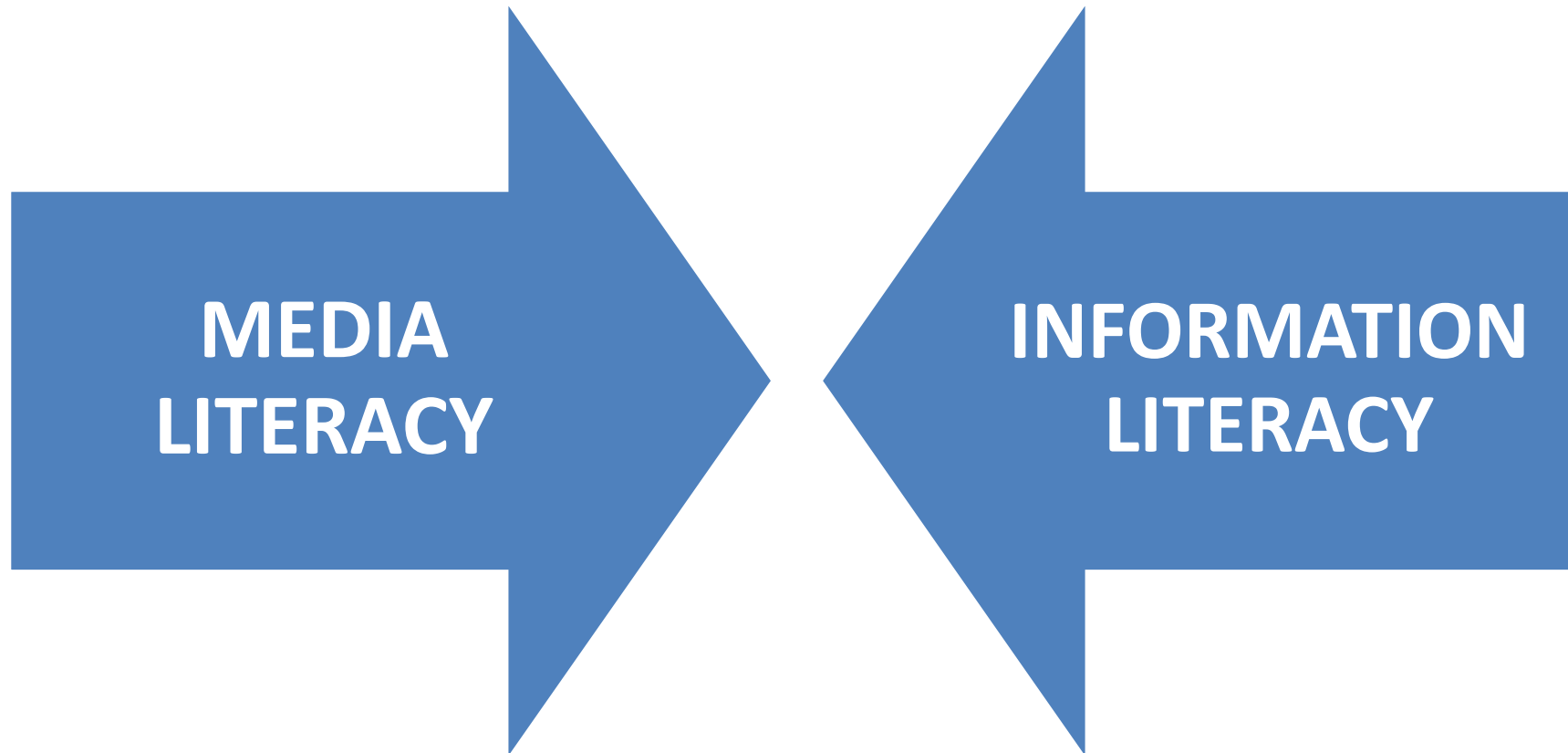
**MEDIA  
LITERACY**

- MEDIA CULTURE
- MEDIA EDUCATION
- MEDIA ETHICS

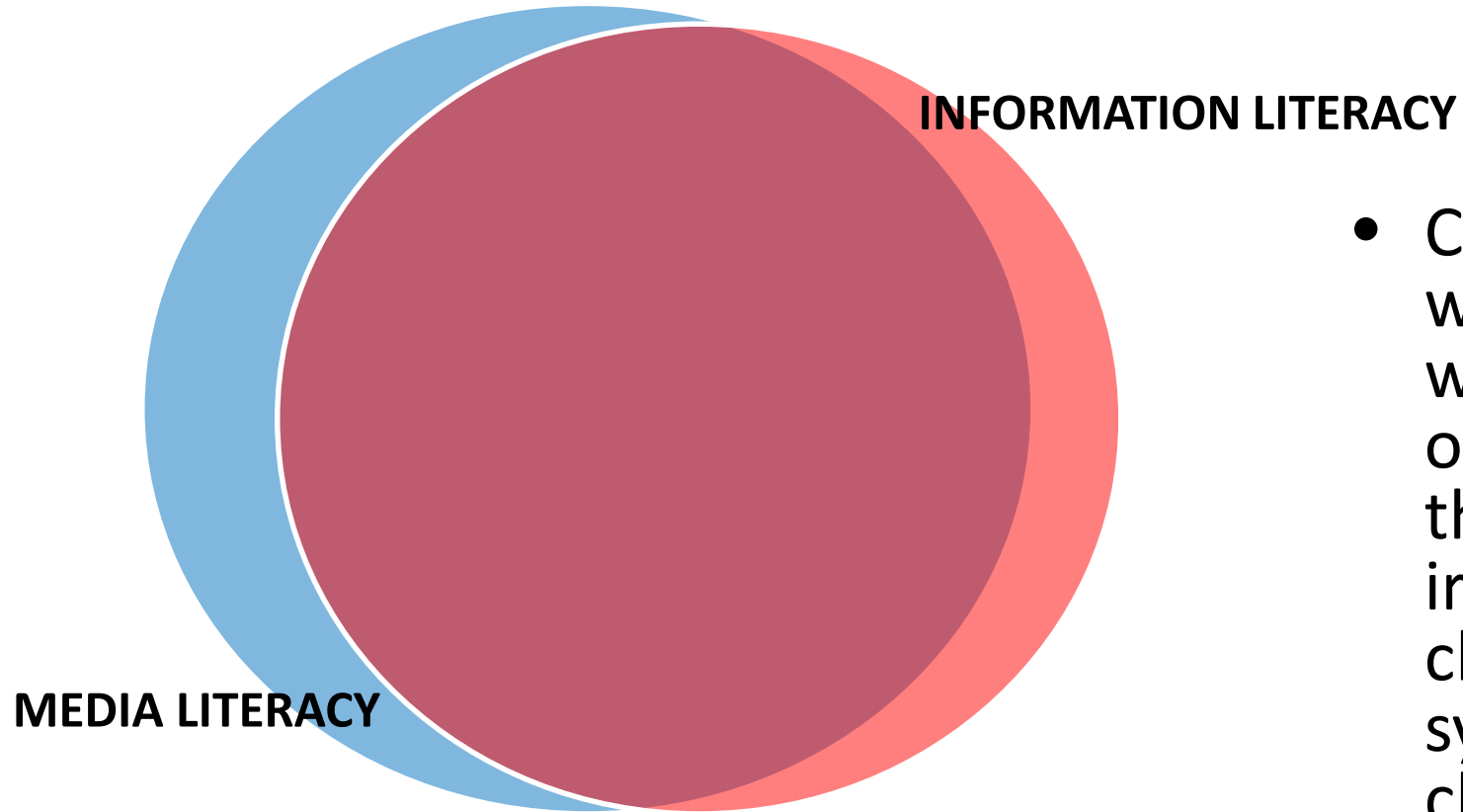
**INFORMATION  
LITERACY**

- INFORMATION CULTURE
- INFORMATION EDUCATION
- INFORMATION ETHICS

# **MEDIA INFORMATION LITERACY – NEW LITERACY OF XXI CENTURY**



# EMERGENCE: 1+1 NOT = 2



- Comes from English word “Emergent” which means originate, appear in the theory of system – irreducibility of characteristics of a system to the sum of characteristics of its components.

# RUSSIAN ROAD MAP OF MIL

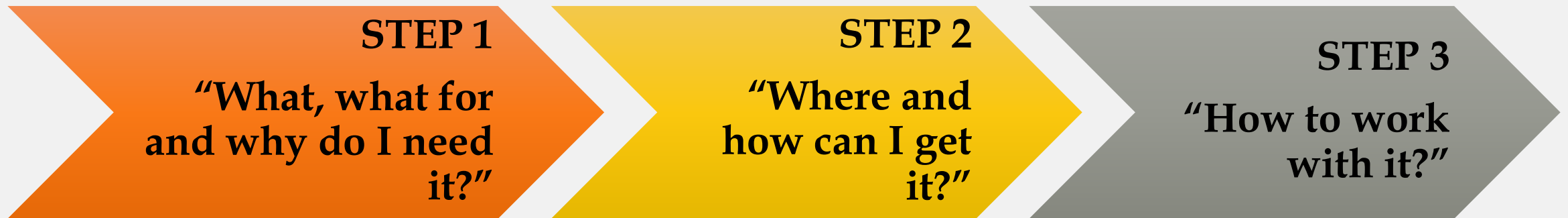
- Development of UNESCO's department of MIL and Media education of the citizens at the Moscow Pedagogical University. First it was introduced at the Seventh International Conference on MIL and Intercultural Dialogue (MILID) on the 24-27th of October 2017 in Kingstone (Jamaica).

# RUSSIAN ROAD MAP MIL

UNITS	STEPS		
<b>UNIT 1</b> Search and processing of the information	<b>STEP 1</b> “What, what for and why do I need it?”	<b>STEP 2</b> “Where and how can I get it?”	<b>STEP 3</b> “How to work with it?”
<b>UNIT 2</b> Analysis and evaluation of the channels of delivery and quality of the information	<b>STEP 4</b> “What does it mean?”	<b>STEP 5</b> “What kind of quality is it?”	<b>STEP 6</b> “How does it influence the life?”
<b>UNIT 3</b> Creation and the promotion of the Information Products in the media environment	<b>STEP 7</b> “What do I create from this?”	<b>STEP 8</b> “What can I do with this?”	<b>STEP 9</b> “What can happen after?”

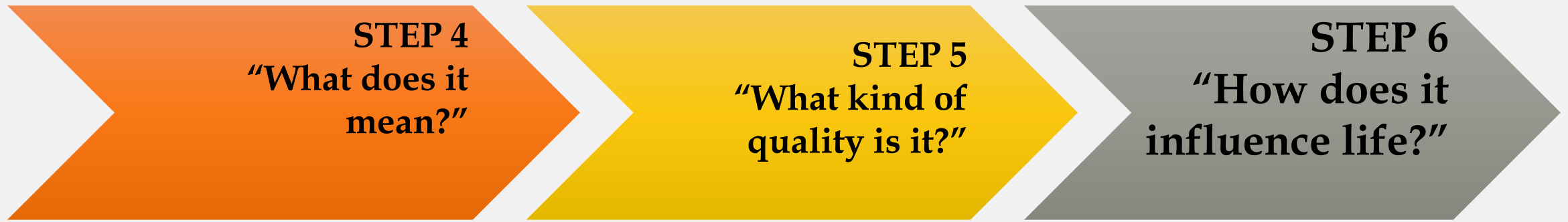
# UNIT 1

## Search and processing of the information



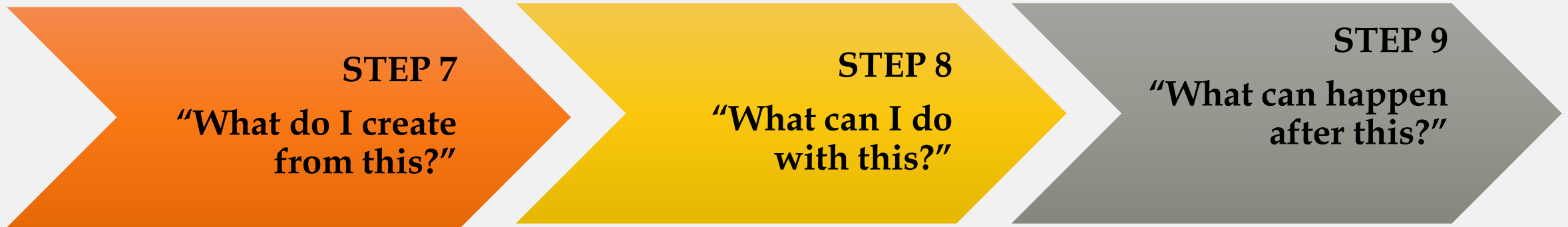
## UNIT 2

# Analysis and evaluation of the channels of delivery and quality of the information



# UNIT 3

## Creation and promotion of the Information Products in the media environment





# RUSSIAN ROAD MAP OF MIL

## UNIT 1

Search and processing of the information

STEP 1 “What, what for and why do I need it?”

### Competency:

- Idea about the presence of own Information and Communication needs, about its revealing and management.
- Understanding/conceptualizing/engineering of strategical and tactical needs.
- Understanding the processes of the receiving of the access to the information and Information Enquiry .

# RUSSIAN ROAD MAP OF MIL

## UNIT 1

Search and processing of the information

STEP 2 “Where and how can I get it?”

### Competency:

- The knowledge of the sources and channels of the delivery of information.
- The skill to distinguish the meaningful characteristics and aspects of the sources of information.
- Possession of technology and instruments of search and receiving of information.

# RUSSIAN ROAD MAP OF MIL

## UNIT 1

Search and processing of the information

STEP 3 “How to work with it?”

### Competency:

- The skill to classify and organize the received information
- The skill to sort the information according its subject, form, functional belonging; to decode and pack Information Materials
- The skill consciously limit the number of the sources of information and channels of information
- up to the necessary quantity

# RUSSIAN ROAD MAP OF MIL

## UNIT 2

Analysis and evaluation of the channels of delivery and quality of the information.

STEP 4 “What does it mean?”

### Competency:

- The comprehensive idea about media and its variety
- The skill to distinguish genre, style and form of media texts
- The skill to distinguish real aims of a creator of a content

# RUSSIAN ROAD MAP OF MIL

## UNIT 2

Analysis and evaluation of the channels of delivery and quality of the information.

STEP 5 “What kind of quality is it?”

### Competency:

- The skill to evaluate critically the received information
- The possession of the skills to distinguish quality information from non quality (actuality, authenticity, simplicity and effectiveness)
- The understanding of the fact how media transform presented information and why

# **RUSSIAN ROAD MAP OF MIL**

## **UNIT 2**

Analysis and evaluation of the channels of delivery and quality of the information.

STEP 6 “How does it influence the life?”

### **Competency:**

- The presence of the whole idea about global problems and interests of international companies and the skill to take them into account during the work in media environment
- The skill to distinguish technologies of the Information Impact of different groups of people and enterprises which serve its own interests
- The skill to control own media behaviour and follow the Information Hygiene.

# RUSSIAN ROAD MAP OF MIL

## UNIT 3

### LITERATE AND SAFE USE AND CREATION OF THE INFORMATION

#### STEP 7 “What do I create?”

#### **Competency:**

- The skill to create own Information Objects (summarizing, annotation, citation, analytical review, science articles and so on)
- The skill to create multimedia texts in different formats
- The skill to create and coordinate the work of media societies in social networks

# RUSSIAN ROAD MAP OF MIL

## UNIT 3

### LITERATE AND SAFE USE AND CREATION OF THE INFORMATION

#### STEP 8 “What can I do with this?”

#### **Competency:**

- To have an idea about targeted audience and channels of distribution of the final Information Product
- To have a set of ways of information distribution in the Information Environment
- To have skills of information use for solving the problems in personal life, professional, social and political life



# RUSSIAN ROAD MAP OF MIL

## UNIT 3

### LITERATE AND SAFE USE AND CREATION OF THE INFORMATION

#### STEP 9 “What can happen after this?”

#### **Competency:**

- The skill to predict the consequences of media behaviour
- Presence of general idea about the ways of formation of media Image and brand – personal and corporate
- Possessions of the technologies which shape virtual image of a person and distinguishing of falsehoods

# There are different programs on media education are taught at Moscow State Pedagogical University for postgraduate students of different training programs

- Basics of media education
- Media Information Literacy
- History and theory of media
- Basic theory of media research
- Media ecology
- Media education in schools and universities
- Media educational technologies
- Media educational engineering
- Media culture
- Media pedagogics and so on

**There are different postgraduate programs which are presented during the last 5 years**

- **Media education**
- **Media Information Literacy**
- **Media education in the sphere of international relations**
- **Media education in library sphere**
- **Media safety of individual in a digital age**

## Media Information Education is a point of big interest for University Partners of Eurasian association of pedagogical universities

- For identifying the potential of universities in the area of realisation of programs on Media Information Literacy and Media Education and enquiry on system work in this direction by the experts of Eurasian association of pedagogical universities and association of specialists of Media Education was conducted a survey among heads of Russian and CIS Universities regarding the subject of demand for the theory and practice on media Information Education.



**46 Universities in  
Russia and CIS took  
part in the survey**

The development of the state strategy in the sphere of media Information Education. Conduction of scientific research in this area of knowledge and the organisation of a planned system activity which must be provided by qualified staff, professional education programs and guidance papers.





The creation of social methodological union of universities on the development of media Information Education with the aim to create an output of united scientifically based politics in the promoting of media Information Education.



Thank you for your  
attention!

[zhiv3@yandex.ru](mailto:zhiv3@yandex.ru)