

## FROM MEDIA LITERACY - TO PROFESSIONAL JOURNALISTIC EDUCATION

<sup>a</sup>VASIL ZAGITOVICH GARIFULLIN, <sup>b</sup>LYAILYA RASHITOVNA SABIROVA

<sup>a</sup>Kazan Federal University, Kremliovskaya str, 18, 420008, Kazan, Russian Federation, Russia.

<sup>b</sup>Kazan Federal University, Kremliovskaya str, 18, 420008, Kazan, Russian Federation, Russia.

Email: <sup>a</sup>Lysabirova@yandex.ru, <sup>b</sup>vasilgarifullin@mail.ru.

**Abstract:** The information culture of the population becomes the most important indicator of modern society development. The higher it is, the bigger requirements are put to quality of information products and level of professional skill of experts in the field of mass media. On the other hand, and the professional media education, i.e. training of specialists for media branch, has to be guided by high information culture of society and lean on steady system of mass media education. In this regard experience of the Republic of Tatarstan where there is big system work in the field of increase in media literacy of the population is of interest. It is proved that purposefully created high media culture of society allows to increase and level of training of journalistic workers in the republic. As the leading center of professional media education in the region the Kazan (Volga region) Federal University where the complete cycle of training of specialists of media branch beginning with preschool and school media education successfully is implemented acts. The authors show rich traditions of the Kazan University in the field of preparation of journalistic workers, define growth points allowing achieving the greatest efficiency in this area during reforming of the sphere of the higher education.

**Keywords:** media education, media literacy, society, university, journalism, workers, media.

### 1 Introduction

Nowadays an urgent problem of society development is training the educated, highly erudite generation of the media space users which are able to react adequately to calls of rough information streams. Due to the lack of integral system of media education, in modern society there are problems connected with penetration into consciousness of citizens of alien ideologies with inoculation at the population of the negative values directed to destruction of foundations of civilized democratic society. Therefore media education needs the system, evidence-based approach allowing entering gradually and step by step into consciousness of the personality the correct methods and methods of assimilation and assessment of information stream today.

### 2 Materials And Methods

The authors used traditional empirical and general scientific methods, including historical, the analysis and synthesis, observation, comparison. In the methodological plan the research is based on scientific works of theorists of modern journalistic education. Studying of media education, many of theoretical aspects, are presented in Bondarenko E. A. works. (2017), Gendina N. I. (2013), Kirillova N. B. (2005), Fateevy I.A (2007), Fedorov A. V. (2000,2004), Buckingham D. (2010), Kamaruzaman J., Nurul N.S. (2009), Kubey R. (1997), Lee A.Y. L. (2007), Nakamura S. (2009), Schilder E., Lockee B., Saxon D. (2016), Thakkar, R.R., Garrison, M.M., Christakis D.A. (2006), Thoman E. (2010), Weston M. (2017), etc.

### 3 Results

The current year (2017) is announced at the Kazan (Volga region) Federal University as a Year of journalistic education. It is connected with 55-year anniversary of journalistic education in this educational institution. In the relevant order of the rector the importance and a role of training of specialists for media communication space of Russia, a contribution of graduates of university to the development of branch and expansion of a circle of the tasks shown by modern society to experts of the media sphere is emphasized. Having such wealth of experience and traditions in training of experts for media area, the Kazan University is the main center of preparation of journalistic workers for the Republic of Tatarstan (Live connection between generations,2006) today.

In this educational institution the sphere of professional education in the field of mass media widely is based on advanced mass media educational space of the region. Mass media education, unlike professional journalistic education, a concept wider, includes many steps of training of the person for behavior in the conditions of information society. It begins from the first days of independent knowledge by the person of the environment by the means of mass media. When parents choose pictures from newspapers and magazines, TV and radio programs, Internet resources which are possible or need to be shown to the small child, at this time they are already engaged in media education of the kid. Further this process continues in kindergarten, school, and higher education institution.

Mass media education forms media culture of society as which basic elements outlook formation, communicative competence, experience of creative activity in the sphere of mass media are considered (Bondarenko,2017).

Some scientists call all this cycle of education and education "nonprofessional" media education. "Nonprofessional (or mass) media education is intended for successful adaptation of mass audience to the life in the conditions of mediated community and for effective - thanks to readiness of audience - functioning of media" (Fateeva,2007, page 55). Where there is no complete system of "nonprofessional" media education, problems connected with a manipulation public consciousness with formation at youth of negative and not constructive values exist. All this threatens with destruction of foundations of civilized democratic society. Therefore the society needs the system, evidence-based mass media education allowing to enter well and step by step into consciousness of the identity of a basis of assimilation and assessment of information stream today.

In the conditions of deep transformations in the information sphere, creations in Russia of new model of the media industry, during search of new approaches to training of modern generation of journalists, in the Republic of Tatarstan the complete system of training of journalistic workers including all types of media education successfully functions. Children since the smallest years have an opportunity to join mass media. In the republic about ten children's newspapers and magazines in the Tatar and Russian languages which actively attract the audience as non-staff authors are issued. The broadcasting company "Tatarstan - a New Century" till several hours a day shows the transfers for children of different age. Hosts of telecasts are children. Since 2017 the TV channel together with the Ministry of Education and Science of the Republic of Tatarstan plans to organize the children's educational channel in Tatar. The main goal of the channel is to create favorable conditions to children for familiarizing with media space, and also studying of the native language since small years. The Kazan University having the strong scientific and pedagogical potential and good mass media material and technical resources was also involved into the implementation of this project. The project of children's TV channel is offered by university under the name UEN-TV ("UEN" in translation from Tatar "GAME" means, and as an abbreviation it is deciphered as Universal Entertainment Network). The idea of this project is that television content is carried to the young viewer through playful ways. UEN-TV represents also the educational project by the means of which media education of children of different age, and also training of professional journalists in the field of children's television is carried out.

The logic of training the modern journalists demands selection and preliminary training of future students journalists starting from a school bench. In this case the professional media education successfully is based on the system of pre-university media education. The Kazan University within more than twenty years takes active part in the organization of a republican festival of the press for children and young people "Gold feather". Several thousands of school students from all areas of the

republic annually participate in the festival. Winners of a final tour acquire the right of preferential revenues to office of journalism of KFU. Owing to this festival, in Tatarstan the whole group of the talented young journalists conceiving on modern - professionals of the business was created. Natives of "A gold feather" are the most popular journalists, masters of a feather and the microphone able to work in all genres of journalism today in various including the most high-tech areas of system of mass communication, capable to open the topics of the day and problems of the present (Gold Feather festival (An electronic resource,2016). Many students of the Kazan Federal University studying journalism are also made active participants of this festival as the university is one of constant cofounders of this event.

Since 2015 in the republic one more competition in the sphere of media education has been founded. It is the All-Russian competition "Ilkham" ("Inspiration") in which the young writers and journalists writing in Tatar participate. In 2017 more than 2800 school students of 1-11 classes became participants of the competition. The Kazan Federal University, being one of the founders of this competition, selects the most worthy from among its participants, as students in the media educational directions of training.

At the Kazan University also permanent School of the young journalist for the studying senior classes of comprehensive schools, gymnasiums and lyceums works. The school is aimed at increase in media literacy of pupils and obtaining basic knowledge by them in the field of professional journalism.

Thus, students journalists begin study at university, having rather big baggage of the basic media knowledge received through participation in the above-stated actions behind shoulders. Relying on the available rich traditions, the university works on their further creative growth. Here much attention is paid to constant improvement of journalistic education. If two decades ago the office of journalism incorporated the unique department with several teachers who generally have philological education, then nowadays on this office - five departments (journalism, the Tatar journalism, the theory and practice of electronic media, tele-production and telecasting, applied political science and public relations).

In 2016 the decision about creation of Institute of the Higher school of journalism and media communications on the basis of the former office of mass communications was made. Today the Higher school functions in the certain building where all structure of educational and methodical ensuring educational process is located: the editorial offices of university newspapers (in the Russian and Tatar languages), publishing house, the press service of KFU, laboratory of PR-consulting, advertising technologies, multimedia journalism, the editorial office of the educational newspaper, and also pride of our university - the university television having the most modern equipment. Reconstruction of the building came to the end, subsequently what students had new opportunities for development of modern technologies (we will tell, at their order from now on is available "newsroom", having the most up-to-date equipment and the software). Thus, already in university students have a full-fledged possibility of passing all types of educational practice.

The higher school has an opportunity to conduct training of journalists on quite narrow specializations and profiles, considering the fact that modern information society imposes the additional requirements connected with need of mastering new, quite narrow-purpose competence-based knowledge and abilities on work of the journalist. In the light of these changes change and paradigms are more whole than education that dictates in turn need of giving to all system of journalistic formation of bigger mobility and mobility which would raise the status of journalistic education not only as academic, but also as practice-perfect, based on modern techniques and processing methods. In this regard the Higher school actively cooperates with the leading media of the Republic of Tatarstan and the famous

experts journalists; realizes a training profiling compliance with specifics of different types of media. Along with traditional training a number of new specializations profiles of preparation is open for printed media lately.

Intensive development of national journalism in the republic and beyond its limits caused the sharp need for the Tatar speaking workers in recent years. Therefore serious steps are taken for improvement of system of their preparation. The curriculum on a preparation profile "Mass media (national journalism)" is developed. Programs and manuals in Tatar are published. The department of the Tatar journalism with the releasing department and the strong pedagogical collective capable to create educational and educational and methodical grants for Tatar speaking students is open, and already more than 25 years specialization in the Tatar journalism is implemented (Garifullin,2015).

Training of TV reporters has the same rich tradition. The specialized department was open for television to improve the training. Today it works in close cooperation with university television which has the most modern equipment. At the department the creative workshop of the skilled TV reporter Ilshat Aminov is open. In 2016 the first set of students on the new, independent direction "Television" is carried out that will allow preparing more profoundly and purposefully professionals for this branch, including for national television.

Journalistic practice aims also at training, able to work in the international information space. It is connected with strengthening of international relations of Tatarstan and with holding in Kazan many actions of the international level. Since 2007, specialization, and nowadays the International Journalism profile are implemented.

Globalization of information processes demands to join in training of specialists, the editions, to work in Internet editions owning knowledge in the field of "the world wide information web", able to develop the websites. In this regard at the university set on the New Computer Technologies profile is made. The Kazan University, being one of leaders of the Russian educational system of the higher education, could not ignore the growing need of the market for bachelors in the field of media communications. It obtained the license for the right of implementation of educational activities for the direction of Media Communication. This direction of preparation, the being symbiosis of various aspects of activity of modern workers in the sphere of media, is the new direction of media education for all Russian Federation.

Along with a bachelor degree on office of journalism the magistracy successfully functions. Today the university has ten programs of training of masters in journalism: political perspective; Tatar social and political journalism; multimedia international journalism; functioning of television; art journalism; sports journalism; national television: the place and a role in global communications; new media; ethno-confessional journalism.

One more important factor increasing quality of training of experts is existence of a postgraduate study and council for protection of doctoral and master's theses for journalism that provides full completeness of a cycle on preparation of the most highly qualified scientific personnel for this branch.

The journalistic education at the university kept the best traditions of training of masters of the word. Training harmoniously combines development of knowledge not only of technology and technology of journalistic creativity, but also on literature, history, psychology, sociology, the right, and ethics. The journalism is taught through analysis of texts, through ability to write them, keeping cultural identity of the Russian and local, including national press.

In the conditions of the modern growing information opposition, creation of the Higher school of journalism and media communications, allows to realize the full system media education considering all steps of this difficult process of training. Its successful functioning as center of training of a practice-applied orientation, promotes not only to increase in the status of journalists and experts in the field of public relations, but also strengthens positive image of the region in educational and information and communication space.

#### 4 Summary

Thus, in the conditions of deep transformations in the information sphere, creations in Russia of new model of the media industry search of new approaches to training of modern generation of journalists began. At the Kazan (Volga region) Federal University one of the most important factors of improvement of quality of professional journalistic education is the support on mass media education. Considering dynamic globalization of information market and rapid development of new information technologies, the university develops the new programs and courses aimed at giving to system of journalistic formation of bigger mobility and mobility, strengthening of focus on practice with basing on modern techniques and processing methods.

#### 5 Conclusion

Efficiency of training for media branch in modern conditions depends on existence in educational institution of the complete system of training including all types of media education.

#### Acknowledgement

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

#### References

- Bondarenko E. A. *Media generation of zero: a portrait in an interior* (An electronic resource): <http://mic.org.ru/phocadownload/5-bondarenko.pdf> (date of the address: 21.04.2017)
- Buckingham D. *Media education: A global strategy for development*. Cambridge: PolityPress, 2010. 124 rubles.
- Fateeva, I.A. *Media education: theoretical bases and practice of realization: monograph*. Chelyabinsk: Chelyab. state. un-t, 2007. 270 pages.
- Fedorov A. V. *Media education and media literacy*. Taganrog: Publishing house Kuchma, 2004. 211 pages.
- Fedorov A. V. *Media education terminology*//Art and education. 2000. No. 2. Page 33-38.
- Gold Feather festival (An electronic resource): <http://zolotoe-perort.ru/about/>(date of the address: 21.12.2016).
- Garifullin, V.Z., Sabirova, L.R. *The anniversary of the Tatar Journalism: Its progress and losses*//Journal of Language and Literature .Volume 6, Issue 2, 1 May 2015, Pages 132-135.
- Gendina N. I. *Media culture and media literacy in Russia*//Information society. 2013. No. 4. Page 77-83.
- Kamaruzaman J., Nurul N.S. *Television and Media Literacy in Young Children: Issues and Effects in Early Childhood*//International Education Studies. August, 2009. Vol.2, No. 3. Pp.151-157.
- Kirilova of N. B. *Mediaculture: from a modernist style to a postmodern*. M, 2005. 268 pages.
- Kubey R. (Ed.) *Media Literacy in the Information Age*. New Brunswick (U.S.A.) and London (U.K.).1997. 484 p.
- Lee A. Y. L. *Media education, critical citizenship and public sphere: The ideal and practice of media education in Hong Kong*//The Chinese Journal of Communication and Society, No. 3, 2007. Pr.134-155.
- Live connection between generations / Under the editorship of V.Z.Garifullin, D. V. Tumanov. Kazan: Publishing house Kazan. un-that, 2006. 88 pages.
- Nakamura Sumiko. *The Present State and the Problems of Media Literacy Education in Western Australia*//Japan Journal of Educational Technology Vol. 33 (2009) No. 2, pp. 161-170.
- Schilder E., Lockee B., Saxon D. *The Challenges of Assessing Media Literacy Education*//Journal of Media Literacy Education (2016) 8 (1), pp. 32-48.
- Thakkar R.R., Garrison, M.M. & Christakis D.A. *A Systematic Review for the effects of Television Viewing by Infants and Preschoolers*. Pediatrics, 2006.118 (5), 2025-2031.
- Thoman E. *Skills & Strategies for Media Education*. Los Angeles: Center for Media Literacy, 2010.
- Weston M. *Media Literacy Educators Are Not Responsible for Society's Digital Problems*, available at: <https://mediatechparenting.net/2017/01/11/media-literacy-educators-are-not-responsible-for-societys-digital-ills/>, accessed 1.04.2017.