Media and Information Literacy of managers: Chelyabinsk experience

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Method: pedagogical experiment on the introduction of the course «Fundamentals of Media Competency» to manager curriculum

When: 1-2 courses of manager' curriculum in Chelyabinsk High Schools

Duration of the experiment: 2011-2013
Chelyabinsk State University (CSU), Faculty of Management

South Ural State University (SUSU), Department «Economy and Management Service», Service and Tourism Faculty
● Why Managers?
Because they will determine the dynamics of the Information Society as leaders of material and non-material production.
Structure of the course «Fundamentals of Media Competency»:

- Introduction
- Social and political aspects of massmedia existence
- Types of mass communication activities
- Economic aspects of massmedia existence
- System of mass media: past and present
- The science of mass media
- Mediasistem of Chelyabinsk region
- Media and Managers
Goal of the course: to have a positive impact on students' media competence of managers, the structure of which we have shown in the scheme:
On the following slides, you can see the results of our pedagogical experiment.
Media skills

![Bar chart showing media skills comparison]

- Experimental group before: 68.3
- Experimental group after: 75.95
- Control group before: 68.15
- Control group after: 69.85
Frequency of contacts with the print media
Frequency of contacts with the print media

radio

<table>
<thead>
<tr>
<th></th>
<th>before</th>
<th>after</th>
</tr>
</thead>
<tbody>
<tr>
<td>daily</td>
<td>54.16</td>
<td>58.33</td>
</tr>
<tr>
<td>once a week</td>
<td>29.16</td>
<td>29.16</td>
</tr>
<tr>
<td>once a month</td>
<td>4.16</td>
<td>4.16</td>
</tr>
<tr>
<td>rarely</td>
<td>4.16</td>
<td>8.33</td>
</tr>
<tr>
<td>never</td>
<td>4.16</td>
<td>4.16</td>
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Frequency of contacts with the print media

TV

- Daily: 66.67% before, 62.5% after
- Once a week: 12.5% before, 12% after
- Once a month: 8.33% before, 8.33% after
- Rarely: 4.16% before, 4.16% after
- Never: 12.5% before, 12.5% after
Frequency of contacts with the print media

Internet

- Daily: 95.33%
- Once a week: 4.16%
- Once a month: 4.16%
- Rarely: 0%
- Never: 0%
Media preferences (types of media)

**Experimental Group**
- Internet: 100%
- Radio: 83%
- TV: 87.4%
- Print media: 75%
- 62.49
- 70.83

**Control Group**
- Internet: 100%
- Radio: 79.16%
- TV: 79.16%
- Print media: 75%
- 58.33
- 54.17

Legend:
- Green: before
- Red: after
Media preferences (by genre)
Orientation in media system
Orientation in business press

<table>
<thead>
<tr>
<th></th>
<th>Before</th>
<th>After</th>
</tr>
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<tbody>
<tr>
<td>Experimental</td>
<td>45.83</td>
<td>81.29</td>
</tr>
<tr>
<td>Control</td>
<td>44.11</td>
<td>45.3</td>
</tr>
</tbody>
</table>
Level of media competence

Experimental groupe

- High: 8.33 before, 16.85 after
- Medium: 58.33 before, 68.75 after
- Low: 29.55 before, 14.58 after
Level of media competence
The experimental results allow us to recommend the method of objective media education and the course «Fundamentals of Media Literacy» for widespread using at Russian universities.

This experiment has innovative character for Russian education because in our country there is not similar media education experience in High Schools.

Thank you for attention!