
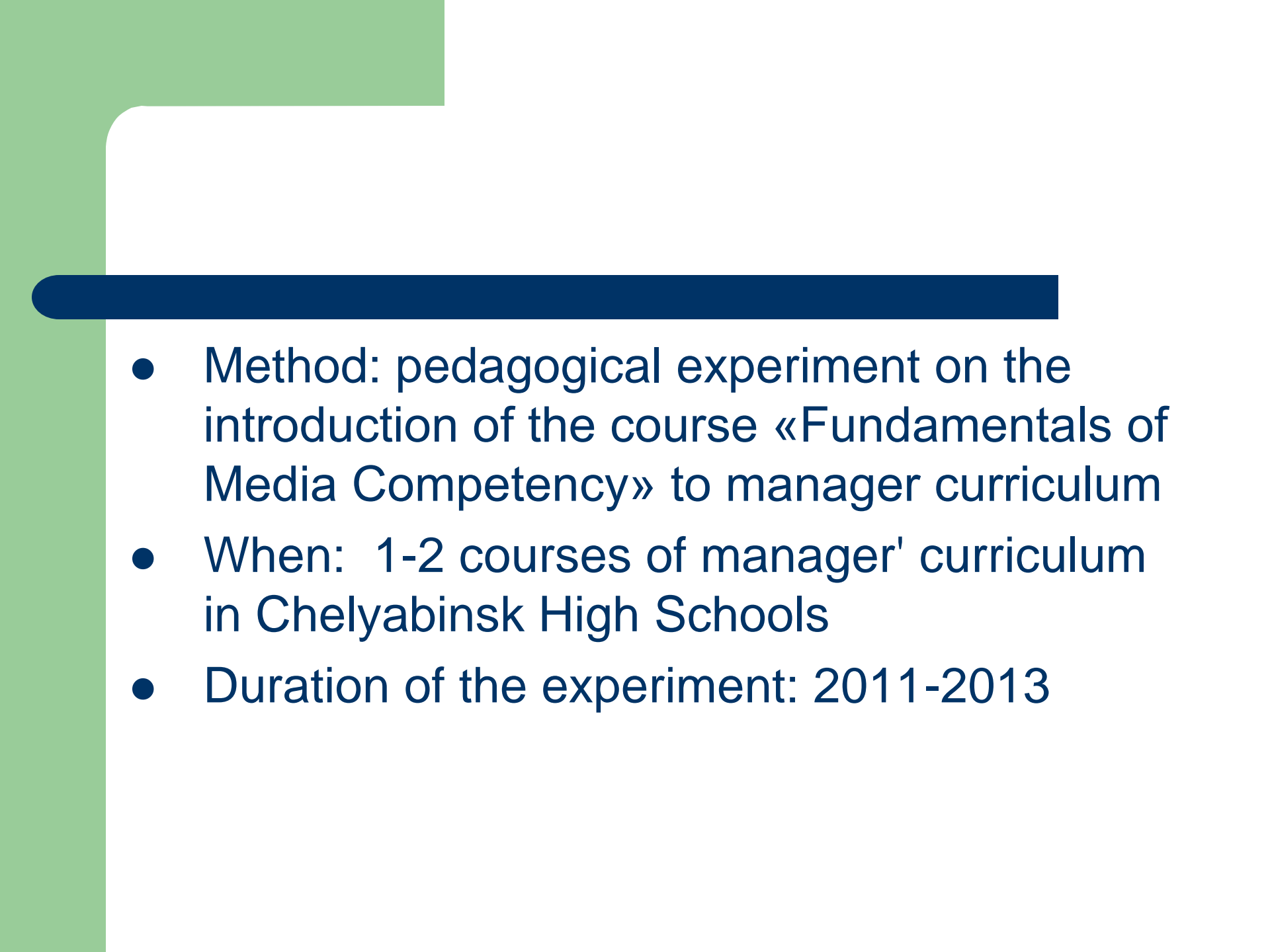


Media and Information Literacy of managers: Chelyabinsk experience

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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



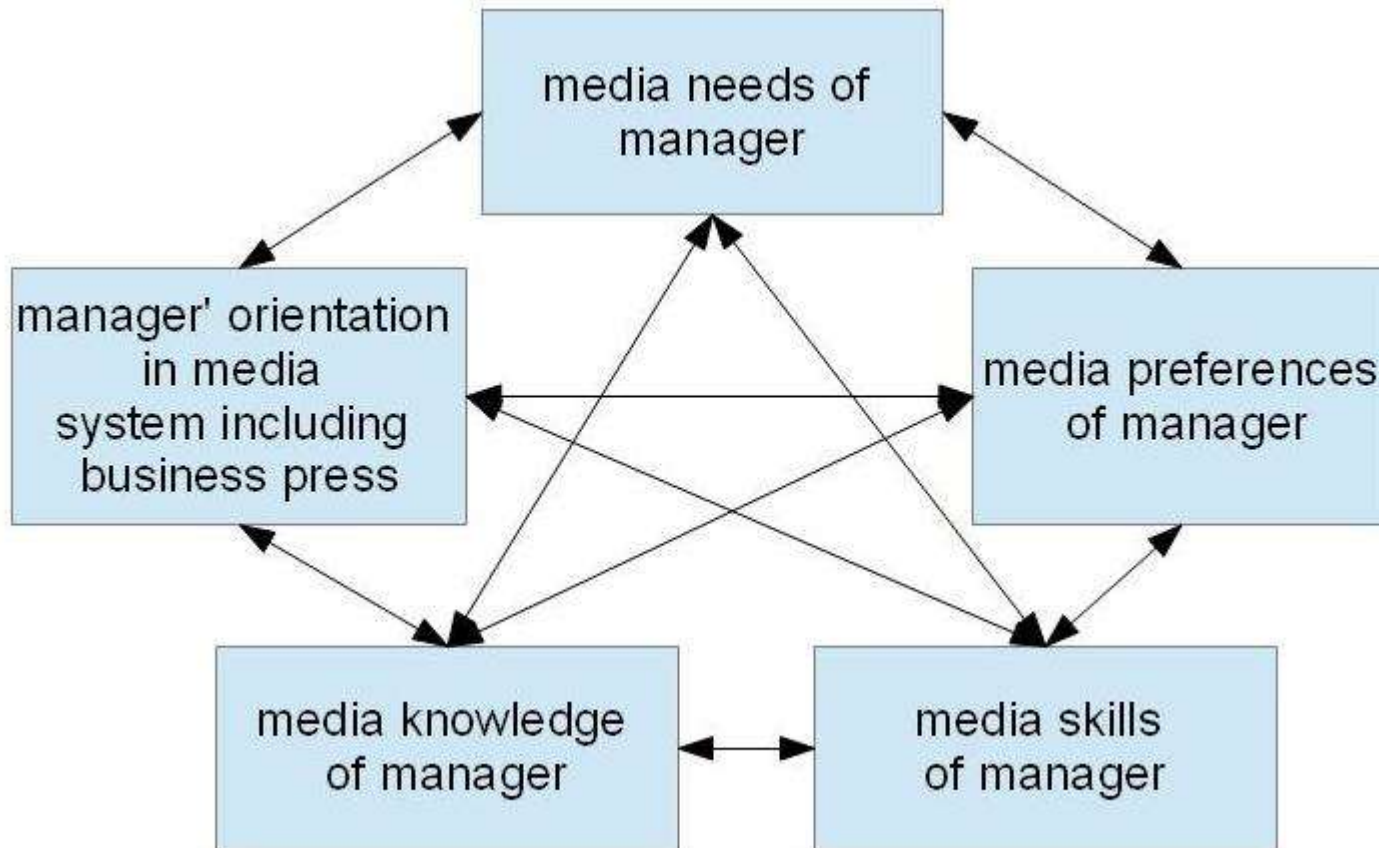
- Why Managers?

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»:

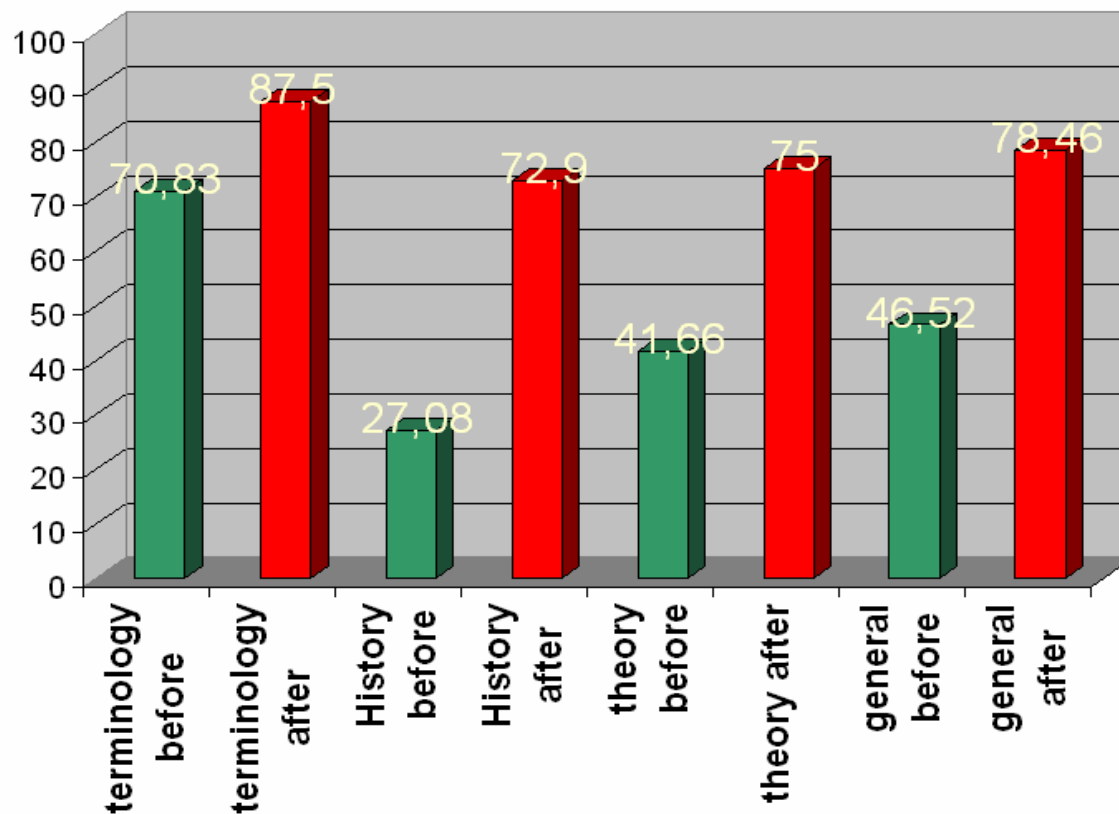
- Introduction
- Social and political aspects of massmedia existence
- Types of mass communication activities
- Economic aspects of massmedia existence
- System of mass media: past and present
- The science of mass media
- Mediasistem of Chelyabinsk region
- Media and Managers

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:



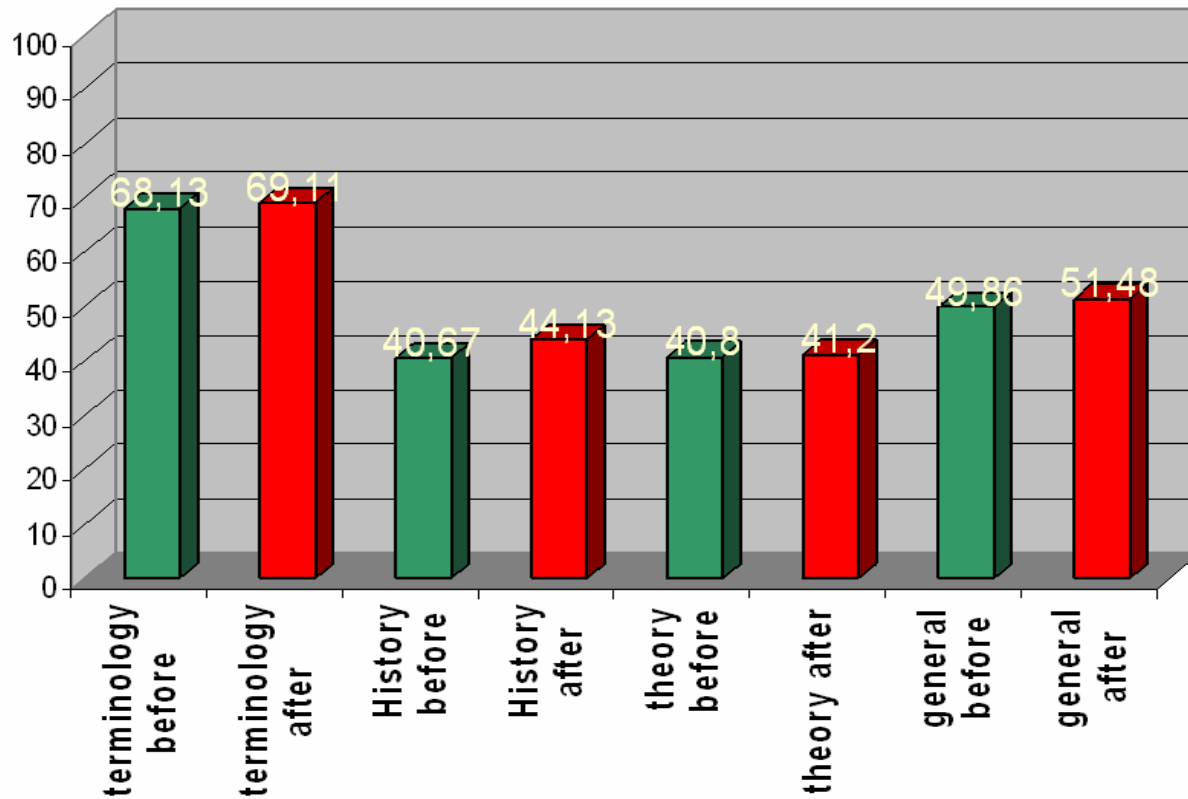
On the following slides, you can see the results of our pedagogical experiment.

Media knowledge

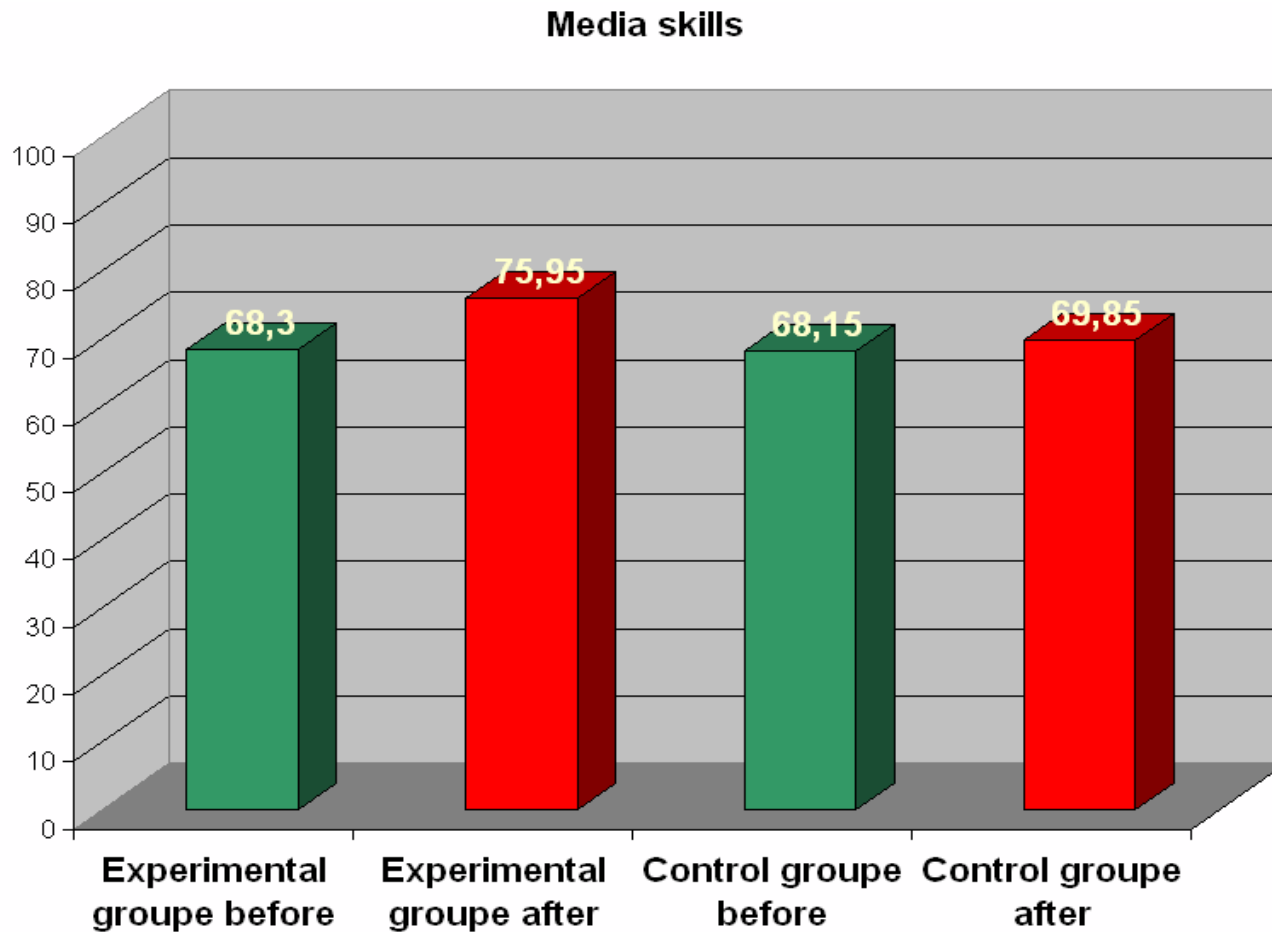


Media knowledge

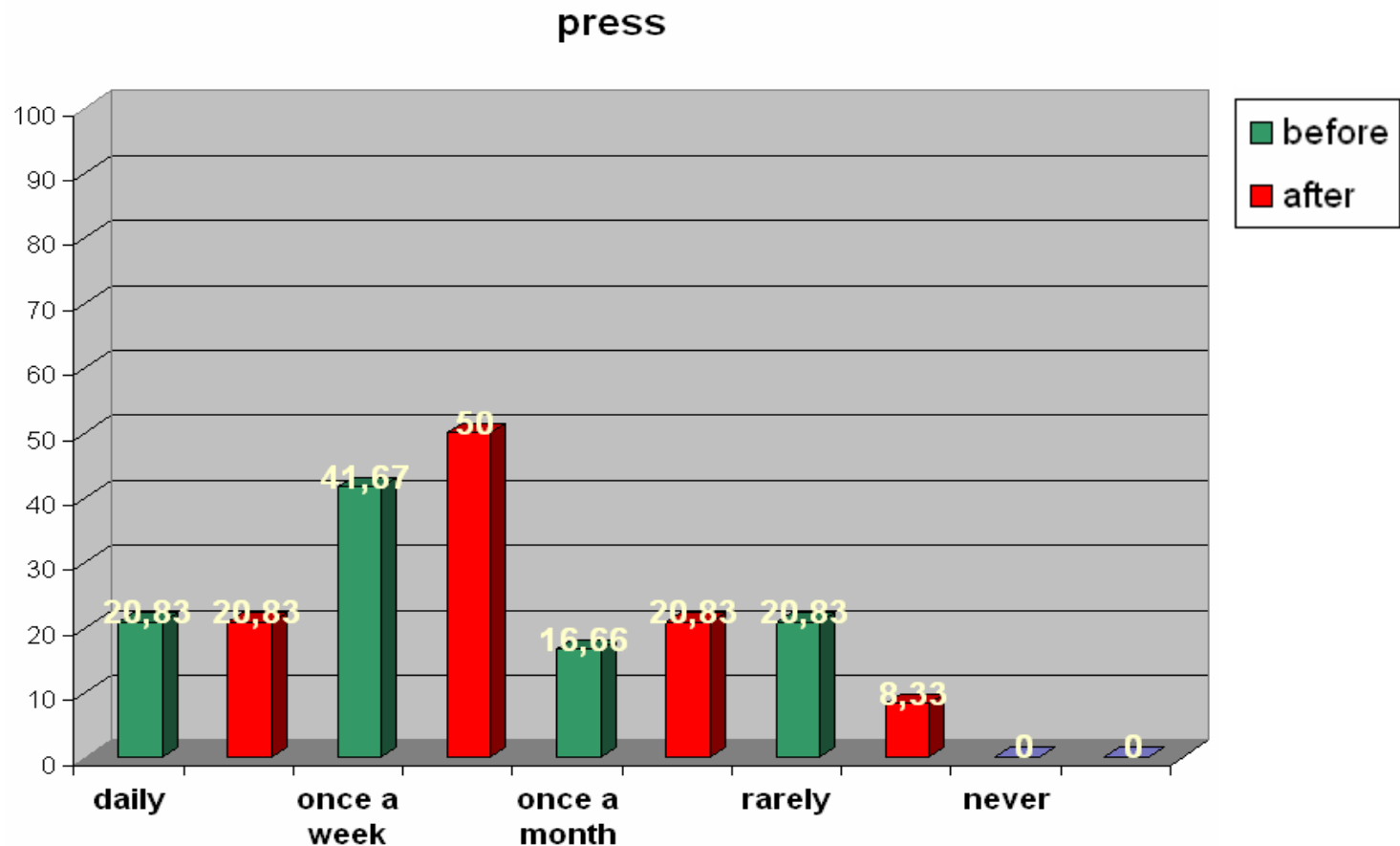
Control groupe



Media skills

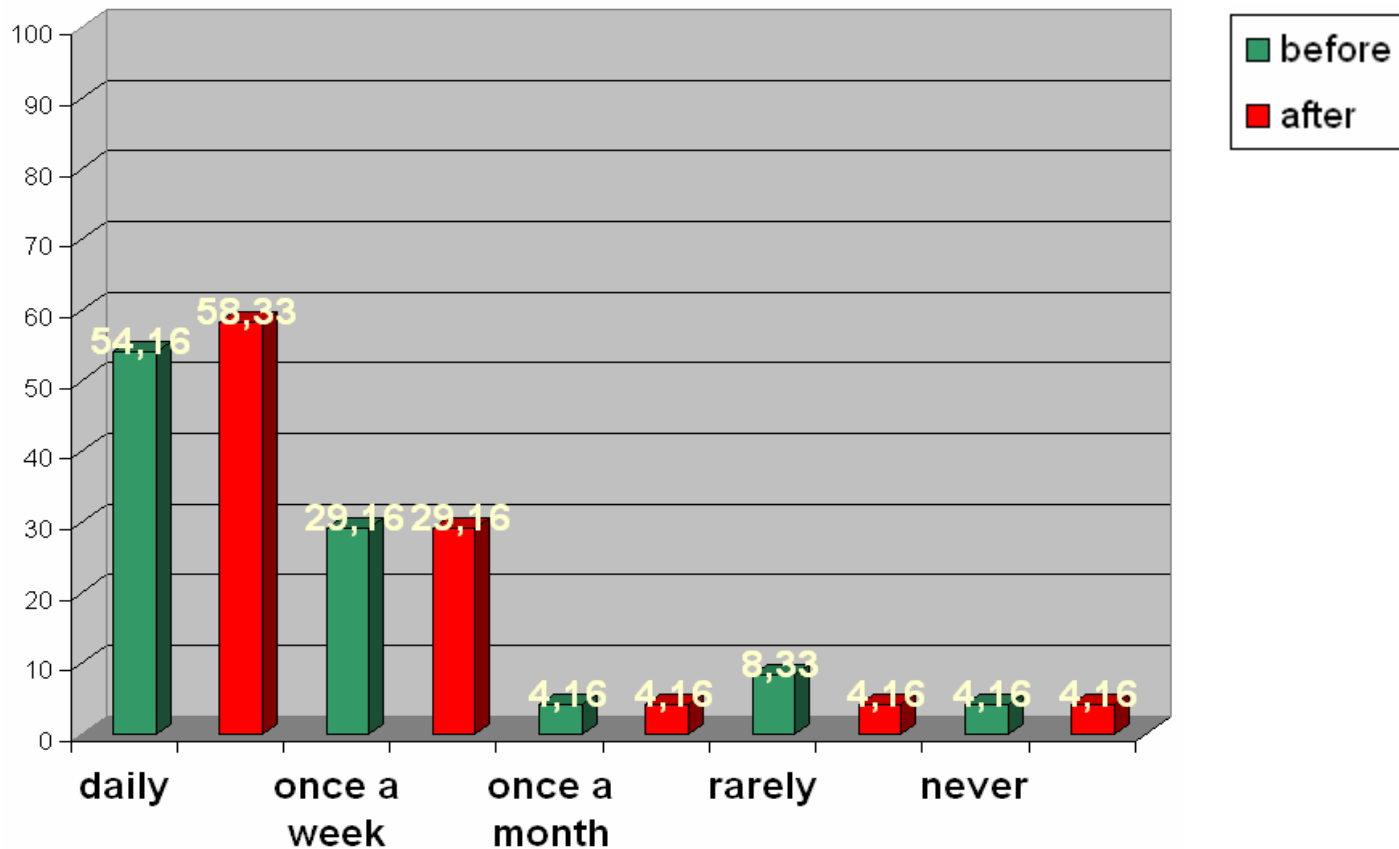


Frequency of contacts with the print media



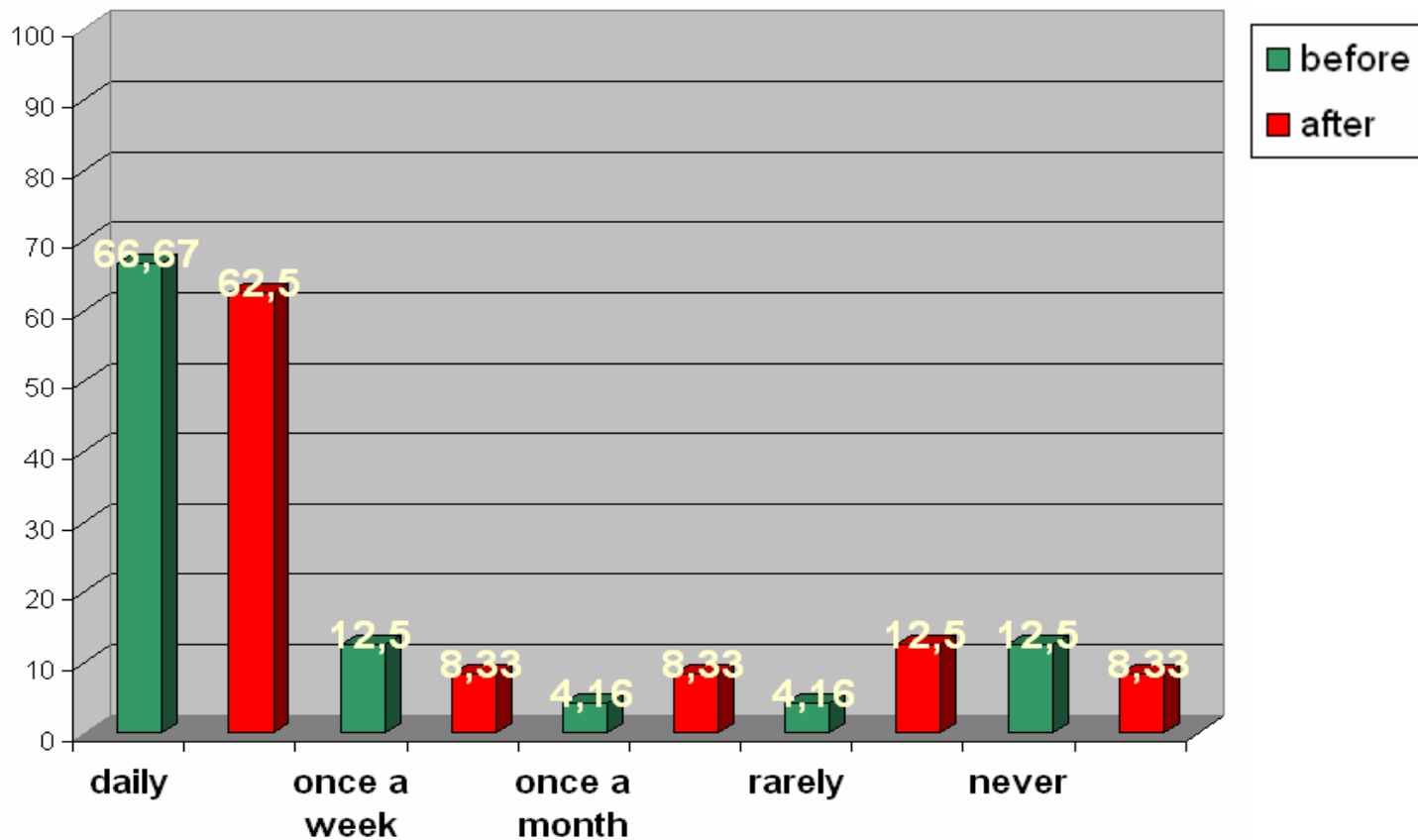
Frequency of contacts with the print media

radio

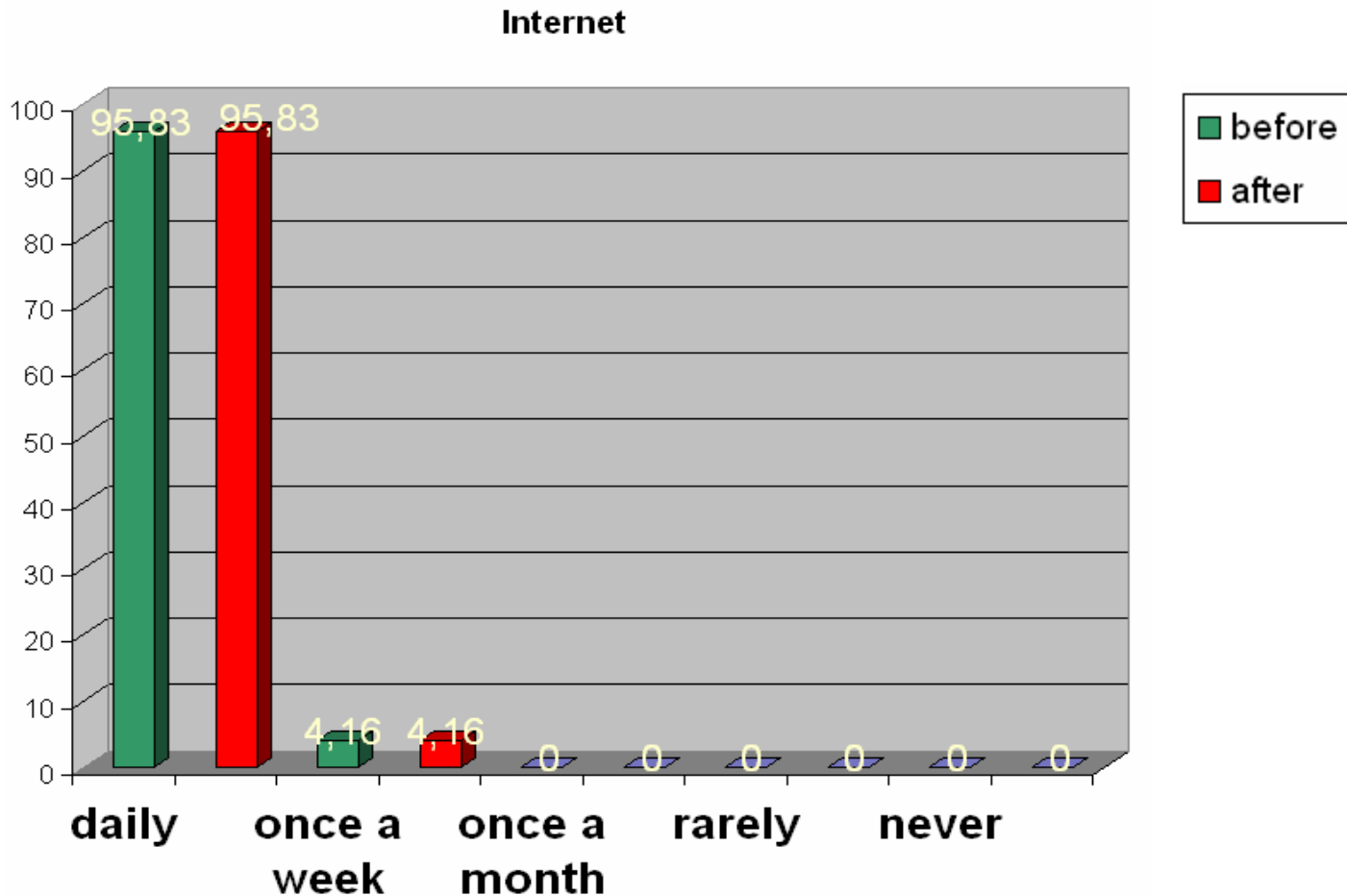


Frequency of contacts with the print media

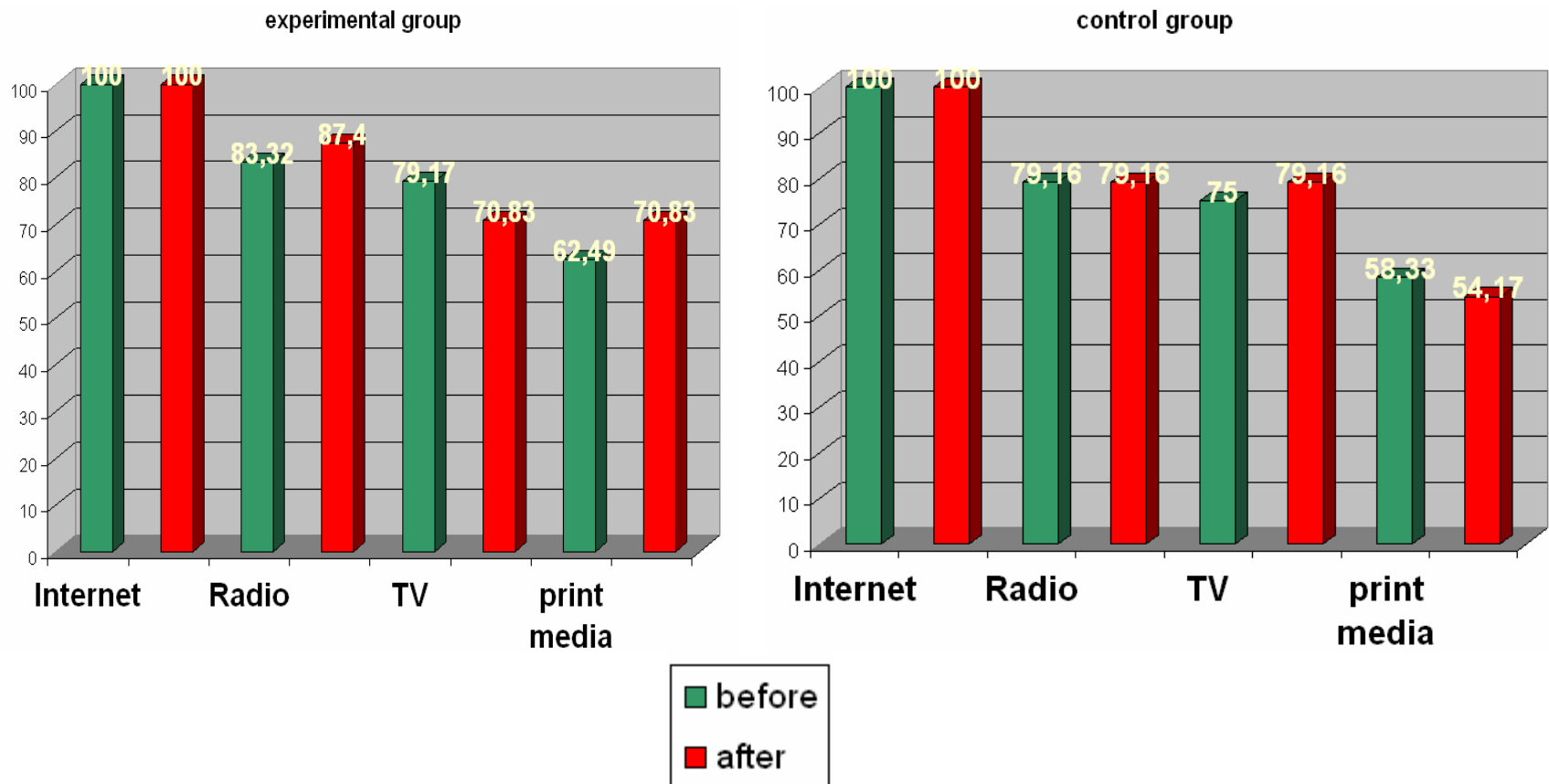
TV



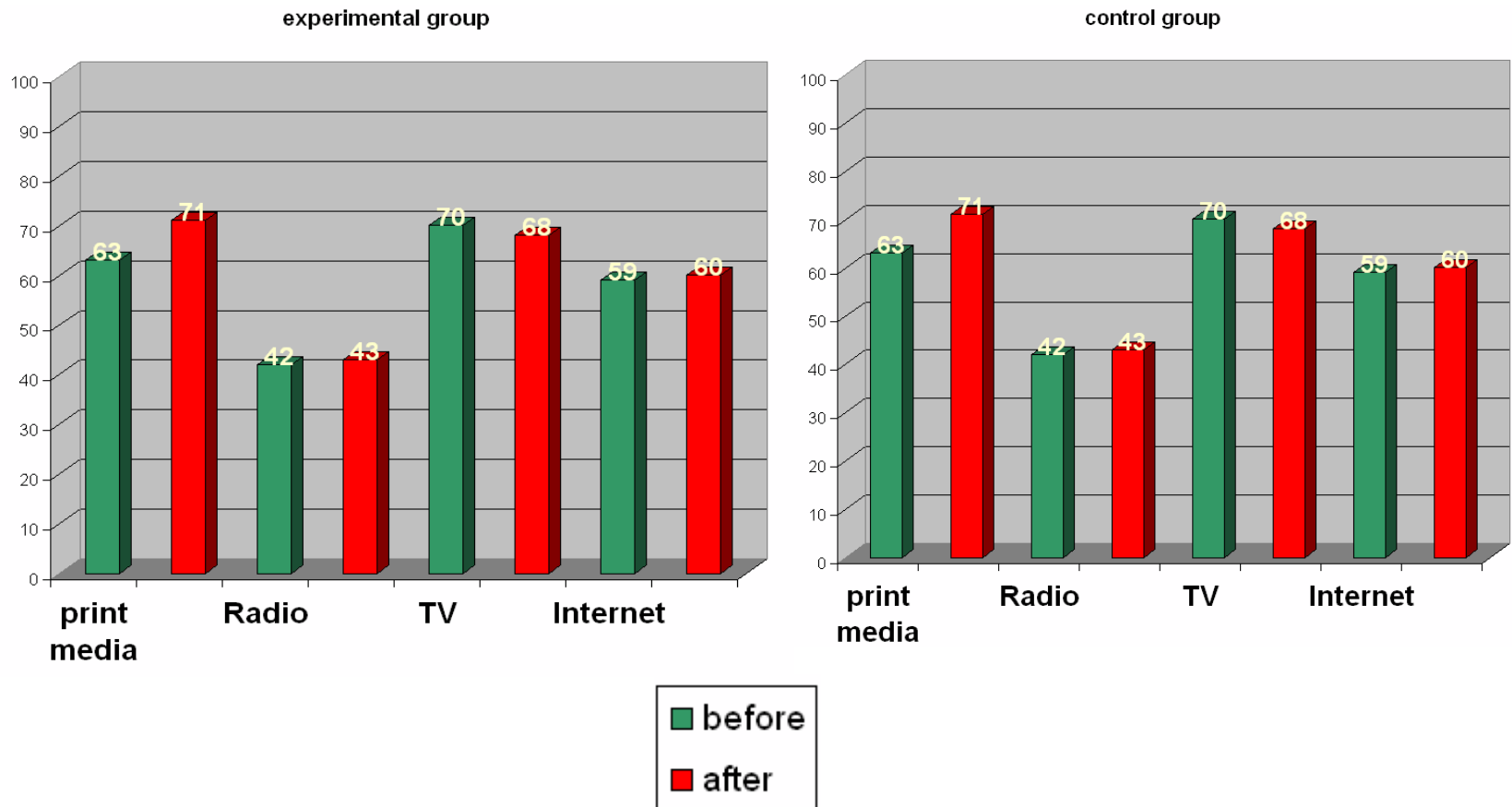
Frequency of contacts with the print media



Media preferences (types of media)

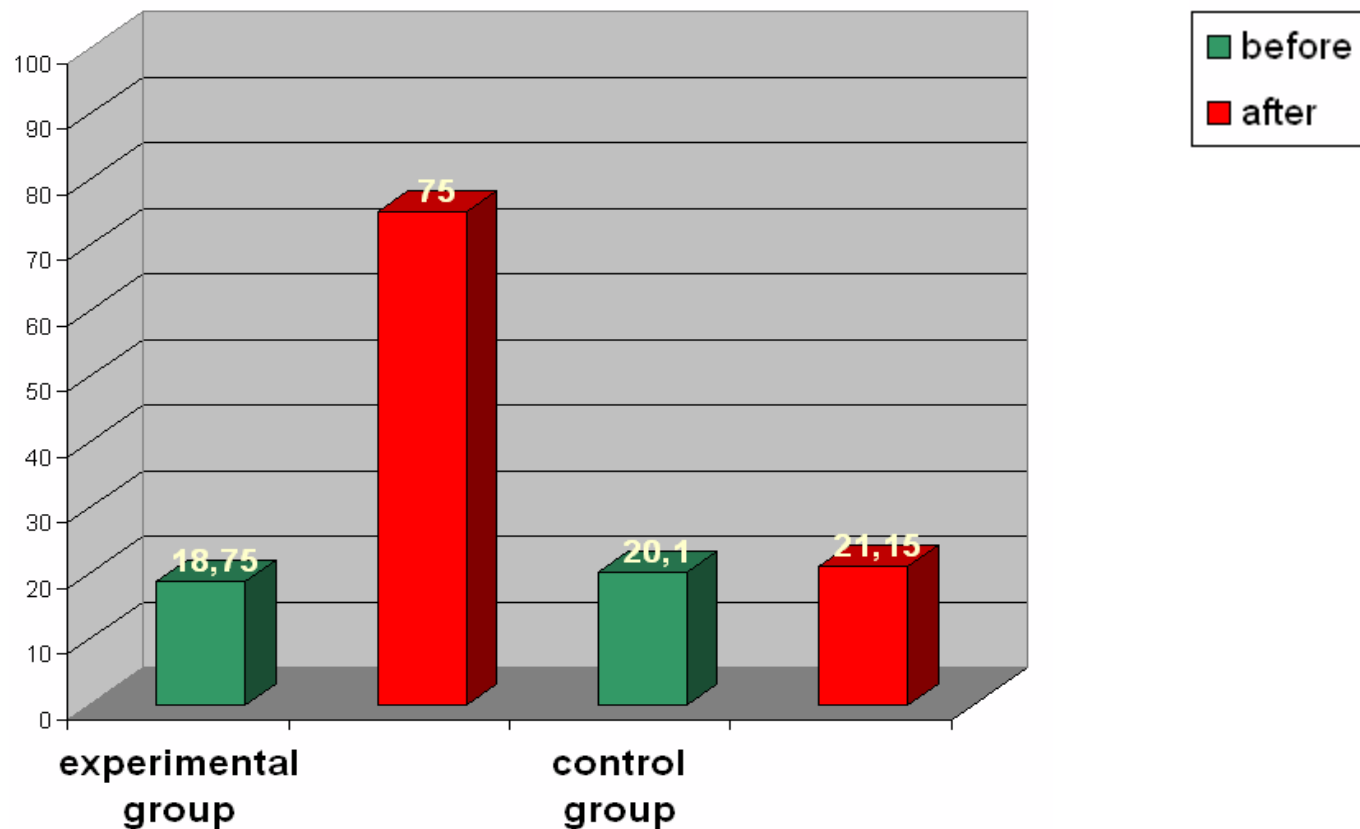


Media preferences (by genre)

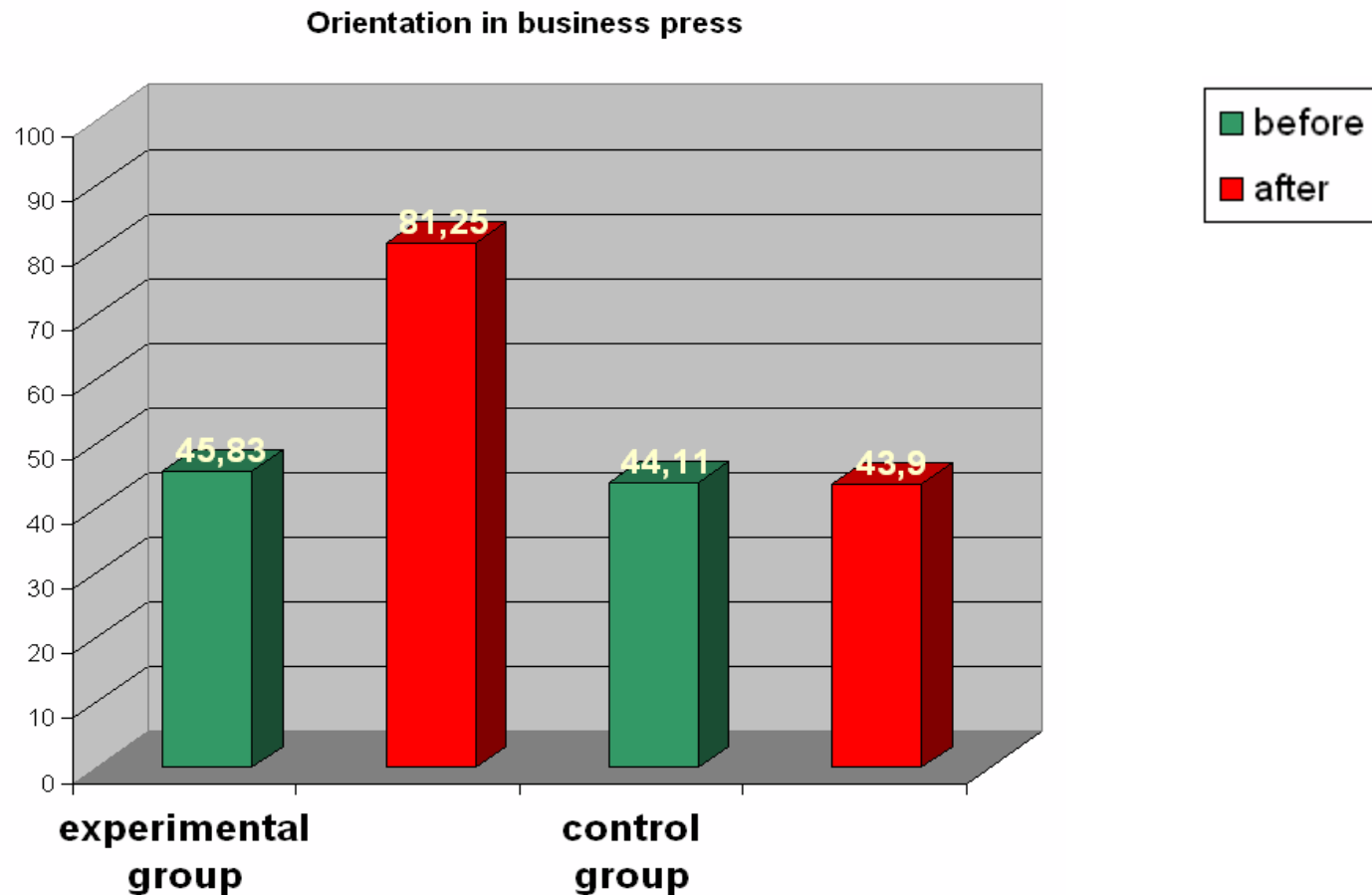


Orientation in media system

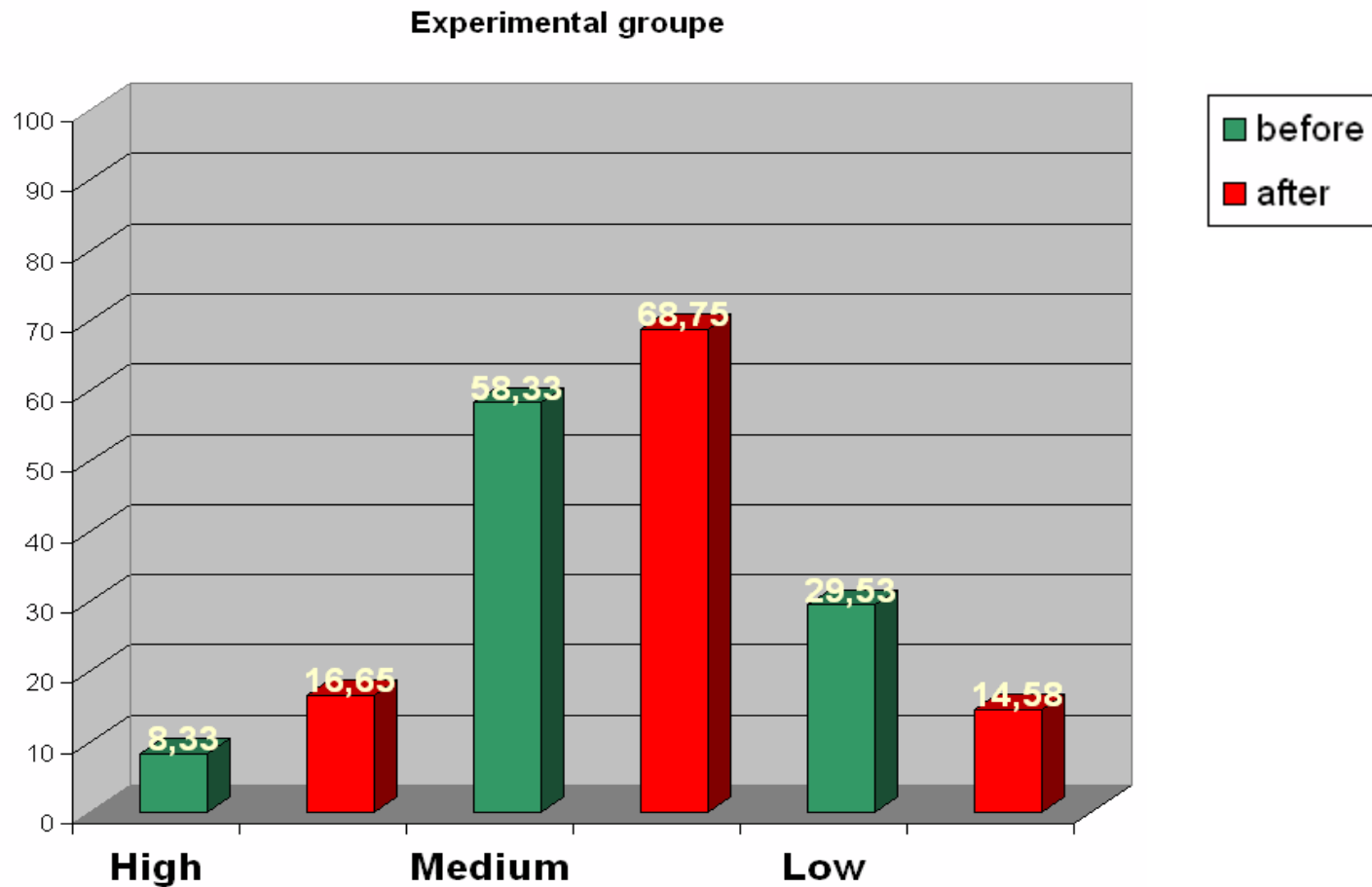
Mass Communication and Media



Orientation in business press

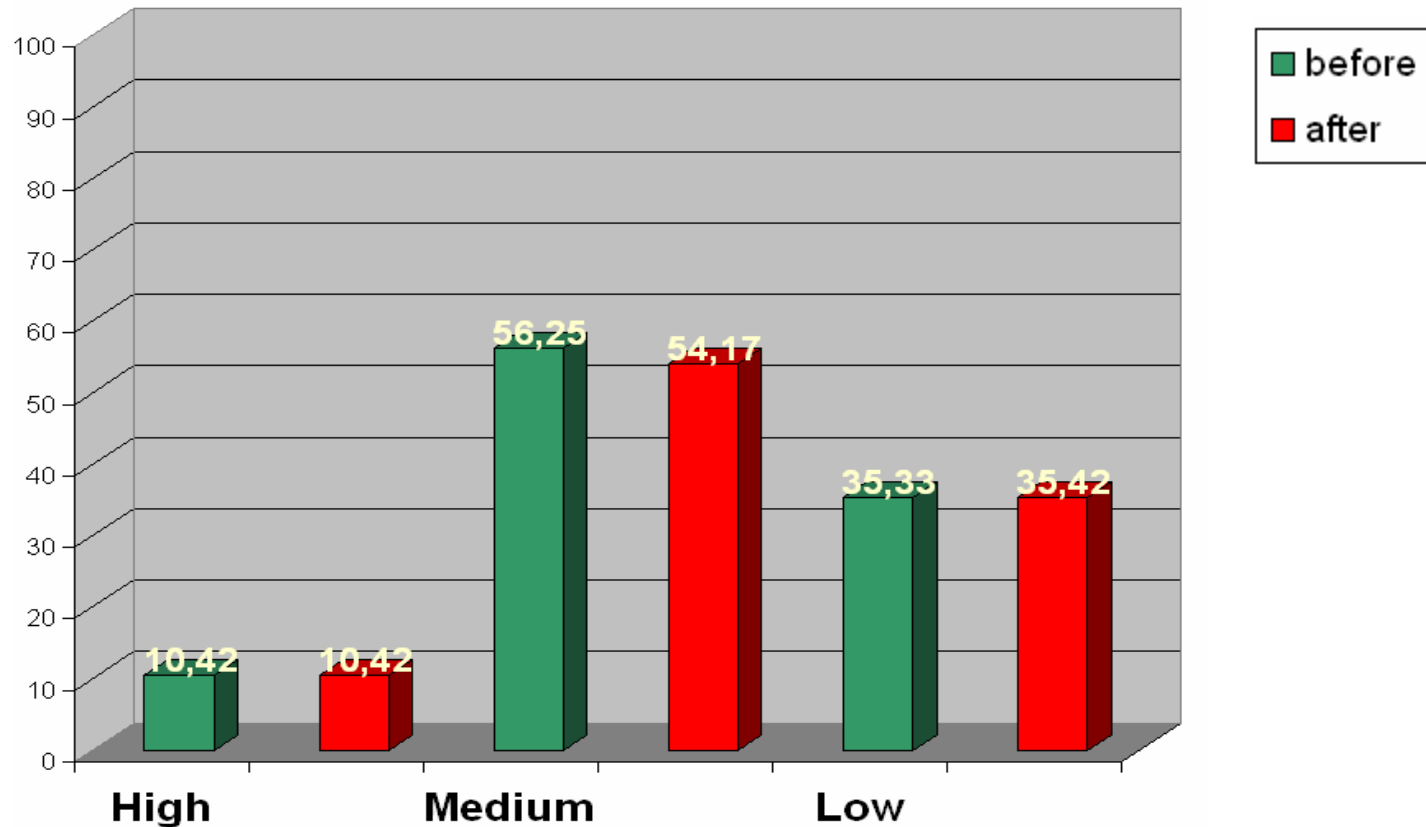


Level of media competence



Level of media competence

Control groupe



- 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!