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Information Culture, Media and Information Literacy in Russia: Theory and Practice, Problems and Prospects

The Key Questions of the Report

- **Media and information literacy as an integrative concept: a new initiative of UNESCO and IFLA**

- **The theoretical foundation of information training and media education in Russia**

- **The practice of information training and media education in Russia**

- **Problems of information training and media education in Russia**

- **Problem of integration of "information literacy" and "media literacy:" perspectives on the international and national levels**

Media and Information Literacy in the Context of the First WSIS+10 Review Meeting "Towards Knowledge Societies for Peace and Sustainable Development" (Paris, 25-27 February, 2013)

World Summit Geneva 2003
on the Information Society Tunis 2005
Turning targets into action

- Literacy and Competencies Required to Participate in Knowledge Societies, Prof. Dr. Alice Lee, Hong Kong Baptist University, Department of Journalism (China)

- Conceptual Relationship of Information Literacy and Media Literacy, Prof., Dr. Jesús Lau, University of Veracruz (Mexico)

- Conceptual Relationship of Information Literacy and Media Literacy: Consideration within the Framework broader of Mediacy and Metaliteracy, Prof., Dr. Toni Carbo, School of Information Sciences of Drexel University and University of Pittsburgh (the U.S.)

- **Media and Information Literacy in Russia and in the countries of the Commonwealth of Independent States (CIS), Prof., Dr. Natalia Gendina, Kemerovo State University of Culture and Arts (Russia)**

http://www.unesco.org/

The Main Parameters of the Research in Russia

Purpose: the analysis of information education and media education, their similarities and differences in Russia and CIS

Chronological period: 1990-2010

Methodology: systematic-historical, structure-functional, technological, typological and culturological approaches.

Methods:

- content analysis of titles publications

- terminological analysis of definition

- quantitative analysis of Russian-language publications on information training and media education from 1990 till 2010

- formalized analysis of publications

- semantic analysis of publications

- method of an expert assessment

Analyzed Publications According to the Themes and Types of Resource

Theme	Types of resources		
	theses	books	articles
Information training	319	130	366
Media education	149	74	202
Publications (total)	468	204	568
Total:	**1240**		

The Terms Describing the Work with Information

Work with Information

Information Training

- Bibliographic and Library Literacy (Culture)
- Reading Culture
- Bibliographic Culture
- Information Literacy
- Information Culture
- Personal Information Culture
- Computer Literacy
- Digital Literacy (Culture)
- Internet Literacy
- ICT-Literacy

Media Education

- Photographic Culture
- Audiovisual Literacy
- Audiovisual Culture
- Cinematography Culture
- Screen Culture
- Video Culture
- Visual Culture
- Visual literacy
- Media Literacy
- Media Culture

Specifics of the Russian Terminology for Information Training

Information literacy, media literacy: the terms widely used in English-speaking countries, with a clear definition in the documents of IFLA and UNESCO
Grunwald Declaration on Media education, 1982;
The Alexandria Proclamation on Information Literacy and Lifelong Learning "Beacons of the Information Society," 2005

Information culture, personal information culture: the terms that are close in meaning to information literacy used in a number of non-English speaking countries (Russia, France, Hungary, etc.)

The Multi-aspect Classification and Basic Types of Information Culture

1. By the scope of distribution
- Personal information culture
- Information culture of a particular group of persons (professionals, managers, students and others)
- Information culture of society

2. By age
- Information culture of children
- Information culture of teenagers
- Information culture of youth
- Information culture of adults

3. By education level
- Information culture of pre-school children
- Information culture of elementary school children
- Information culture of secondary school pupils
- Information culture of high school students
- Information culture of vocational college students
- Information culture of university students
- Information culture of post-graduates

4. By profession
- Information culture of teachers
- Information culture economists
- Information culture of judicials
- …

5. By belonging to social groups
- Information culture of disabled people
- Information culture of immigrants
- Information culture of indigenous and native peoples
- Information culture of leaders
- Information culture of retired people
- …
- Information culture of other social groups.

6. By gender
- Information culture of men
- Information culture of women

7. By residence
- Information culture of urban people
- Information culture of country people
- Information culture of regional population
- Information culture of population of the country

Personal Information Culture: How It Is Understood in Russia

Personal information culture is one of the components of general culture of a person; sum total of information outlook and a system of knowledge and skills providing goal-oriented independent activity in optimum satisfaction of information needs on the base both traditional and new information technologies.

It is the most important factor of successful professional activity as well as a person's social protection in information society.

Semantic Dominants in Determining the Personal Information Culture

1. Inclusion of personal information culture into the whole system of culture

2. The formation of the information outlook as a system of beliefs and convictions of human, motivation, norms and values, while working with information

3. The ability to act independently to meet the diverse information needs

4. The ability to use both, traditional and new information technologies

5. The correlation of information culture with life in the information society, dependence of success and comfort of the personal information culture.

Ratio of Key Concepts

Culture

Personal culture

Personal Information Culture

- **Information outlook**

- **Motivation**
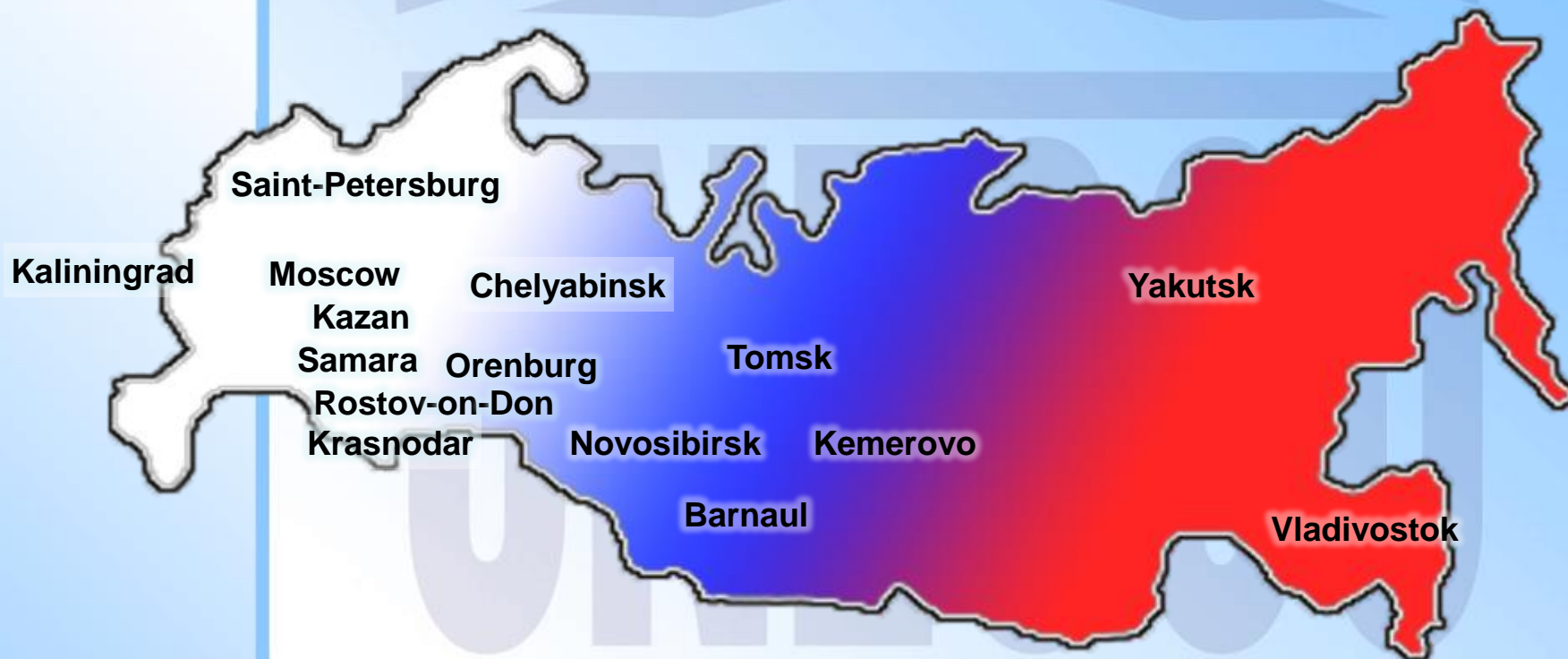
Information literacy

- **Acquiring information**

- **Information evaluation**

- **Information use**

The Benefits of Culturological Approach and the Inclusion of Information Training in the Cultural Sphere

Culturological approach allows to:

- connect humanitarian and technocratic culture in the information society, preserve the continuity of cultural traditions

- guarantee the integrity and system of information training of individuals for life in the information society

Geography of Scientific Researches

Saint-Petersburg
Kaliningrad
Moscow
Chelyabinsk
Kazan
Samara
Orenburg
Tomsk
Rostov-on-Don
Krasnodar
Novosibirsk
Kemerovo
Yakutsk
Barnaul
Vladivostok

Information training
74 towns
Towns-leaders: Chelyabinsk, Rostov-on-Don, Orenburg

Media education
41 towns
Towns-leaders: Rostov-on-Don, Voronezh

Theses (on Information Training) According to the Themes

Theme	Theses	
	quantity	%
Information culture formation of those who learn	197	61,8
Information culture formation of those who teach	89	27,9
Information culture in modern society	17	5,3
Activity of libraries on information culture formation	9	2,8
Information culture in institution and staff management	4	1,3
Information culture and media	3	0,9
Total:	319	100

Theses on Media Education According to the Theme

Theme	Theses	
	quantity	%
Mass media in education, including interactive and electronic. Visual communications, screen arts : ▪Cinema ▪TV ▪The press ▪Video Arts ▪Audio visual technologies ▪Internet	64	43
Media education, media literacy, media competence. Multimedia of education environment, multimedia projects, multimedia technologies, multimedia as a means of learning.	40	26,8
Theory of media (mass media) (media-theory, media sphere, media reality, media space, national media system, media-world picture, media market, media space, media discourse, media portal, media relations). Media culture (multimedia culture), screen culture	29	19,5
Media texts, media products. Media criticism, critical thinking.	16	10,7
Total	**149**	**100**

The Distribution of Theses by the Groups of Sciences. Ranked Succession

The Rank	Information Training	Media Education
1.	Pedagogical Sciences	Pedagogical Sciences
2.	Library Science, Bibliography and Bibliology	Philological Sciences. Journalism
3.	Culturology	Culturology
4.	Sociological Sciences	Philosophical Sciences
5.	Philosophical Sciences	Sociological Sciences
6.	Economical Sciences	Political Science
7.	Philological Sciences	Library Science, Bibliography and Bibliology
8	Psychological Sciences	Psychological Sciences
9	Technical Sciences	Economical Sciences
10.	Political Science	Art History

Matching Parameters: Content of Information Training and Media Education through the Analysis of Curricula

- Information resources (On which basis they train?)

- Search algorithms (Do they teach to search for information and media information?)

- Methods of analysis and synthesis of information (What methods of analysis and synthesis of information and media information are they trained?)

- Information Products (What a student can create as a result of training?)

Information Resources on the Information Training and Media Education: Common and Specific

Information training specific	Common for information training and media education	Media education specific
Books, brochures, reference, scientific, educational, production, official -documentary and other media resources in a traditional and electronic form	Journals, Newspapers, including Internet journals, sites, portals	TV program, movies, video, scenarios, photos, advertisement in mass media etc.

Algorithms of Searching As a Part of Information Training and Media Education: Common and Specific

Information training specific	Common for information training and media education	Media education specific
Algorithms of subject, thematic and actual-graphic searching in traditional and electronic environment		

Methods of the Information Analysis and Synthesis As a Part of Information Training and Media Education: Common and Specific

Information training common	Information training and media education common	Media education Specific
Method of information: making a plan, writing an annotation, abstract , essay, thesis, review. Structure and semantic analysis.	Logical ways of working with texts: analysis, generalization, classification. Structure analysis, content analysis. Critical analysis of the texts. Analysis of the web-texts.	Analysis types of media texts: subject, autobiographical, iconographic, semiotics, identification, ideological, philosophical, esthetic, ethical, motivational, cultivation, hermeneutics, analysis of media stereotypes, characters of media texts, etc.

Information Products as a Result of Information Training and Media Education: Common and Specific

Information training specific	Information training and media education common	Media education specific
Reports, abstracts, qualification works, digest, scientific analytical reviews.	Evaluations, reviews, articles. Multimedia presentations, web-pages, web-sites , and other products, based on the knowledge of PC and ICT.	Notes, interview, sketches, essay, scenario, etudes. Photos, video, photocollages, creative media projects and other products based on knowledge of photo and video technology and photo and video editing.

The Practice of Information Training and Media Education in Russia

Social institutions involved in the information training and media education in Russia:

- Authorities

- Scientific institutions

- Educational institutions

- Libraries

- Professional associations

- Social organizations

- Media

Contribution of Authorities to the Development of Information Training and Media Education in Russia

Federal Laws
- On information, information technologies and protection of information
- On providing of access to information about activities of the state and local authorities
- On mass media
- On librarianship
- On technical regulation
- On participation in the international exchange of information
- On personal data
- On protection of children from information, which is harmful to their health and development

Strategy, doctrine, concepts
- Strategy for information society development of the Russian Federation
- Information security doctrine of the Russian Federation
- Concept of national information policy
- Concept of long-term socio-economic development for the period to 2020
- Concept of legal informatization of Russia
- Concept of the state information resources management
- Concept of information society in Russia
- *The main directions of the state policy in the field of citizens' formation of culture in information security (Draft)*

Government Programs
- Federal Special Program "Electronic Russia (2002-2010)"
- State Program of the Russian Federation "Information Society (2011-2020)"
- National program of support and development of reading

Contribution of Russian Educational Institutions to Information and Media Education

Information training	Media education
Secondary schools	
The course "Information science and ICT" as a required discipline (since 1985).	Optional course of cinema education ("The Basics of Cinematography," "The Basics of Audio Visual Culture") System of additional education for children (film and video clubs, sections of youth correspondents, etc.)
Collages and vocational institutions	
The course "Information Science and ICT" as a required discipline (since 1985).	Facultative course on media education
Higher education	
▪ Course "Informatics" (since 1991) and "Introduction into speciality," as required disciplines (since 1985). ▪ Optional courses "Principles of Personal Information Culture," "Information Culture," "Information Culture of a Specialist" and etc.	▪ Specialization "Media education" is included in 2002 in the framework of pedagogical specialities ▪ Master's curriculum "Media education" on direction "Journalism" (Chair of Journalism and media education in Sholokhov Moscow State University for the Humanities. ▪ A graduate's qualification is a Master's degree in Journalism (since 2012)

Contribution of Russian Libraries to Information and Media Education

Information training	Media education
Events: ▪Exhibitions traditional/computer ▪Recommended literature and literature review Competitions ▪Discussions ▪Excursions ▪Libraries lessons	
Curriculum: ▪"Library and bibliography knowledge" ▪"Basic of library and bibliography literacy" ▪"Learn to learn" ▪"Basics of computer literacy" ▪"Basics of Informatics and Information Library Technologies" ▪"Basics of person's information culture"	Activity of media centers

Contribution of Russian Association of Film Education and Media Pedagogics to Media Education Development

- Making of scientific researches on media education

- Holding of scientific conferences, seminars

- Development of the media educational centers in different regions of Russia

- Working out of electronic resources for media education:

- Site of Association of film education and media pedagogics of Russia http://eduof.ru/mediaeducation/ on the Russian general education portal

- Information, educational and scientific portal "Information literacy and media education" http://mediagram.ru/

- Open electronic library "Media education" http://edu.of.ru/medialibrary/

- Electronic scientific encyclopedia "Media education and Media Culture" http://www.edu.of.ru/mediacompetence/default.asp

- Library "United window of access to educational resources" (Section "Media education") http://window.edu.ru/

Contribution of Russian Library Association to Information Education Development

1. Model standard of public library activity (2001)

Public library defines information requirements and information culture of the readers and the population. For this purpose library:

- conducts regular tours round the library, acquaints visitors with funds, catalogs and databases, technical means and technological capabilities, with library workers and their activity;

- learns to use reference and search tools and its separate elements, databases;

- accustoms readers to use provided information in time;

- organizes library lessons both in library and in educational institutions.

2. Model standard of library activity for the blind (2010)

3. Model standard of library activity for children (PROJECT)

4. Model standard of junior library activity (PROJECT)

Contribution of Russian School Library Association to the Information Education

- Organizing of workshops and seminars on information culture within congresses and forums for Russian school librarians

- Social initiative of introduction a new responsibility in school libraries – "Teacher-librarian" which functions include formation of information culture

- Organizing the section "Information Culture" in the School Library Journal

- Publishing projects in the sphere of information culture
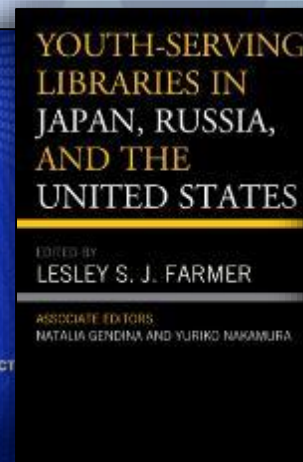
Contribution of Russian Committee of UNESCO Information for All Programme to Promotion of Information and Media Literacy, Information Culture

1.Organizing activity

▪ Creation of Science Research Institute of Information Technology in Social Sphere in Kemerovo State University of Culture and Arts

▪ Holding of the conferences, seminars

2. Educational activity

▪ Information and educational event "Days of Information for All Programme in Kuzbass" (2002 - 2011)

▪ Site of Russian Committee of UNESCO Information for All Programme http://www.ifapcom.ru/

3. Publishing activity
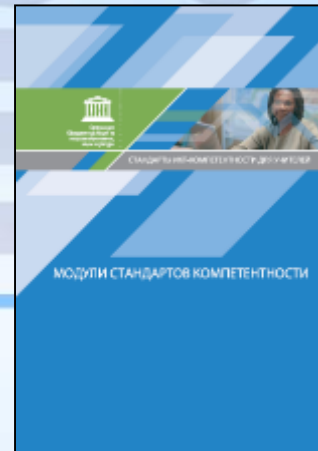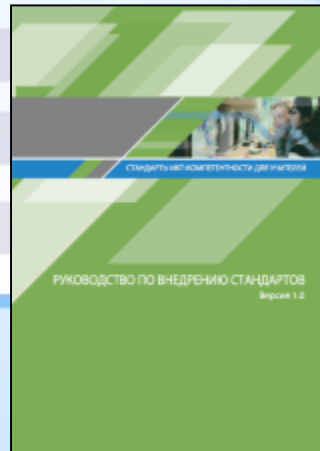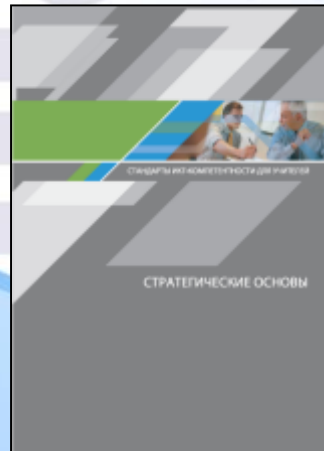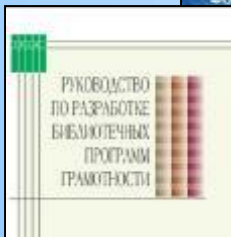
Contribution of Mass Media to Information and Media Education

Information training	Media education
The most effective periodicals	
"Library in school" "Bibliography" "Scientific and technical libraries" "Library" "School Library" "Librarianship" "World of Library"	"Media education" "Media library and the world" "Education. Media. Society: space and cooperation"

Contribution of New Mass Media to Information and Media Education

Portals, sites

- Portal "Information literacy and media education" http://mediagram.ru/

- Association of film education and media pedagogics of Russia http://edu.of.ru/mediaeducation/

- Site Media Pedagogics http://media-pedagogics.ru/index.html

Electronic journals

- "Media education". Russian journal on history, theory and practice of media pedagogics (http://www.mediagram.ru/mediaed/journal/)

- "Media. Information. Communication". International electronic scientific and educational journal (http://www.mic.org.ru/index.php/about)

- "Mediascope". Electronic journal of Journalistic Faculty of Lomonosov Moscow State University (http://www.mediascope.ru/)

- "Elementary media school". Electronic scientific, pedagogical, cultural and educational journal (http://www.mediashkola-plus.ru/)

National Tasks in the Sphere of Information and Media Education for Russian Citizens

- It is required to use the government approach to the citizens information training in order to overcome incidental, not system work of educational institutions and the libraries, provided mainly on an initiative basis.

- It is necessary to develop priority national and regional programs on information and media education

- It is necessary to develop national standards on information and media education

- It is required to include information literacy (information culture) and media literacy in educational programs of educational institutions in all steps of education

- It is necessary to have special skills of the teachers, librarians, specialists who provide information and media education to the citizens
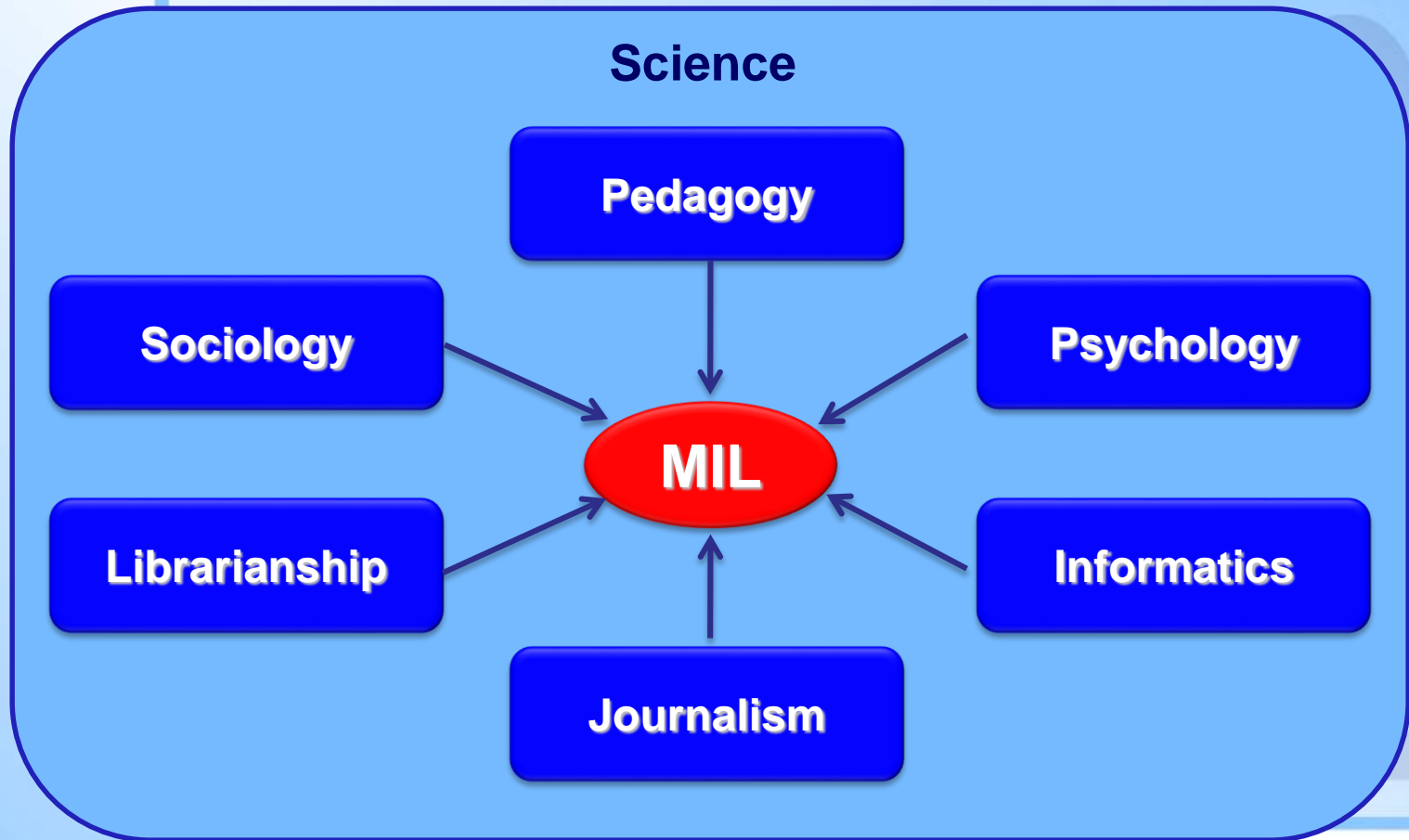
The Integration of Media and Information Literacy: Looking for New Research Approaches
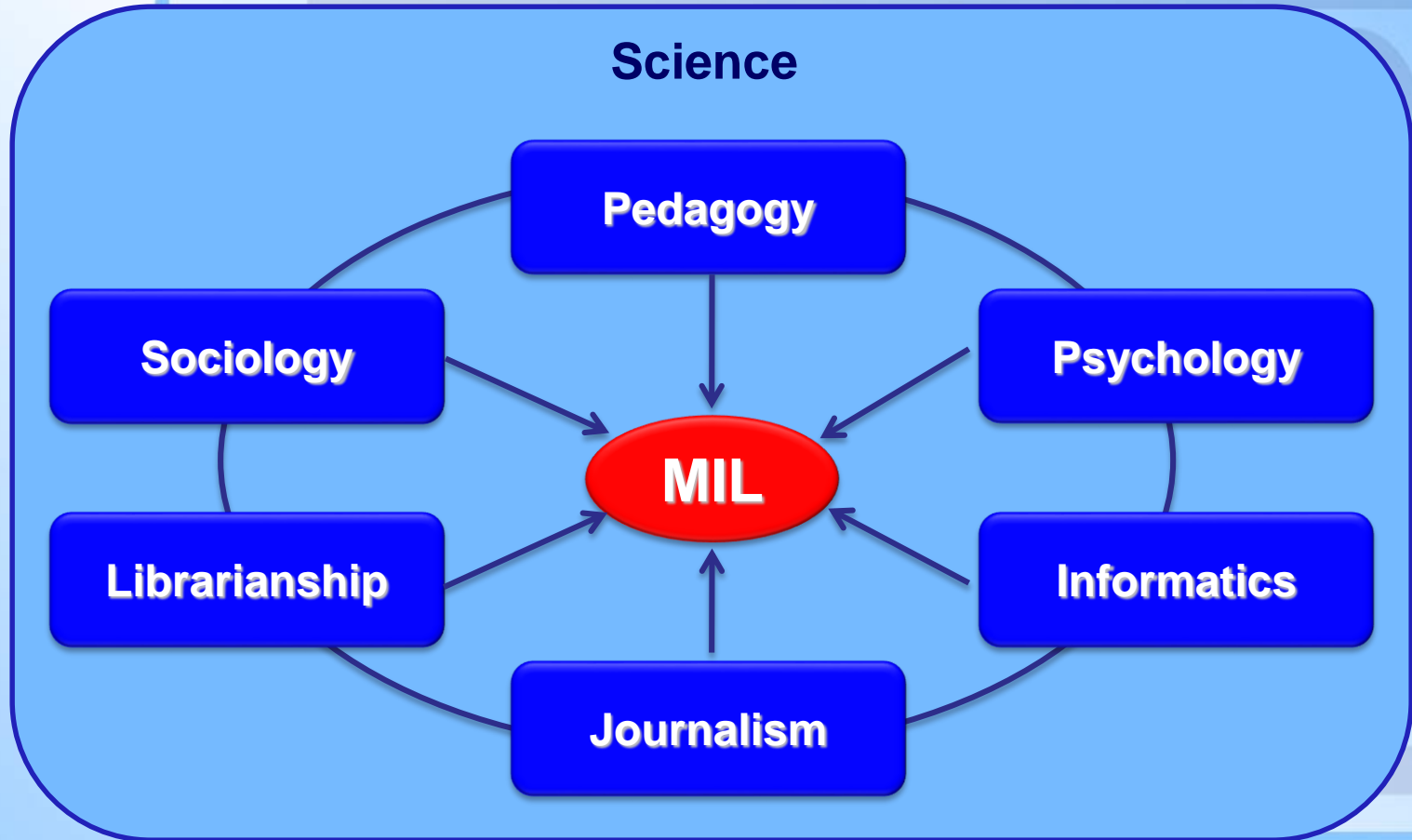
Multidisciplinarity?
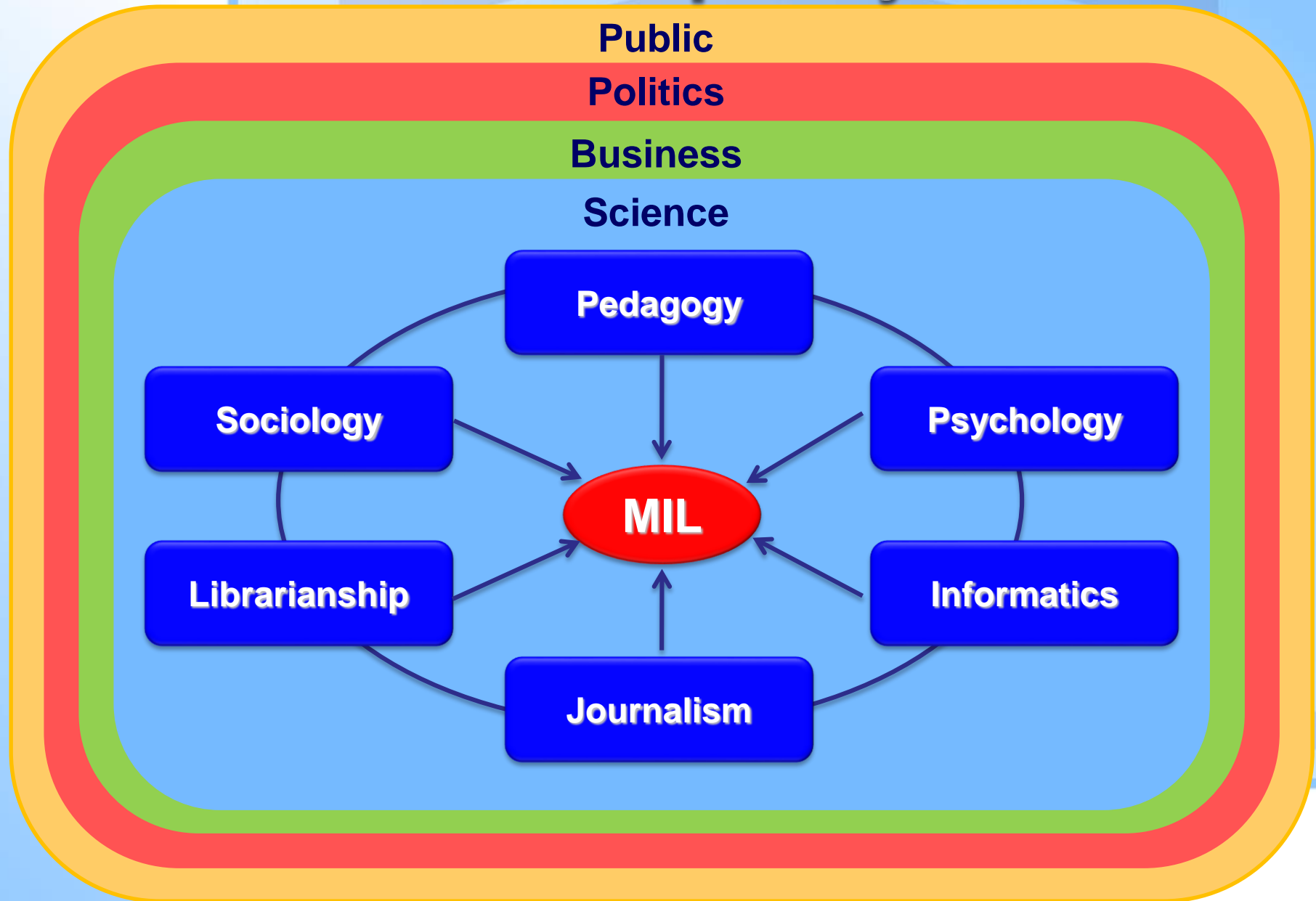
Interdisciplinarity?

Transdisciplinarity?

Integration of Media and Information Literacy: Interdisciplinarity

Integration of Media and Information Literacy: Transdisciplinarity

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