



MEDIA CULTURE IN DIFFERENT APPROACHES

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Annotation: This article describes different approaches to understanding media culture. In particular, philosophical, cultural, informational, pedagogical, attributive, socio-psychological approaches and their content are covered.

Keywords: media culture, information culture, philosophical approach, cultural approach, information approach, pedagogical approach, attributive approach, socio-psychological approach.

Currently, almost all disciplines related to the study of the vital activity of society are experiencing an increasing need for information and are forced to study the laws of its formation, reproduction and functioning. With the emergence of information civilization, a new type of social activity - "information-communication" - is rapidly developing, which undoubtedly affects the development of new branches of science: informatics, media pedagogy, media psychology, media culture-studies, etc.

Based on this, it can be said that the role of media culture in the modern information society is growing at an unprecedented rate, it is a complex means of knowing the environment in its various aspects: social, intellectual, moral, artistic, psychological and pedagogical. remains.

The developing media culture system in the expanding media space is not only a powerful tool of information, cultural and educational communication, a tool that has an increasingly active influence on the consciousness of society, but also an integrating factor of social modernization of various spheres of life, including the educational space.

In order to more fully understand the content of the concept of media culture, we will consider different approaches to understanding this concept.

philosophical approach , media culture is a socially active purposeful human activity in the media space, which is understood as an interconnected media system of mass communication means.

approach of cultural studies, the concept of "media culture" was introduced to define a special type of culture of the information society, which is an intermediary between society and the state, society and power, that is, media culture is considered as a transmitter of the initial cultural values and main worldview directions of a person.

information approach , media culture can be defined as a set of information-communicative tools, material and intellectual values developed by mankind in the course of cultural-historical development, contributing to the development of social consciousness, as well as the socialization of a person.

The analysis of the second definition shows that the concept of "media culture" intersects with the concept of "media environment", which, in our opinion, is part of the structure of media culture. And if the social environment is the social, material and spiritual conditions surrounding a person for his existence and activity, then the media environment is a set of conditions in the context in which media culture operates, that is, mass communication. media (press, radio, television, video, film, computer channels, internet, etc.) connects people with the outside world, informs about certain moral and aesthetic values, entertains, promotes, has an ideological, economic or organizational impact on evaluations, opinions and actions, that is, it affects public consciousness [1] .

cultural studies, "information culture" is understood as a special type of social-active culture, as a directed

activity of a person in the field of electronic communication (Internet) and multimedia, that is, in the information space and conditions. At the same time, this field of activity, from the point of view of both cultural studies and philosophical approaches, on the one hand, as a new socio-cultural (in particular, social-communication) phenomenon, on the other - as a socio-cultural communication, technology, and also, on the third - artistic creativity is considered as a form and means of professional activity. [11]. As we can see, in this context, the term "information culture" is considered in relation to "media culture" through the undeniable fact of the penetration of the Internet, which consists of modern media.

"Media", "media culture" and "media environment" are concepts directly related to mass communication tools for modern researchers. Media (from the Latin "media", "medium" - a tool, an intermediary) is a term of the 20th century, which was originally introduced to designate any appearance of the phenomenon of "mass culture", "mass media". According to LSVygotsky, the mass media, more than other forms of social consciousness, are able to "draw into the circle of social life the most hidden and private aspects of our existence" [5].

Western researchers use the term "mass communication" as equivalent to the concept of "media", which is related not only to the technical process of receiving, recording, storing and transmitting information, but also to the technologies of presenting and distributing information to a mass audience. [3].

information approach, the media acts as an interface between the consumer of information (society, social group, individual) and its source through information technology. At the same time, information technology means a set of methods, production processes and software and technical tools integrated into a technological chain that provides information collection, processing, storage, transmission and display [8]. The purpose of this information technology activity is to reduce the laboriousness of the processes of using the information resource, as well as to increase their reliability and speed.

It should be noted that in recent years, the term " information technology " is often synonymous with the term " computer technology ", since all information technologies are related to the use of computers in one way or another. The theoretical analysis shows that the term " information technologies" is much broader and includes "computer technologies" as one of its components. At the same time, information technologies based on the use of modern computer and network tools make up the term "modern information technologies".

pedagogical approach, "information culture" is considered as a system of levels of personality development in connection with the activity of creating and using information, and media culture "... works as a system of levels of personality development, perception, analysis, evaluation of media text, able to engage in media creativity, master new knowledge in the media field" [9, p. 35].

At the same time, NAKonovalova, on the one hand, relying on a pedagogical approach, in her dissertation research proposes to understand media culture from a socio-psychological point of view and gives the following definition of media culture: , a dialogic method of interaction with the information society, which includes technological and personal-creative components" [7, p. 52]. At the same time, the author shows that in addition to the positive prospects and possibilities of activity in the media space, there is also a problem of purposeful manipulation of the person using media culture. Such manipulations have already taken a firm place in the content of modern society culture and have become almost normal. For example, political technologies and advertising are two of the most vivid examples of media culture phenomena without which the life of modern society cannot be imagined.

Thus, the media have a double nature: on the one hand, they provide access to information sources and unlimited communication opportunities, and on the other hand, they appear as a tool and transmitter of manipulative influence. As the possibilities of communication through media increase, the possibilities of suggestive influence, whose purpose is to manipulate people's minds, increase. As a result, the problem of strengthening countersuggestive opportunities for the development of positive personal qualities with the help of media appears.

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