

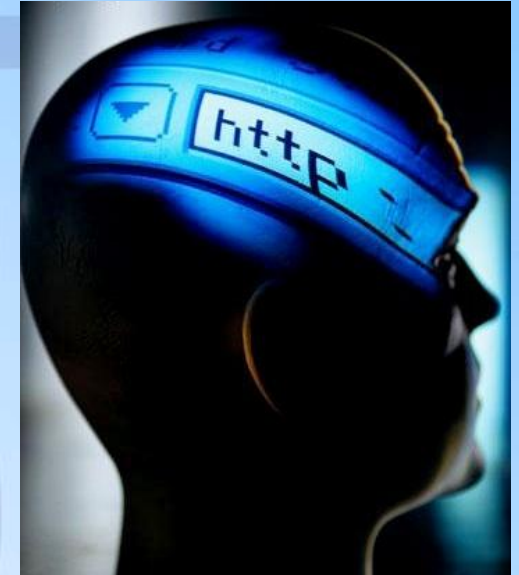


**Gendina N.I. Doctor of Pedagogical Sciences,
Professor, a director of the Scientific Research
Institute of Information Technologies in Social Sphere
in Kemerovo State University of Culture and Arts**

Media and Information Literacy Integration in the Context of Russian Realities



Challenges and Risks of the Global Information Society





Role of IFLA and UNESCO in Development of Media and Information Literacy

GUIDELINES ON INFORMATION LITERACY FOR LIFELONG LEARNING*

Final draft By Jesús Lau
Chair, Information Literacy Section / IFLA
jlau@uv.mx / www.jesuslau.com
Universidad Veracruzana / DGB / USBI VER
www.uv.mx/usbi_ver
Boca del Río, Veracruz, México
Revised July 30, 2006



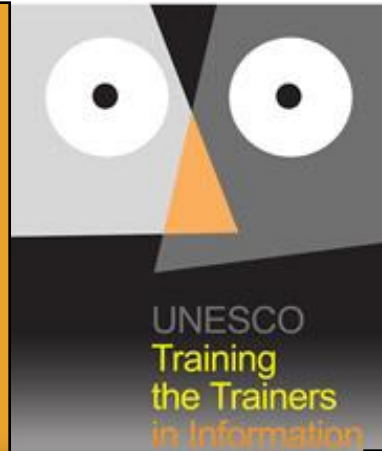
M apping Media Education Policies in the World

Visions, Programmes and Challenges



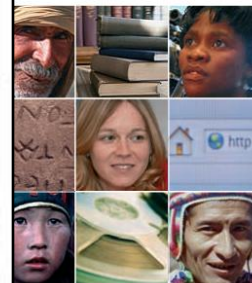
Towards Information Literacy Indicators

Conceptual framework paper prepared by
Ralph Caffo and Jesús Lau



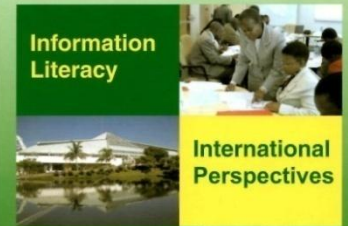
Understanding Information Literacy: A Primer

By Forest Woody Horton, Jr.



Publications 131

Information Literacy



International Perspectives

Edited by
Jesús Lau



4-6 November 2010
Bangkok, Thailand

Global Framework on Media and Information Literacy Indicators



Draft Background Document
for the Expert Group Meeting



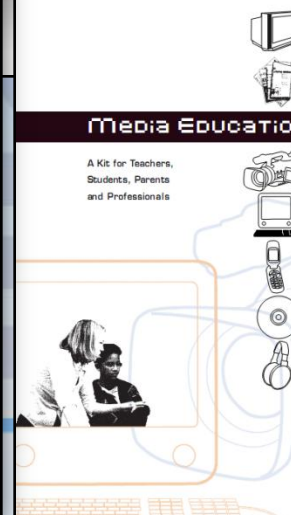
MEDIA LITERACY AND NEW HUMANISM

José Manuel Pérez Tórero
Tapio Varis



Media Education

A Kit for Teachers,
Students, Parents
and Professionals



Guidelines for Broadcasters on Promoting User-generated Content and Media and Information Literacy

Martin Scott



With the support of
Communication and
Information Sector





Media Literacy and Information Literacy: Definitions

Media Literacy is a Personal Ability:

- Understand role and functions of media;
- Analyze critically and evaluate media content;
- Use media for democratic participation, intercultural dialogue and education;
- Produce own media content;
- Use ICT and other media skills.

Information Literacy is a Personal Ability:

- Express own information needs;
- Retrieve and evaluate information quality;
- Store and excess information;
- Use information effectively and ethically;
- Use information for knowledge creation and exchange.



Media and Information Literacy: Parallel Development



Information Literacy



Media Literacy



Media and Information Literacy(MIL): Integration



Information Literacy



Media Literacy

MIL

Media and Information Literacy in Russia: History, Modern Condition and Problems

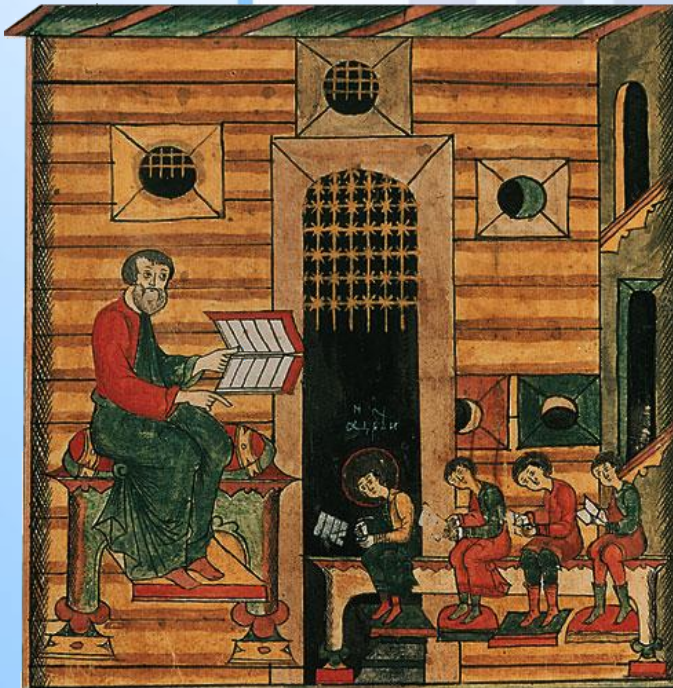


RUSSIA



Source of Information Education of Citizens in Russia

in 988 Prince Vladimir, gathered children of noble people and gave them “bookish learning” in the library



1920 – appearing of cinema education and development of children and youth arts

1960 – implementing the course in secondary schools “Basics of cinema arts”





Information Culture is Russian Alternative Term



**Information
Culture**



Information Culture Tree

**Ability to create a new
information product and
to use it in a creative way**



Information literacy

ICT literacy



Ratio of Key Concepts

Culture

Personal culture

Personal Information Culture

- Information outlook
- Motivation

Information literacy

- Acquiring information
- Information evaluation
- Information use



Promotion Channels of Media and Information Literacy in Russia

- **Educational Institutions**
- **Libraries**
- **Professional Associations**
- **Public Organizations**

Organization Peculiarities of Information Education and Media Education in Educational Institutions of Russia

Information education	Media education
Secondary schools	
Course «Basics of informatics and computer science» is as a mandatory discipline	Courses on media education
Secondary professional schools	
Course «Basics of informatics and computer science» is as a mandatory discipline	Optional courses on media education
Higher educational schools	
<ul style="list-style-type: none"> ▪ Course «Informatics» and «Introduction to profession» are as mandatory disciplines ▪ Courses «Basics of personal's information culture», «Information culture», «Information professional culture» and others are as an applied courses. Implementing of these courses depends on decision of Science Board of higher institution. 	Specialization (profession) «Media education» (03.13.30.), appeared in 2002 by Ministry of Education of Russian Federation in the sphere of pedagogical education.

Role of Russian Libraries in Information Education and Media Education

Information Education	Media Education
Library Events: <ul style="list-style-type: none">▪ Exhibitions traditional/computer▪ Recommended literature and Literature reviews▪ Contests, Informinas▪ Library talks▪ Library tours▪ Library lessons	Activity of media centers, Mediatheques
Curricula: <ul style="list-style-type: none">▪ «Bibliography and library science to school children»▪ Basics of bibliography and library literacies «Learn to study»▪ Basics of computer literacy▪ Basics of Informatics and information technologies▪ Principle of Personal Information Culture	

Role of Russian Association for Film and Media Education in Development of Media Literacy

- ✓ Initiation of scientific research on Media Education
- ✓ Organization of scientific conferences and seminars
- ✓ Development of Media Education centers in different regions of Russia
- ✓ Creation of Media Education electronic information resources:
 - Site «Information Literacy and Media Education» <http://mediagram.ru/>
 - The Russian Open E-Library «Media Education» <http://edu.of.ru/medialibrary/>
 - Russian Association for Film and Media Education <http://edu.of.ru/mediaeducation>
 - Library «United Access to Educational Resources» (Sector “Media Education”) <http://window.edu.ru>
 - Journal «Media Education» <http://www.mediagram.ru/mediaed/journal/>
 - Newsletter of Media Education <http://www.media-edu.ru/>

Role of Russian Library Associations in Information Education Development

Russian Library Association:

Model standards for public, children, youth, and special libraries containing “Information culture users’ development”



Russian School Library Association:

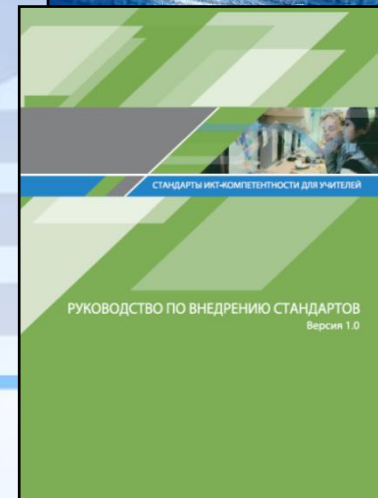
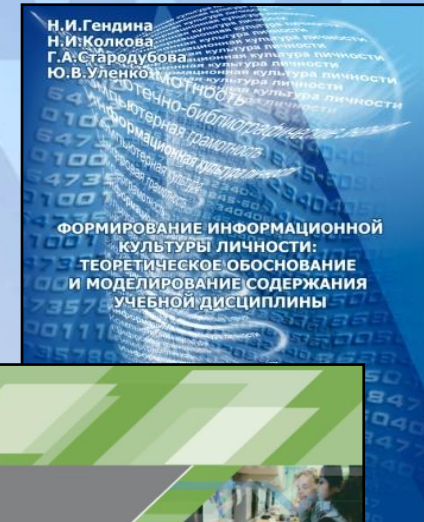
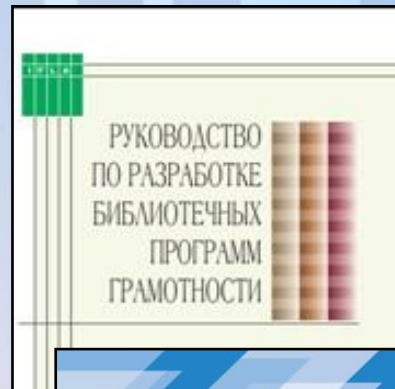
social initiative to introduce a new staff position “Teacher-librarian” in school libraries who would form and develop information culture of pupils.



РШБА

Role of Russian Committee UNESCO Information for All Programme of Realization of Information Literacy and Information Culture in Russia

Organizing, Educational and Information-publishing activity





Problems of Information Education and Media Education

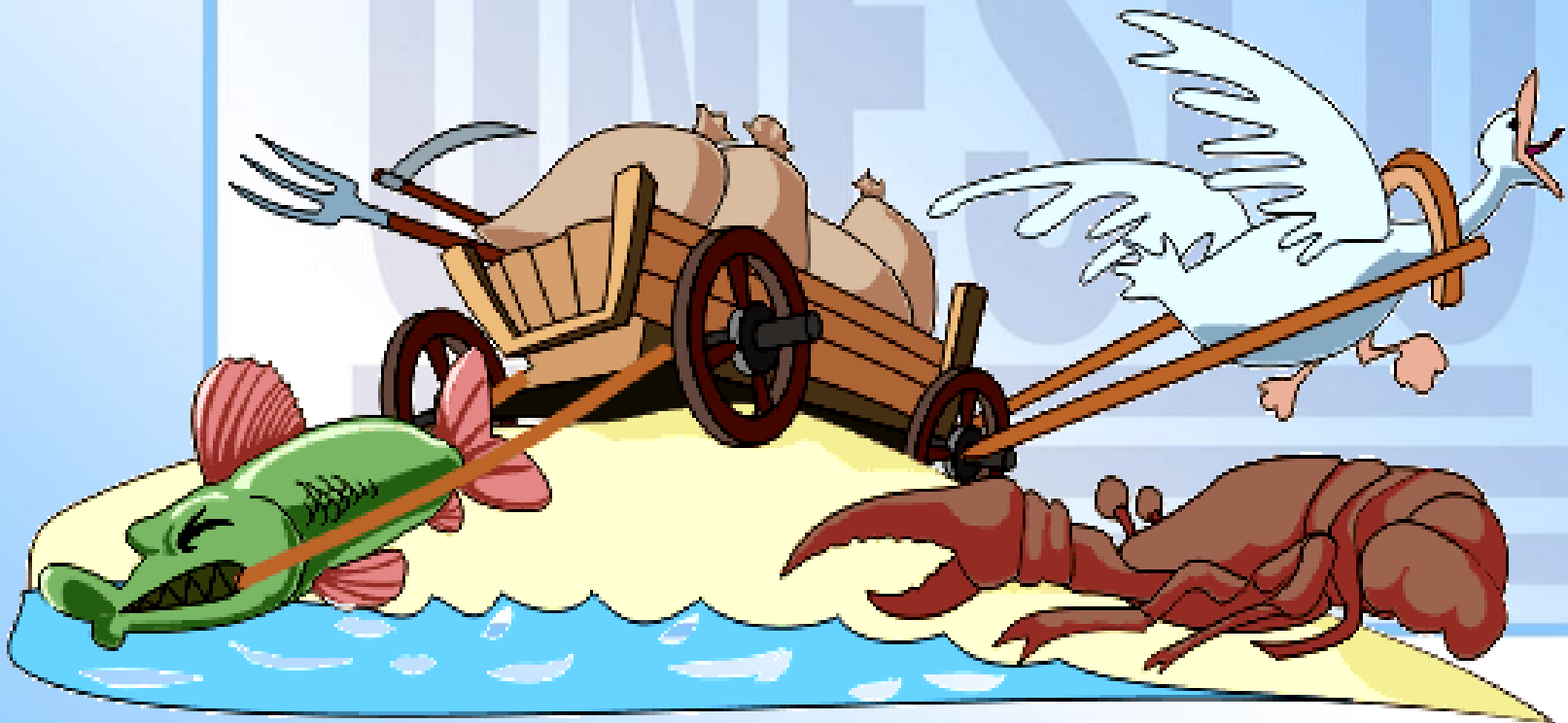
- 1. Lack of unified state policy in Media and Information Literacy**
- 2. Lack of unified approach to understanding the idea of Information Education and Media Education, MIL**
- 3. Spontaneity, optionality of Information Education and Media Education, MIL**
- 4. Deficit of teachers, librarians able to provide Information Education and Media Education, MIL**
- 5. Deficit of manuals on Information Education and Media Education, MIL**



1

Problems of Information Education and Media Education

Lack of unified state policy in Media and Information Literacy





Problems of Information Education and Media Education

2

Lack of unified approach to understanding the idea of Information Education and Media Education, MIL

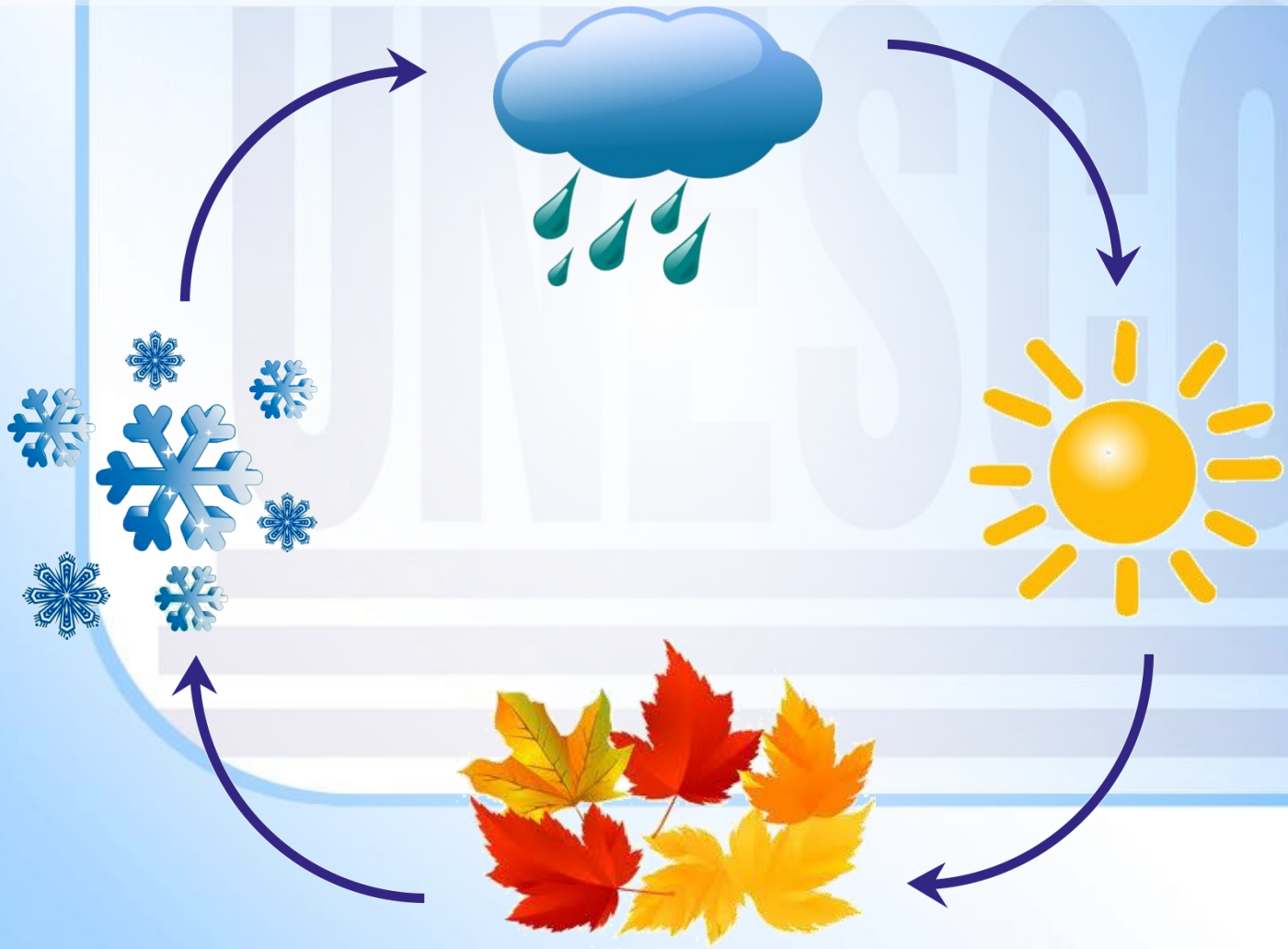




3

Problems of Information Education and Media Education

Spontaneity, optionality of Information Education and Media Education, MIL





4

Problems of Information Education and Media Education

Deficit of teachers, librarians able to provide Information Education and Media Education, MIL





5

Problems of Information Education and Media Education

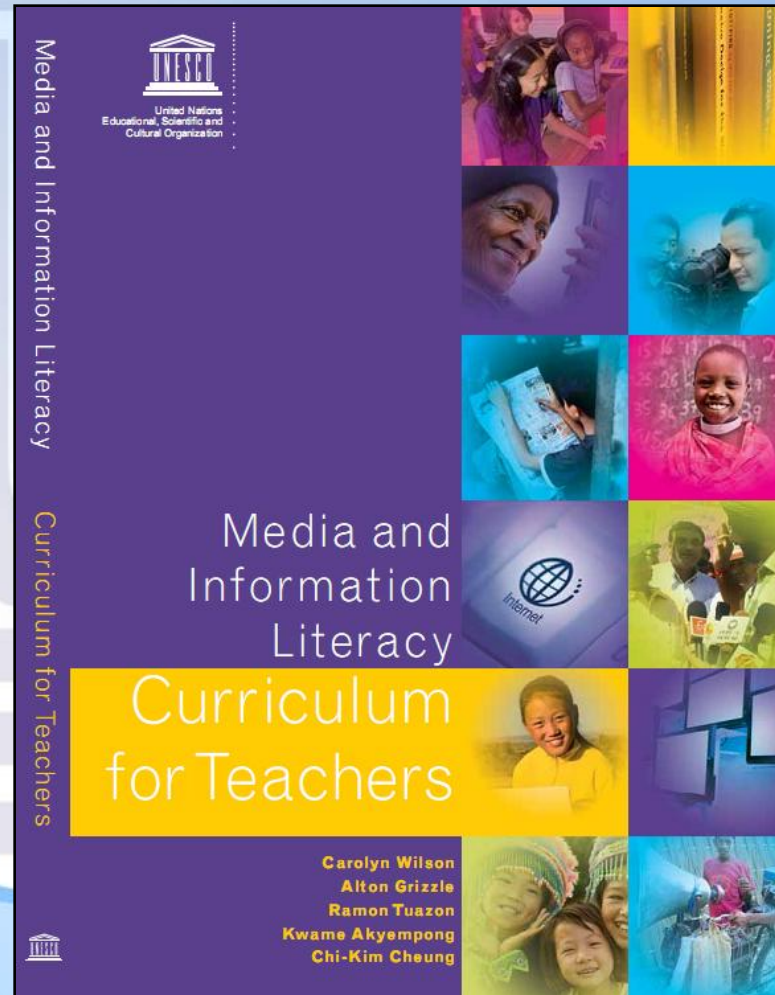
Deficit of manuals on Information Education and Media Education, MIL



Universal State Issues in the Sphere of Information Education and Media Education for Russian People

- **It is necessary to develop priority national and regional information and media education programs**
- **It is necessary to develop national information and media education standards**
- **It is necessary to include information literacy (information culture) and media literacy into educational syllabuses of educational institutions of all stages**
- **It is necessary to attract public attention to Information Culture, MIL: from leaders of education and library system to professional associations, public organizations, teachers, librarians, journalists, parents, etc.**

UNESCO's Curriculum on Media and Information Literacy for Teachers as Pilot Model of Integration



“Media and Information Literacy” (MIL): “Umbrella Term”



- Understand media's influences and representations
- Make informed and independent decisions
- Learn about the world around them
- Build a sense of community
- Maintain public discourse

- Engage in lifelong learning
- Produce information
- Think critically
- Use media for self-expression and creativity
- Use media in a safe and responsive way
- Participate in democracy and the global information network

International Expert Meeting on Localization of the UNESCO “Media and Information Literacy Curriculum for Teachers” (Moscow, December 12, 2011)

Hosts of the Meeting:

- Federal Agency on Publishing and Mass Communication
- UNESCO Office in Moscow
- Russian Committee of UNESCO Information for All Programme
- Interregional Center of Library Collaboration
- Information Literacy Section of IFLA

Goals of the Meeting:

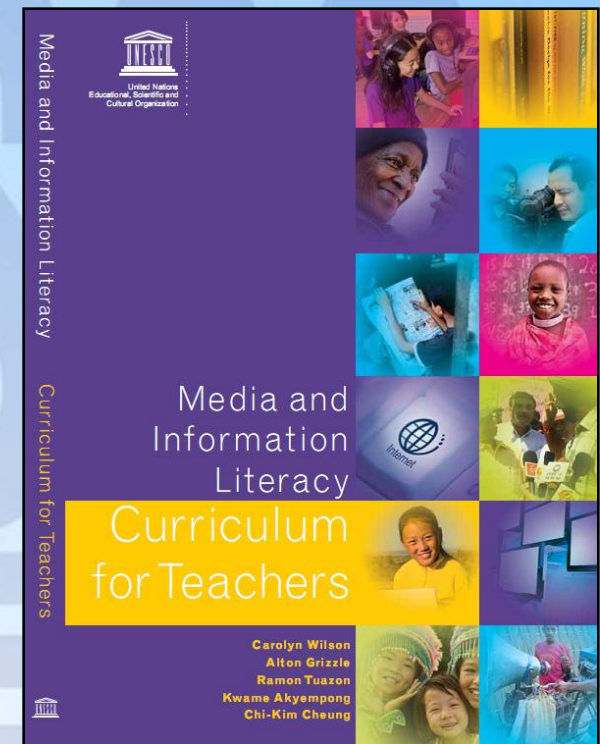
- Discussion of questions of localization and pilot launch of UNESCO's Curriculum in educational institutions training teachers and librarians in Russia, creating guidelines for this work organization in Russia
- Support of making the optimal decisions in this sphere for developed and developing countries

International Expert Meeting on Localization of the UNESCO “Media and Information Literacy Curriculum for Teachers” (Moscow, December 12, 2011)



Goals of Localization of the UNESCO “Media and Information Literacy Curriculum for Teachers” to Russian Conditions

- Elimination of disbalance of Sections on Media Literacy and Information Literacy
- Introduction of Module on Information Culture
- Selection of the local and regional information resources, examples, typical of the Russian realities
- Making the Russian List of literature
- Editing the Glossary and adding the new terms and definitions



Different Level Problems of Integration of Media and Information Literacy

- **Organizational level, including the introduction of a state program on MIL**
- **Research level, directed on integration mechanism of MIL**
- **Educational level, presupposing the choice of the best methods of MIL training of different categories of learners**

THE SCIENTIFIC RESEARCH INSTITUTE OF INFORMATION TECHNOLOGIES IN SOCIAL SPHERE

Post address:

**Russia, 650029, Kemerovo,
Voroshilova, str. 17**

Tel., fax: (384-2) 35-96-15

<http://nii.kemguki.ru>

E-mail: nii@kemguki.ru