

Information and communication technologies:
7. Media education as a defense against the negative effects of media communications.

Methodological Concept for Effectively Supporting Key Competencies Using the Foreign Language ATCZ62 - CLIL as a



Media Education

The relationship between media education and media literacy is simply a relationship between the means and the goal.

Media education is thus defined by means of media literacy as education for orientation in mass media, their use and at the same time their critical assessment as a deliberate educational influence on achievement of a certain degree of media literacy, or simply as education for life with the media.

Media education was gradually formed, and its roots are sometimes laid at Comenius, sometimes up to ancient Greece, but the real development came after the Second World War.

Reasons for Media Education

- › Lots of information, knowledge, opinions;
- › The changing conditions of hu
- › Development of media literacy as part of ger



acy = a set of competencies that h
ize and evaluate information and p

it and the way of implementation :

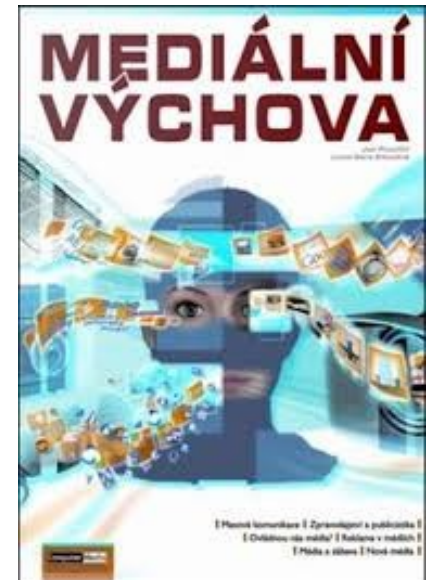
education system



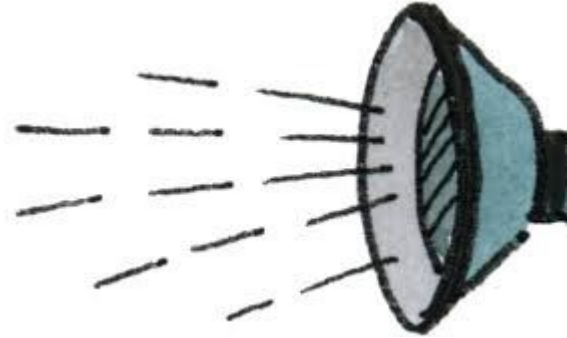
Concept of media education

Two basic components:

- ✓ Knowledge - typical of Canada and Scandinavia - is based on a critical branch of media theories, the Frankfurt School, and British cultural studies.
- ✓ Skill - typical of the US, assumes that pupils acquire the necessary knowledge and skills by doing a work.



Negative effects of media communications



Radio

• I believe that the role of radio as a means of influencing the views and the value system of children and youth is at present the smallest of all information technologies.

- Most young people use radio only as a sound background.
- The only thing that can affect the listener is the need for advertisements that are often subject to a sneaky melody and the memory of the listener, and some slogans are constantly remembered.

Negative effects of media communications

TV

➤ One of the most important media on the child's psyche is television.

➤ When a child watches 24 McLUHAN TV, He considers everything that happens to him and the consequences



When a child watches a movie, he wants to try without

DVD player

➤ Children spend their time looking at dvd discs instead of going out with friends, but this hobby can also lead to copying DVDs that are illegal from the point of view of copyright.

➤ Children watch

, they do not

Negative effects of media communications

Mobile phone

With a mobile phone, there is a danger that school students will use their phone for cheating.

It leads to inattention at class, to a lack of concentration.



Often used to play games, to write sms while



an example of negative effects



- Everyday communication takes place via e-mail
- We manage e-banking with e-banking
- We read news mostly on the Internet
- The influence of the media on the individual's psyche - especially on children and youth
- Social networks - children



The most



Europäische Union
Evropská unie
Europäischer Fonds für
regionale Entwicklung
Evropský fond pro
regionální rozvoj



University is the family