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The importance of media literacy in covering extreme situations

Abstract. *The article is devoted to topical issues in the field of social sciences, including new media and media literacy in extreme conditions. It was noted that one of the most important moments of strict control of public consciousness is children, so in the process of spreading information in any extreme situation through new media, it is necessary to remember how it affects children and adolescents. In other words, the formation of media literacy is the creation of a cultural society. The author scientifically analyzed the impact of emergency situations and extreme events in the country on public consciousness, citing real facts of life. They discussed the functions and relations of the media space (mechanical, physical or other communication carried out along the network, etc.). Also, the culture of a journalist in the process of mastering new media, as a profession with a specific mission that serves the entire society, was not ignored. It was taken into account that the information distributed in extreme conditions is different, and even there is a discrepancy in the information between the official media. An independent assessment of the impact of information in extreme conditions on public consciousness was given.*

Keywords: *journalism, public consciousness, information, media education, media literacy, extreme situation, hotbed of emergency.*

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Introduction. Life itself proves that the need of modern society is the formation of a media-oriented personality, capable of deep knowledge, free orientation at the level of professional skills, self-development and independent moral decision-making. While everyone should be interested in the development of their knowledge and human capital, it is obvious that it is impossible to master all the innovations in technology during the rapid development of modern information technologies. However, acting in extreme situations from the point of view of morality and morality is a manifestation of media literacy.

Currently, the internet and social networks have become forces that shape public consciousness. It has become the most dynamically developing tool for determining public opinion, establishing contacts with the reader and the population. Therefore, the old methods and technologies of Public Relations or press services in establishing relations with information consumers have become obsolete. The rapid adaptation of Media tools to the times, the rapid assimilation of new information technologies by journalists determine their future fate in society. In this situation, the rapid and reliable dissemination of information about any event, especially in extreme and extreme conditions, has become a fierce competition between official

and unofficial information producers. This work is necessary in terms of defining the nature of everyday and extreme relationships between the reader, consumer and official institutions, and orientation to the future.

Research methods. In the course of doing the research, general cognitive methods such as comparison, analysis, classification and the system method were used.

Results and discussion. When raising the problem of the formation of media literacy, it is necessary to determine the specifics of the media space and the nature of its manifestation in the public consciousness, since it is information resources that are a means of increasing the influence of production, as well as strengthening competition in the domestic and world markets.

Researchers consider the development of media literacy in each country, dividing it into several levels. They are the scientists, taking into account the general environment, social features, and society as a whole, who are able to determine which group of the population is the most media oriented. In addition, the study has used research elements related to testing, which helped to determine the composition of the media space as a whole. The overall media literacy of the country is estimated based on the availability of media literacy programs in the country, and what percentage of the population is provided with the Internet. In particular, there are technical components that indicate the personal media literacy of people, that is, what programs they use, the level of critical thinking, how much the user is able to analyze, understand information, reflect, and find arguments.

«Media space should be understood as all the services and relationships of the modern human race (mechanical, physical or other communication carried out along the network, etc.)» [1, 102]. This is done in acoustics, mechanics, technology, electronics, or data exchange processes. That is, according to the five main activities:

1. Extensive (includes socially significant forms, means, methods, results of human activity, i.e. dividends, as well as concepts of society);
2. Instrumental (forms the capabilities of individual or collective instrumental actions, such as water supply systems, sewerage, housing, vehicles, databases and other standard information resources, etc.);
3. Communicative (includes common activities, such as transport system, city, Army, state, etc.);
4. Interactive (means of mass communication, more specifically, information exchange);
5. Multimedia (interactivity of different influences and perceptions in one channel, in short, «new media»).

Among these services, the most rapidly developing trend is new media. People have the opportunity to quickly and efficiently convey all the situations that are happening in modern society through smartphones in their hands. It can be in the form of audio, video, or text. It does not matter how information is transmitted, what is important is the specifics of its perception by the public consciousness. And given that each information affects the public consciousness, it is better that each sender of information is media-informed. This requirement is especially relevant in extreme situations. This is because the dissemination of the first information provided during the state of emergency is fast, subsequent informants rely on the first information, refer to it. For example, let's analyze the information related to the situation that occurred on May 11, 2022, in Nur-Sultan. At the time of the incident, a three-year-old girl was hanging outside the window on the 8th floor of the residential complex «Kamal-2». He was saved by a citizen named Sabit Shontakbayev. «Today in Nur-Sultan, the feat of 37-year-old Sabit Shontakbayev was widely distributed in social networks. He climbed into the outer window of the 7th floor without any tools and saved a three-year-old girl who was hanging on the upper floor» Sputnik Kazakhstan wrote [2]. In fact, this information quickly spread throughout social networks. Especially via WhatsApp, Facebook. Later, YouTube channels also published a full video of the process of rescuing the child, comments of the rescuer. Among them are Forbes.kz the most popular Kazakh YouTube channels published on the site are «Aminka Vitaminka», «Ekaterina Saibel», «Rusik TV», «Yuframe», «Fancy smth» and OVT.

«The country is impressed by the feat of 33-year-old Sabit Shontakbayev, who saved a 3-year-old child. The child fell from the 8th floor» said Akmarzhan Gafizovna, a journalist of the Kazakhstan TV Channel [3]. If you look at the source of information distributed by Sputnik Kazakhstan and the TV channel «Kazakhstan», there is a difference in the age of Sabit, who saved the baby, and in the floor where the child fell. It makes sense to give this example. After all, media literacy is necessary not only for individual citizens, but also for the mass media. In extreme situations, it is important that the information is as accurate as possible. It is possible that this is information related to the life and health of people. In extreme cases, if the information relates to terrorist activities, then the informant should be even more attentive to the information. After all, such information can cause panic among the population. There is administrative and criminal responsibility for those who spread false information that leads to such a panic. That is, for the dissemination of false information in Kazakhstan, a penalty is provided, starting from the payment of a fine in the amount of 20 monthly calculation indices, up to 7 years in prison. Most consumers of information cannot distinguish between truth and falsehood. Especially during emergency and emergency situations, political events, fake messages spread in social networks and messengers.

According to the legislation of Kazakhstan, those who spread fake information are punished. However, many people do not know that they will be criminally liable for such actions. One of the main conditions for the composition of a crime is that disseminated information causes serious harm to society and citizens. For example, in 2018, a resident of Astana reported that he was going to blow up the railway station. «This case was not considered as deliberately false reporting of an act of terrorism», as it caused a public outcry, caused panic among the population and caused the mobilization of Special authorities and forces. The direct object of crime is public relations that ensure and regulate the security of society. An additional direct object of this crime may be the life, health, property, property or emotional interests of citizens» [4, 398].

Thus, the activity of the media space forms the «second nature» of a person, which in its activities performs the five functions mentioned above: extensive, instrumental, communicative, interactive and multimedia. [5, 75]. «There is every reason to believe that the sphere of media education has found its rightful place and is firmly established in the system of higher education institutions. In this regard, the Russian scientist S. Korokonosenko takes a fundamentally new position on the scientific foundations of media education and believes that journalism as a science will grow and flourish only if it is focused on the formation of not only researchers in this field and scientists with academic degrees and titles, but also qualified specialists-journalists, who are focused on working in the mass media on a daily basis» [6, 9]. The increase in media literacy of journalists leads to the formation of public consciousness in the right direction. After all, journalists are always at the forefront of the word media.

«A journalist is a profession with a specific mission that serves the entire society. From the very beginning, the authorities had to understand that it was a profession full of conflicts, and today our society is also full of contradictions» [7, 206]. In a society full of contradictions, various extreme situations occur. In the process of transmitting this information, it would be more appropriate for the person who disseminates information to focus on how it affects public consciousness and corresponds to human ethics in general. This is because any information spreads around the world at such a speed that it is difficult to reverse it or correct the flaw. In addition, the audience of the transmitted information is extensive. It can be viewed by different categories of people. Including young children and teenagers. For example, we can mention the event that took place in Uralsk, West Kazakhstan region, in 2022. There was a video about how Ural businessman Yerkin Mukhangaliyev was stabbed to death by two men. This extraordinary event quickly spread throughout the media, especially through the social network. There was a resonance in society. And no one programmed this extreme situation for the effect of video on human consciousness. It was not taken into account that children and adolescents may experience moral stress in the event of an accident. This is the beginning of media illiteracy, media indifference.

It is impossible to see the modern world without media – means of mass communication (traditionally, we include the press, publishing, television, cinematography, radio, audio recording and the Internet) [8, 10]. «Every day, new mass media, new platforms, modern methods of transmitting information, flash technologies, TV and radio formats appear in the world. Accordingly, amendments and additions will also be made to the legislation regulating the activities of New Media» [9, 140]. Modern research in linguistics focuses on the development of Internet Technologies, analysis of network media, and hypertext systems. Scientific researchers emphasize the presence of a special language of mass media as a means of information and technological influence, which is currently the main trend, that is, a media-oriented paradigm of media analysis is being developed, which considers the recipient as an object of influence. According to modern researchers, the work of the media is carried out not for the purpose of providing information to the audience, but for the purpose of influencing it [10, 29].

In developed countries, much attention is paid to media literacy. UNESCO has developed and implemented standards for media literacy and media education in all spheres of life. This includes the Bologna Process. «Media education was actively introduced in the West 20-30 years ago among young people. Today, in Canada and Australia, the learning process begins with kindergarten. In all countries of the West and America, Media Education Begins at school. Neighboring Russians themselves promoted the profession of a media teacher in early 2000» [11, 6].

As it is known, various measures are being taken to improve media literacy in our country. But still not enough. This can be seen in the examples mentioned above. At a time when science and technology are developing at a very fast pace, there is a huge trend in the development of new media. We see how the new media is winning minds and hearts, and especially many of our young people are affected by this influence. Therefore, we need to be very careful when disseminating media information.

Conclusion. Information about an extreme situation usually contains anxiety, anxiety, and anxiety. Whether it is related to natural disasters, whether it is related to rallies, whether it is related to terrorism, there is no difference, any information evokes the feelings mentioned above. Information perceived by the consciousness of each person forms the public consciousness. «I don't know», he said, «but I think it's a good idea». We believe that it is necessary to adhere to the principle of “today's information is tomorrow's history” and to spread whatever happens. It is also important to study the information that you read, see, and listen to. It is well known that the task of media literacy is to help people better understand possible manipulation, turning media consumption into an active and critical process, as well as to help people understand the role of the media and civic, collaborative media in building views of reality. However, we believe that it is better to soften the information that puts a heavy weight on the nerves of a person and differentiate it from the point of view of ethics.

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Медиасауаттылықтың экстремалды жағдайларды жазудағы маңызы

Аңдатпа. Мақала әлеуметтік ғылымдарға, соның ішінде жаңа медиа және экстремалды жағдайлардағы медиасауаттылық саласындағы өзекті мәселелерге арналған. Қоғамдық сана-сезімнің қатаң бақылауындағы сәттердің бірі әрі маңыздысы балалар екені, сондықтан кез келген экстремалды жағдайдағы ақпаратты жаңа медиа арқылы тарату барысында балалар мен жасөспірімдерге қалай әсер ететінін ескеру керектігі айтылды. Яғни, медиасауаттылықты қалыптастыру мәдениетті қоғамды құру деп тұжырымдаған. Автор, еліміздегі болып жатқан төтенше жағдайлар мен экстремалды оқиғалардың қоғамдық санаға қалай ықпал ететінін ғылыми тұрғыда, нақты өмірлік фактілерді келтіре отырып сараптаған. Медиакеністіктің қызметтері мен қарым-қатынастары (механикалық, физикалық немесе өзге де желі бойында жүзеге асатын байланыс және тағы басқалары) талқыланды. Сондай-ақ, бүкіл қоғамға қызмет ететін спецификалық миссиясы бар мамандық иесі ретінде журналистің жаңа медианы игеру барысындағы мәдениеті де назардан тыс қалмады. Экстремалды жағдай кезінде тараған ақпараттардың әртүрлі болатынын, тіпті ресми бұқаралық ақпарат құралдарының арасындағы ақпараттарда сәйкессіздік кездесетіні ескерілді. Экстремалды жағдайлардағы ақпараттардың қоғамдық санаға ықпалына өзінше баға берілді.

Түйін сөздер: журналистика, қоғамдық сана, ақпарат, медиабілім, медиасауаттылық, экстремалды жағдай, төтенше жағдай ошағы.

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Важность медиаграмотности в освещении экстремальных ситуаций

Аннотация. Статья посвящена социальным наукам, в том числе актуальным вопросам в области новых медиа и медиаграмотности в экстремальных условиях. Одним из моментов, находящихся под строгим контролем общественного сознания, являются дети, поэтому необходимо учитывать, как они влияют на детей и подростков при распространении информации в любых экстремальных ситуациях через новые медиа, то есть формирование медиаэтичности было сформулировано как создание культурного общества. Автор научно проанализировал, как чрезвычайные ситуации и экстремальные события, происходящие в стране, влияют на общественное сознание, приводя реальные жизненные факты. Обсуждались функции и отношения медиапространства (связь, осуществляемая механическим, физическим или иным образом по сети и др.). Не осталась без внимания и культура журналиста в процессе освоения новых медиа как профессионала со специфической миссией, служащей всему обществу. При этом было учтено, что информация, распространяемая в экстремальных условиях, будет различной, и даже в информации между официальными средствами массовой информации будут встречаться расхождения. Дана своеобразная оценка влияния информации в экстремальных ситуациях на общественное сознание.

Ключевые слова: журналистика, общественное сознание, информация, медиаобразование, медиаграмотность, экстремальная ситуация, очаг чрезвычайной ситуации.

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