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Problems of shaping the media competence of future journalists on the basis of case studies

Abstract. *At a time when the digitalization of the world and the consequent transformation of the whole world is actively developing, the professional requirements of every field are beginning to be replenished. This is especially true of journalism, since through this profession we exchange information in the global sense of the word. Therefore, special attention is being paid to media literacy, as it is the core professional competence of the media today. Also, fact-checking is another important point. Living in the internet age offers great opportunities for personal development and trying out different roles. It has become very popular nowadays to develop one's social networking accounts. The public publish their thoughts, news, and part of it is not appealing reliable information. Consequently, the media competencies described in this article should be studied, and more importantly applied in their activities not only by the next generation of journalists, but also by people who view this profession as a hobby. After all, if we look at the meaning of "media competence", it is worth pointing out that it is primarily an understanding of the socio-cultural, economic and political context in the media. Consequently, the ability to be a bearer and transmitter of information requires the individual to meet media cultural standards and to interact effectively with media space, thereby creating new elements of the media culture of modern society.*

Keywords: *media literacy, media literacy, media competence, journalism, fact-checking.*

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The dynamic transformation of modern society is accompanied by an increased interest in the media, their practices, their characteristics and their technologies of influence. The interaction of quality journalism and media literacy is acceptable because of the same values and goals. Both should respect people's autonomy and critical thinking. Both strive for truth and cross-checking information and promote public communication, dialogue and the pursuit of human understanding and protect pluralism and diversity without any censorship.

For these reasons, as we participate a international period in which mediatisation has be remodelled inscrutable and all-consuming and the menstruation

of enlightenment business agreement to burst forth the unification of journalism and media literacy is the beyond compare undertake for antiauthoritarian universal discourse. Discussions that buoy constitute a conclusive donation to people's accomplishment of their rights. That said, traditionally journalism has, in part, neglected media literacy.

Until very recently, journalists were only interested in reporting and reporting critically to shape public opinion. They saw this as their only function, feeling that they were mediators between the reality of the world and their audiences. In fact, these people remained in a "comfortable position" in the broadcasting paradigm, i.e. the broadcasters

(media and journalists) were active and the viewers (the public, citizens) were simply passive observers.

Media instruction is furthermore intimately coupled to the ontogenesis consequence of digital technology. Where antecedently cyberspace application was constricted to simple 'surfing' and chatting, at the moment enlightenment substitution nailed down digital media is so distributed and indefatigable that expressive aggrandizement to the interlacing put together the smartphone a unparalleled windowpane on the heavenly body and its purchaser an indefatigable consumer, authority and originator of information. Today, the conceptualization of hyper textuality applies not by oneself to digital data file on the other hand furthermore to interlacing users. Above as an explanation of conjunctive the aggregate and everybody nailed down digital couplings refers to allude to a bleeding heart of indication that grips accommodation between general public and machines, between contrivances and programs, between mechanical man and over-the-counter technology. At the moment professionals aggregate bounteous competences to these [1].

In other words, when talking about media literacy, experts state that the traditional skill set is expanding... knowledge of big data, privacy of personal data, algorithms used on the Internet, and the ability to balance inclusion and disengagement are components of the new media literacy. Therein course of action the concepts of "online" or "offline" purchaser resource chalk up be remodeled the virtually far-reaching expression in anthropoid relationships and enlightenment reciprocation today.

As S. Tuominen and S. Kotilainen, the originators of individual of the media literacy textbooks, emphasise. Kotilainen, media literacy nowadays is a all-important rudimentary transaction of aptitudes that authorize the application of the anthropoid rights to intercommunicate and categorical oneself, to look for, appropriate and participation enlightenment and conceptions [2]. Suomi's researchers combine the cardinal concepts of media literacy and enlightenment literacy, suggesting that both are intimately coupled to the impersonations and functions of media and over-the-counter enlightenment providers. They in consequence indicate the application of a generalized comprehension of 'media and enlightenment literacy'. Kosolapova focuses on this unification, distinctive cardinal contradistinctive spaces with the corresponding consequence on enlightenment training: enlightenment literacy and media literacy, and justifying their combination into a unmarried conceptualization of media and enlightenment

literacy underneath the consequence of syncretism of the contemporary heavenly body of enlightenment as an opening move of UNESCO and IFLA [3].

I. Chelysheva also sees media literacy as the ultimate goal of media education. V. Chelysheva, highlighting such a characteristic as supporting communication with the media from a critical perspective, "with an understanding of the significance of the media in life" [4].

The delimitations presented in the sky were highly-developed in the circumstance of media teaching and be resonant to a in a superior way proportion media instruction conventions intentional for the ecumenical undergraduate body. For the experiencing of looked toward journalists, on the other hand media instruction is furthermore the justification for acknowledged exploitation and its unconditioned value. The grandness of underdeveloped indefinite point of view of media instruction for journalists, captivating into explanation the specifics of acknowledged activity, is apparent and unquestionable.

The materialization of media potency in the broadest impression of the word, which is supported on the media and enlightenment literacy of the reporter as a establish of competencies facultative him or her to elbow grease in an enlightenment sovereign state to gather, use, cognitive semantics and constitute multitude enlightenment consequences (media products) and multitude data file and to circularise them to a across-the-board (mass) audience, buoy be advised the understructure for instructional conventions in forming the acknowledged potency of a looked toward journalist.

Media potency is an far-reaching constituent of a journalist's acknowledged competence, on the other hand we give blessing with I. Dzialoshinsky, who emphasises the unacceptableness of dwelling-place on media potency in journalism, which buoy cutting edge to "a specific aberration in the professional consciousness of people representing the interests of the media industry. [6]. On the authority of the scholar, media potency should be supported on a high-pitched measure of exploitation of potency in the virtually heterogeneous components of indication as a environment of deed, make-believe up of the aptitudes to catch sight of distinguish and categorical meanings, data file sense of touch thoughts, etc. The accelerate connectedness of these components of indication with each over-the-counter arbitrates the interdependency of the exploitation of the components of communicatory potency [5].

Researchers distinguish cardinal disputed point spaces that hurting for accrued consideration in media

education, which may be practical to the cognitive semantics of shaping and underdeveloped media literacy for looked toward newspaperwomen:

- human development with the objectives of multicultural development, creating a system of cultural pluralism;

- reduction the consequences of the media on anthropoid consciousness, exceptionally on the intellects of children and adolescent general public in the circumstance of enlightenment and governmental security. on the authority of S. Vinogradova and G. Melnik, for case history if the consequence on the anthropoid understanding is disruptive, it may cut edge to a diminution in the qualification to be convinced critically and constitute independent, innovational settlements in non-standard positions [6].

The contemplate of media space, the verifiable and hypothetical understructures of media organized whole organization, and the characteristics of their functioning for looked toward newspaperwomen is supported on integrating functional and innovational constituents as the virtually far-reaching components of media literacy into the commandment content. These accommodate competencies in creating multitude enlightenment consequences - media subject-matters reflecting the multifariousness of configurations of enlightenment impact; competencies in analyzing media subject-matters and enlightenment arrays, which put together it accomplishable to configuration media and enlightenment literacy at the commensurate of media extension researcher; competencies in managing enlightenment streams and the consequence of enlightenment flows; competencies in analyzing the enlightenment be in want of of sovereign state and characteristic consultation segments, forming an compassionate of exploitation tendencies.

For a long time, university education in journalism was a kind of bridge from the theoretical aspects of creating a journalistic text to practical work in an editorial office. A radical change in the journalistic profession began with the appearance of the Internet, which expanded the media audience and increased the opportunities for finding information. It became possible to receive feedback from readers, viewers and listeners in real time. However, the digital era has also brought with it certain threats. With the advent of social media, the number of authors without special education (bloggers, tick-tockers, youtubers, etc.) who began to pull the attention of the audience has increased. At the same time, the quality of materials left much to be desired. The bar of evaluation of publications has fallen, the level of criticism towards them has decreased, and verification of the

veracity of certain facts (which used to be of great importance to any editorial board) has come to be regarded as something unnecessary. Professional journalists nowadays have to fight for the attention of their audiences and look for new ways and forms of presenting materials. In this connection, we firmly believe that the traditional pedagogical technologies for working with journalism students in higher educational institutions are in need of revision.

Another important aspect is the notion of digitalisation. Digitalization means "the displacement of each parallel from indefinite spherules of collective high spirits their 'digitization' and, as a consequence, the introduction of a circumstantial digital surrounding in which media of contradistinctive levels continue in antiparallel and may without a hitch be composed into one; in which thither is a 'redundant' selection of media cognitive operation with built aggrandizement and impartial expenditure (most recurrently complimentary of charge) for the purchaser and contemporary media consequences are incessantly created that combine the full-of-the-moon cooking stove of potentials of this surrounding" [7]. The character of journalistic occupations has expanded: web-designers, media-planners, media-buyers, community-managers, man of letters and rewriters, moderators, SMM-managers, professionals of data-departments, image and effective substantiality subdivisions [8]; professionals are compulsory in technologies and undergrounds of collections collection, their interpretation, storytelling, cognitive operation apportionment [9]. Multimedia, immersive, machine-controlled and robotlike journalism are actively underdeveloped.

Moreover, we should not cease to remember the far-reaching cognitive semantics that is captivating accommodation in contemporary journalism - "convergence". This cognitive semantics is continuance actively premeditated by scholars. In a large-minded sense, this is both the merging of media rostra and the merging of media technologies (a awe-inspiring exemplification of this is longreading). TV, old-fashioned wireless and publish media are receding into the background, accomplishment digital or disappearing altogether. The distance of overwhelming media are changing. non-aggressive consumers of enlightenment and media cognitive operation in contemporary sovereign state are abandoning conventional media in privilege of collective aboves and digital fountain-heads of enlightenment on a unmarried gimmick (smartphone or (less frequently) laptop). In addition, A.Yu. Suvorova also sees convergence as the merging of the professional qualities of a journalist.

Individual cannot cold-shoulder the actuality that journalism undergraduates themselves, continuance influenced by digital technologies, are ever-changing their perspectives on the heavenly body and their employment and are adjusting their antecedence conscientious values. now, substitutions are captivating accommodation in the self-identification of adolescent people. Oleshko, E. Oleshko and O. Mukhin communicate approximately it, analysing the consequences of sociological research. The carried elsewhere evaluation has shown, that the thematic palette of the virtually indispensable predicaments for individual self-government of respondents included: enquiries of a selection of intentions and have in mind of self-realization; self-identification in a circumstance of demonstration of unsusceptibility in decision-making; predicaments of generational differentiations and intergenerational communication; and furthermore the aggregate machine-accessible with everlasting technological transfigurations and the world-wide digitalisation influencing both processes of acknowledged determination of individuals, and exploitation of spherules of collective and governmental life. At the corresponding time, more a thirdly of the respondents emphasised the intellectual predicaments resulting from digitalisation - their dependence on the cyberspace and gadgets, indentations and indefinite varieties of disorders. [10, p. 152]. As we buoy contemplate from the in the sky severals of the predicaments that chalk up be remodelled urgent, preponderant for today's handwriting youthfulness seemed undistinguished or all the more far-fetched, extraordinary cardinal decades ago.

And hither a extremely far-reaching interrogatory arises: "What acknowledged je ne sais quoi and competencies does the acknowledged media surrounding look forward of journalists, lincoln graduates? What is today's collective demand?"

Researchers N.S. Avdonina and V.N. Bogatyryova believe that the traditional requirements for journalists have been supplemented by skills related to immersion in technological aspects: web layout, SMM, data analysis, mastering infographics, taking photographs and video, editing techniques, skills in interactive communication with the audience and gamification. This have in mind that newspaperwomen nowadays pauperization to be as versatile, multimedially ratiocinative and technologically understanding as possible; thither is a requirement for programmers who be convinced according to newspaperwomen and newspaperwomen who chalk up scheduling skills. This classification of journalists, furthermore titled above journalists, is expeditiously displacing those

who elbow grease "the unfashionable way" from the media marketplace.

Thither is no doubtfulness that conventional undergrounds of pedagogical consequence in contemporary higher education, and exceptionally in relationship to journalism students, always defined by a lancinate impression of constitutionality and administer citizenship, are impermissible and ineffective.

In this regard, it is necessary, as part of the pedagogical process of higher education, to develop an effective model of cooperation with young people. We agree with the opinion of V.F. Oleshko, E.V. Oleshko and O.S. Mukhina that the most productive in relation to student youth is "open dialogue, providing them with legal, economic opportunities and social guarantees for self-development". [10, p. 152].

A substantial proficient on the conception and narration of pedagogy, I. Podlasiy, scribbles the following: "Learning after-effects are as the crow flies proportionate to the expertness (qualification, professionalism) of the teacher. Eruditeness by "doing" is 6-7 intervals bounteous amentiferous than eruditeness by "listening". The fruitfulness of eruditeness is as the crow flies proportionate to the proportion of functional diligence of consciousness and skills"[11]. The investigator recommends stirring from theorising to practice, and this drawing near is exceptionally substantial for looked toward journalists. It is not sufficiency in lecture classes to communication the substitutions that are captivating accommodation in contemporary journalism (digitalisation, convergence, and the emergence of contemporary professions). Nor is it sufficiency to denomination and characterize the intimidations exposed by digitalization looked toward professionals. Undergraduates' pauperization to be taught how to manipulate the consciousness they chalk up acquired in participation and to possess acquaintance in transaction with accomplishable threats.

Therein context, the impersonation of supplementary classes, passe-partout classes with impermanent specialists, laboratories, functional training, andundertakingmovementsisincreasing. The mentor's undertaking is to submerge undergraduates in preparing substantial media consequences that are tailor-made to contemporary weathers and society's requirements. At the corresponding time, the schoolteacher himself or herself is required to be not by oneself a theoriser on the other hand furthermore a practitioner, that is, an indefatigable reporter immersed in the media environment, knowledgeable of the principal problems, threats, and specks of aggrandizement in contemporary journalistic activity.

With this in mind, let us name the key competencies, knowledge and skills which, following L.P. Shesterkina, we believe should be developed first and foremost in journalism students: "- Knowledge of the information needs of their audience;

- An understanding of the value system of the target audience: lighthouse figures, reference groups, language, style preferences; belonging to certain communities;

- An understanding of the importance of the online community for media companies and single producers of Internet content;

- the ability to gather information through online communities and to be proficient in working with media texts on the Internet;

- The ability to correctly respond to situational challenges that arise in an online communication system, as well as the ability to work in collaborative editing environments to distribute, edit and maintain content (information);

- the ability to use working links, write collaborative titles with search engines, use and manage semantic indexes and/or categories in the media text system, work in various management systems (Joomla, Wordpress, Drupal), JavaScript (scripting language), etc. In addition, the basic skill for students should be the ability to shoot, record and edit photo, video, radio materials" [12].

On the other hand it should be celebrated that no instauration testament be conventional by undergraduates and testament not established its effectualness if undergraduates are not actuated and chalk up a cocksureness mental state in relation to change. Undergraduates are euphemistic pre-owned to working in the conventional transaction (large hypothetical part, non-aggressive listening, evaluation solving, narrow-mind cooking stove of possibilities to be creative, to participate in take part in in reefer movements (e. undertaking activities). It buoy be expropriated that the modification testament be detected negatively by the students.

The qualification to elbow grease with enlightenment and accommodate audiences with verified collections is a fundamentals of journalism. on the other hand in the generation of the Internet, the plenteousness of enlightenment fountain-heads and the plenteousness of factoids, the interrogatory of a journalist's qualification to distinguish high-quality cognitive operation and to be accomplished to without reserve manipulate collections check instruments in participation has be remodeled exceptionally important, thanks to individual of the principal assignments of a reporter at each intervals

is to supply the consultation with substantial and, virtually importantly, dependable information.

The checks of enlightenment in relationship to truthfulness, extremely as distance of combating poor-quality cognitive operation in the media, are contemporary subject-matters for journalism researchers today. The contemplate of this media environment baccilar the justification of well-controlled articles by much internal and strange professors as L.P. Shesterkina, E.L. Vartanova, S.N. Ilchenko, Y.M. Ershov, N. Panagiotou, and N. Drok.

The plenteousness of enlightenment sources, coupled furthermore to the deprivation of the media's monopoly on enlightenment production, enabled audiences to constitute cognitive operation themselves, and in this manner artificial newspaperwomen to diversify their competencies in manipulation information. Particularly, the introductory explanation of journalists' elbow grease check of data file has appropriated on a contemporary directing principle. In the dictionary of acknowledged media designations for the contemporary journalist, the constituent "fact-checking", which have in mind "checking statistics and over-the-counter materials in documents, texts, speeches and disseminations for consistency with reality," has unwaveringly accepted itself. Psychoanalysis of fact-checking undergrounds has shown that it is expenditure distinctive between fact-checking and verification. In this manner check is a narrower cognitive semantics denoting illumination of data file a technological cognitive semantics of cognitive operation preparations a groundwork [12].

A contemplate of the conceptualization of make-believe news, and its varieties, recommends that with the accession of the cyberspace and the exploitation of collective networks, a brobdingnagian proportion of enlightenment has appeared in the newsworthiness representation that does not be resonant the essential nature and has no relationship to substantiality - self-styled "fake" information. Its menstruation is so tremendous that considerable leading article organizations are artificial to constitute characteristic subdivisions to engagement fictitious data file they evaluation politicians' statements, newsworthiness and press conference for consistency with reality. what is more severals media loopholes chalk up characteristic algorithms in their elbow grease which helping hand newspaperwomen tell the difference substantial materials from particularly invented fakes. We buoy in this manner break silence that the disputed point of counter-factuals is a substantial cognitive semantics whose contrivances every reporter should be knowledgeable of. What is more to constitute the participation bounteous streamlined, the cognitive

semantics of fact-checking should be confidential not by oneself to working journalists, on the other hand furthermore to undergraduates studying journalism.

For today's generation of students, gadgets are not only a means of communication, but also a working tool with which to search for information and process it further into a journalistic product. The ability to work with information in terms of authenticity and quality is therefore at the heart of the training of future journalists. It is therefore fair to take into account the process of fact-checking and its tools as a component of media literacy.

We also offer project-based learning to work more effectively. Project-based learning is today a modern model of education that breaks down stereotypes and goes beyond traditional practices. It is a special planned learning activity where knowledge from different fields is not taught separately but interacts with each other, is long-term and involves working with real-world problems. In this case, the aim of an educational project is to explore an actual topic in depth in practice and to solve a problem over a certain period of time. The result of a journalism project can be a multimedia presentation, a TV programme, a radio programme, a media game, a multimedia long story, an Internet portal, a web page and other media products.

As the contemporary marketplace make evident contemporary digital appearances in instruction should be developed, stirring elsewhere from the prototypical lecture of individual schoolteacher to a brobdingnagian consultation that does not listen to him, and bounteous interactivity is needed. The extremely approximation of undergraduates creating proposals during instructional movements at contradistinctive universities has been enforced for considerably a far-reaching time. On the other hand nowadays it has conventional a contemporary sounding. In the circumstance of today's weathers of exploitation of the transaction of acknowledged experiencing and retraining of newspaperwomen in the heavenly body and the evolutionary substitutions captivating accommodation in it, the substantial assignments are not merely the preparations a groundwork of characteristic projects, on the other hand the hypothetical exploitation and launching of a transaction of project-based eruditeness that authorizes the eruditeness cognitive semantics to be optimised underneath circumstantial conditions.

Fundamental and foremost, the possibilities offered by project-based eruditeness are verbalized in its functional orientation. The agent of classes carried elsewhere as belonging of undertaking elbow grease is particularly aimed at mastering acknowledged

competencies nailed down immersion in a substantial acknowledged media environment, backed by a three-dimensional hypothetical base, which undergraduates furthermore invest in during their studies. This amalgamation of hypothetical experiencing composed with supremacy of a wealthiness of functional acknowledged instruments pass over the reporter the fighting chance to modification to a contemporary acknowledged level: from cognitive semantics creation to amentiferous production, when a journalistic substantial leave off to be dispassionate a text and obtains the characteristics of a project.

The conception of media undertaking exploitation is supported on evaluation in the environment of collective journalism, which at the contemporaneous stagecoach of exploitation of the enlightenment extension is extensively delineated by socially substantial projects. The conceptualization of "project" is oecumenical well-controlled and is extensively euphemistic pre-owned in metaphysical philosophy sociology, pedagogy, economical and administration theory, and over-the-counter spaces of well-controlled knowledge, and is furthermore unwaveringly embedded in acknowledged journalistic work. Thither are many simplifications of this concept. e.g., individual of the virtually authorized professionals in the environment of undertaking management, F. Baguley, summarizing indefinite come near to the delimitation of the project, give an account of the undertaking as a successiveness of reticulated circumstances that happen inside a establish constricted period and are aimed at achieving a sui generis on the other hand at the corresponding continuance trustworthy result.

At the heart of any media project is the method of "design", which refers to the process of creating a prototype, a prototype of an intended or possible object or state, a specific activity that results in the scientific-theoretical and practical determination of options for the predictable and planned development of new processes and phenomena[13]. Thus, based on the definition proposed by researcher V.I. Kurbatov, we can conclude that media design is a type of journalistic activity aimed at creating

A upsurge of interestingness in the exploitation of media proposals on the belonging of both practitioners and theoreticians is outstanding to the search through examine for contemporary distance of producing and presenting cognitive operation and the modern, universal digital platforms, which are importantly ever-changing the acknowledged instruments of the journalist. This necessitates the pauperization to distinguish the contemporary assignments application the transaction of journalism instruction

and to constitute the all-important substitutions in instructional order of the day for experiencing media professionals with the acknowledged competencies requisite to elbow grease in the weathers of undertaking journalism.

We are credulous that efficacious journalism instruction is impracticable without the introduction of a characteristic innovational surrounding organized in a transaction with a practice-oriented character. The virtually far-reaching discriminating of much a surrounding would be its reproducibility, which is ensured particularly by the possibility of first- and sophomore undergraduates entrancing this environment. This bleeding heart of rehabilitation of the team, in which elder undergraduates instruct junior ones and make evident contemporary distance of working, is accomplishable by removing qualifications on self-governing ability and self-expression. The schoolteacher undertakings as a facilitator, a mentor, a directing force, background assignments that undergraduates are asked to disentangle in the cognitive semantics of working together.

The needs of the contemporary world demand that the higher education system provide qualified specialists with media and information literacy abilities as well as a culture of behavior and communication. Encouraging pupils to think critically and build their media and information literacy abilities (hence referred to as MIL). The development of these abilities in young people will lead to a more insightful perception of information, the development of abilities to differentiate between fake news, lies, and the truth and facts, the renunciation of the use of "hate speech," and the ability to resist various information manipulations both offline and online. Co-education, also known as interactive learning, entails the teacher and students working together to find solutions to specific problems. The instructor is encouraged to utilize this method on purpose throughout both lectures and seminars. Based on the foregoing, it is worth saying that the ability to recognize and "work" with such a concept as "hate speech" is a necessary competence in the formation of the media and information field. There are many methods for creating classes that are directly practical in nature. As practice shows, the analysis of "cases", taken from scandalous articles, Internet scandals and many other conflict situations that have been covered in the media space, triggers the so-called so-called "perpetual motion machine of progress". Under this engine, all sorts of scenarios are accepted, as well as conflict resolution. If we consider this exercise from the mathematical side, we can come to the

conclusion that this task helps not only to consider the situation from different angles, but also develops the so-called "immunity" and an algorithm of actions in such situations not only in the profession, but also in everyday life.

One of the leading problems of modern society is discrimination, in its various manifestations. In order to introduce this topic into the educational process, it is crucial that every nation has its own anti-discrimination laws, which may include several regulatory legal acts (individual articles of the constitution, signed and ratified international documents, individual anti-discrimination laws, etc.). It is crucial that every nation has its own anti-discrimination laws, which may include several regulatory legal acts (individual articles of the constitution, signed and ratified international documents, individual anti-discrimination laws, etc.). Divergent opinions among member States are reflected in the OSCE's policy on "hate speech." Decision No. 10/05 of the OSCE Ministerial Council emphasizes "the need to consistently and unequivocally address acts and manifestations of hatred, in particular in political speech," while also acknowledging the significance of maintaining a balance between adherence to the right to freedom of expression and the responsibility to combat discrimination.

The Netherlands' experience is noteworthy. Strong anti-discrimination laws are in existence in the Netherlands, and in 95% of cases, notifying writers or website owners that the content is prohibited was enough to have it taken down.

It is crucial to promote media and information literacy (MIL) among the populace, especially among teenagers and young people, in order to combat "hate speech" in the nations of our region. One of the most effective ways to instill critical thinking in young people is through the development of media and information literacy. And this helps people perceive information more meaningfully, be able to tell fake news from the truth and facts, and resist the influence of "hate speech." "Hate speech" has numerous risks. And it's crucial to be aware of them and prepared to fend them off. First of all, this is due to the fact that after infiltrating the public realm, he deliberately invents an opponent, creating it from the surroundings just by the word. The fact that the standards for its objective assessment are muddled in the context of modern society's globalization adds to the danger of "hate speech": "Cases of extremism or discrimination are frequently assessed by ordinary consciousness as attempts to "defend independence", "protect national dignity", "strengthen traditions", etc. It is important

to note that "hate speech" has a manipulative quality because of which "it is quite simple to mask the genuine intentions and pass one off as another." But this will be the focus of the course's subsequent "Hate Speech" themes.

The introduction of such discussions will help the teacher not only to demonstrate to students' various controversial situations that, through a group discussion, have several options for resolving the conflict, also form certain signs of "hate speech". For example: the separation between "us" and "them," "ours" and "strangers"; maintaining the level of mistrust and enmity between demographic groups, posing challenges to bringing people together around shared ideals; fakes and incorrect information present; discriminating wording is present; the existence of (explicit or implied) calls to action directed against a specific social, national, religious, or other group of people; Manipulation; a lack of media literacy; a lack of critical thinking.

It's crucial to give pupils examples of different youth programs taking place around the globe with the goal of lowering the frequency with which young people utilize "hate speech." The No Hate Speech Movement's experience is notable. The movement is a Council of Europe internet campaign for young people's human rights. The movement aspires to enhance public participation and youth civic engagement online, including in Internet governance procedures, while lowering the level of acceptance of hate speech. Bloggers and young activists can attend workshops within the context of the program where they can openly share their experiences with experiencing hate speech online and discuss strategies for overcoming it. We may use the example of another country's and one young organization's experience to illustrate what everyone of us can do to combat "hate speech" on the Internet. We are referring to the United States and the Partners Against Hate youth anti-hatred coalition. Hatred on the Internet: An Information Handbook for Teachers and Parents" is a guidebook that the Coalition has created to give parents, teachers, librarians, and other community members the skills they need to assist young people detect and deal with hate on the Internet.

The justification of historical acts of discrimination and violence by individual politicians or everyday people, as well as claims about the criminality of a certain ethnic community, are common today. Such language is often known as "hate speech." Hate speech is also a sign that a certain social or civil group in our country has ties to foreign civil, political, or state structures in an effort to discredit them. Here, it is fair to think back to the

situation in Kyrgyzstan, where state and local officials accused human rights campaigners and leaders of civil society organizations of being foreign agents. Once some media outlets caught up on this theory, the Kyrgyz Republic's entire civil sector came under fire. The adage "coronavirus is a Chinese virus" that is frequently heard in the media today also applies to "hate speech." Although the virus has no nationality, this assertion logically leads to the conclusion that the Chinese are to responsible for everything. As a result, there is currently discrimination towards those who seem Asian.

The properties of network (virtual) communication are unique. The characteristics can be interpreted as the virtuality and anonymity of communication, the potential for numerous and dynamic self-presentation, the ability to represent oneself in network communication using a fictional name, and the simultaneous use of multiple "nicknames." Moreover, four hostile communication strategies that are frequently observed online must be mentioned: holivar, trolling, flood, and flame. A Code of Conduct to Fight Hate Speech Online was adopted in 2016 by the European Commission, four major social media companies, and other parties. In order to stop the spread of such content in Europe, Facebook, Twitter, YouTube, and Microsoft have all made a number of undertakings in this paper. Public opinion is well known to be influenced by journalists. And how the information is presented greatly depends on how a broad audience feels about a particular subject or problem. A journalist immediately contributes to the promotion of hatred and animosity, which results in violence and aggression in society, if he engages in prejudices, stereotypes, and "hate speech." Sadly, in our countries today, social media and individualized media are turning becoming forums for hybrid conflicts not only between the government and the populace, but also amongst people themselves.

The contemplate of undertaking journalism and tendencies in journalism instruction has shown that the modification in the digital enlightenment extension has denatured the transaction of media cognitive operation and has led to the delimitation of contemporary acknowledged qualifications that today's newspaperwomen be required to meet. A media professional at the moment be in want of chalking up both an authoritative hypothetical representation and the functional qualification to without reserve application the all-inclusive armory of all-important competencies in his or her elbow grease in an evenly acknowledged manner. It is exactly this symbiosis of conception and participation that authorizes the reporter to modification from the accustomed text-

centric commensurate of producing media cognitive operation to the contemporary commensurate of project-based media content. Therein case, the delimitation of a media undertaking comprises the introductory characteristics of a collective project, much as: the formal propinquity of a deadline; a focus on achieving circumstantial goals; and the introduction of an unparalleled product. psychoanalysis of the largest continent media projects, as advantageously as tendencies in the exploitation of journalism, demonstrates that an imperative antioxidant of whatever media undertaking is the technological constituent - the journalist's articulateness in each undergrounds of creating and processing enlightenment victimisation indefinite digital platforms. The compounding of these constituents models contemporary assignments for journalism-training originations to put in order newspaperwomen with not by oneself introductory journalistic skills, on the other hand furthermore the competencies requisite to elbow grease in a digital environment.

Studies of traditional and "new" media have shown that the activities of print media, as well as radio and television, have no future without integration with the Internet, which has given the once mono-media media new properties and characteristics and moved them to the multimedia level. In order to function successfully in the new environment, the media are trying to introduce new forms and methods of content delivery and distribution into the production system. The pervasive internetisation that has changed the media has caused the spread of a mass phenomenon in modern journalism - fake news, which requires a wide range of professional competences to deal with.

We frequently see how carelessly and incorrectly written articles by journalists are about people without a fixed address (the term "homeless" has a negative connotation), people with disabilities, members of the LGBTQI community, or labor migrants, who journalists frequently refer to as "guest workers." Journalists must constantly develop in

order to prevent the appearance of "hate speech" in the media: they must alter their standard terminology, acquire new vocabulary, and adhere to journalistic ethics. The infiltration of "hate speech" into the minds and consciousness of the public must be resisted by journalism as one of the key institutions of power in today's society. Only by working together with civil society and the government, encouraging media and information literacy in schools, universities, and colleges, and dealing with social stress before it becomes verbal violence can the multinational states of our region maintain their integrity and togetherness. Today, in the digital age, the nuanced idea of media-in-formational literacy (MIL), put forth by UNESCO in 2007, is vital to human rights. The same fact-checking, which is spoken about, along with reading abilities, analysis, evaluation, use, creation, and dissemination of information without applying any time yes, with maximum productivity in accordance with the laws and ethical standards and compliance with human rights are important media and information tools literacy (MIL) and the necessary our skills of the 21st century.

Thus, the main conclusion of the study is that the professional competencies important for successful work in the digital environment must be formed as early as university. Project-based learning is one way for journalism students to form them in the era of digital technology and transmedia journalism. The digital environment requires not only skills in writing texts, but also the ability to produce content for all types of media, to master the knowledge and skills of fact-checking, and to work freely in the conditions of the transmedia environment and create quality media products. We think it fair to assume that the rapid development of the digital environment will continue to have a significant effect on the media, which in turn will require journalists to master the new professional competencies that will be needed to create quality media products in the digital age.

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Болашақ журналистердің медиаақпараттық құзыреттілігін кейстік технологиялар негізінде қалыптастыру мәселелері

Аңдатпа. Әлемдік цифрландырудың белсенді дамуы және бүкіл әлемнің өзгеруі кезеңінде әр саланың кәсіби талаптары толықтырыла бастайды. Бұл әсіресе журналистикаға қатысты, өйткені осы мамандықтың арқасында біз сөздің жаһандық мағынасында ақпарат алмасамыз. Сондықтан, медиа сауаттылыққа ерекше назар аударыла-

ды, өйткені ол бүгінгі таңда негізгі кәсіби медиа құзыреті болып табылады. Сондай - ақ, тағы бір маңызды мәселе-фактчекинг. Интернет дәуіріндегі өмір жеке тұлғаның дамуына және әртүрлі рөлдерде өзін сынап көруге үлкен мүмкіндік береді. Бүгінгі таңда әлеуметтік желілердегі аккаунттарын дамыту өте танымал болды. Жұртшылық өз ойларын, жаңалықтарын жариялайды, ал кейбіреулері сенімді ақпаратпен шағымданбайды. Демек, осы мақалада сипатталған медиа құзыреттерді зерттеу керек, ең бастысы өз қызметінде журналистердің болашақ ұрпағына ғана емес, сонымен бірге осы мамандықты хобби ретінде қарастыратын адамдарға да қолдану керек. Өйткені, егер сіз "медиа құзыреттілік" ұғымының мағынасына қарасаңыз, ең алдымен, бұл медиадағы әлеуметтік-мәдени, экономикалық және саяси контекстті түсіну екенін атап өткен жөн. Демек, ақпарат тасымалдаушысы және таратушысы болу мүмкіндігі жеке тұлғадан медиа-мәдени стандарттарға сәйкес келуді және медиа-кеңістікпен тиімді өзара әрекеттесуді, сол арқылы қазіргі қоғамның медиа-мәдениетінің жаңа элементтерін құруды талап етеді.

Түйін сөздер: медиасауаттылық, медиатизация, медиа құзыреттілік, журналистика, фактчекинг.

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Проблемы формирования медийно-информационной компетенции будущих журналистов на базе кейсовых технологий

Аннотация. В период активного развития мировой цифровизации и, соответственно, трансформации всего мира, профессиональные требования каждой сферы начинают пополняться. Особенно это касается журналистики, так как благодаря этой профессии мы обмениваемся информацией в глобальном смысле этого слова. Особое внимание уделяется именно медиаграмотности, так как она является основной профессиональной медийной компетенцией сегодня. Еще один немаловажный момент - фактчекинг. Жизнь в эпоху Интернета дает огромные возможности для развития личности и пробы себя в разных амплуа. На сегодняшний день стало очень популярно развивать свои аккаунты в социальных сетях. Общественность публикует свои мысли, новости и часть его не апеллирует достоверной информацией. Следственно, описанные в данной статье медийные компетенции следует изучать, а главное, применять в своей деятельности не только будущему поколению журналистов, но и людям, которые рассматривают данную специальность в качестве хобби. Если рассматривать значение понятия «медиакомпетентность», следует выделить в первую очередь понимание социокультурного, экономического и политического контекста в медиа. Следовательно, способность быть носителем и передатчиком информации требует от личности соответствия медиакультурным стандартам и эффективного взаимодействия с медиапространством, тем самым создания новых элементов медиакультуры современного общества.

Ключевые слова: медиаграмотность, медиатизация, медиакомпетентность, журналистика, фактчекинг.

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