



УПРАВЛЕНИЕ МЕДИАОБРАЗОВАНИЕМ MEDIA EDUCATION MANAGEMENT

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Explorative analysis of the impact of radio media on the development of critical media literacy

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Abstract. The aim of this study is to analyze the impact of radio media on the development of media literacy among students studying the basics of radio broadcasting. The relevance of the topic is driven by the need to prepare young people for life in an information society, where critical information evaluation plays a key role. The research explores the potential of radio media as a tool for enhancing media literacy and provides recommendations for educational institutions on integrating radio broadcasting technologies into their curricula.

Keywords: media education, media influence, media competencies, media consumption patterns, radio broadcasting skills, educational technology, cultivating critical thinking

Contribution: All the authors participated in the development of the concept of this review, drafted the manuscript, and formulated the conclusions.

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Introduction

In the contemporary world, media resources play a significant role in the educational process, providing unique opportunities for the development of critical thinking and media literacy among students. Radio media as one of the long-

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standing and traditional media remains a relevant tool for educational transformation, despite the rapid development of digital technologies. The objective of this research is to explore the impact of radio media on the development of media literacy among students whose curriculum includes the study of radio broadcasting skills.

The importance of this topic is confirmed by the need to prepare the young generation for life in the information society, where the ability to critically evaluate information becomes one of the key skills. **The study aims** to identify the potential of radio media as an effective tool for increasing students' media literacy and to develop recommendations for educational institutions to integrate radio broadcasting technologies into their curricula.

Radio Media Development in Education

The term 'radio media' refers to the use of radio broadcasting technologies to transmit information through an audio format. Radio traditionally includes both analogue and digital forms of broadcasting, covering AM and FM radio stations, as well as modern internet radio stations and podcasts. In the context of education, radio media is used as a means of delivering educational content, stimulating students' interest in learning and creating their own audio programmes, thus contributing to the development of their technical skills and media literacy.

Media literacy is the ability to analyse, evaluate and create messages in different media forms. For the purposes of this study, media literacy is understood as a set of knowledge and skills that allow individuals to actively participate in media processes, critically evaluate media content, and use media as a tool for ecological communication [1]. Media literacy implies an understanding of the specifics of the format of media messages, manipulation techniques and the influence that media have on public consciousness, as well as the ability to use media technologies to create their own informative content [2].

The importance of these concepts in the context of this study lies in their interconnectedness: radio media act as a means of improving media literacy by providing students with a platform for practical application of theoretical knowledge and skills in real media projects.

Radio as an instrument of mass communication began to be widely used in educational processes in the early 20th century and keeps its importance to this day [3]. In the 1920s and 1930s, with the development of radio broadcasting technologies in the USSR, educational institutions began to use radio to inform about the most important events in the life of the country [4]. At this time, it served as an important means of delivering educational content, including the first, still irregular text radio programmes.

During the Second World War and in the post-war years, the use of radio for educational purposes expanded considerably [3]: developing the traditions of the radio universities of the 1920s, radio broadcasting organised a series of special educational programmes to help schools, general educational programmes to help political self-education, on literature and art, including the 'Radio University of Culture'. During

the Cold War period, radio received a new impetus for development, especially in the context of science and technology education aimed at supporting scientific and technological progress and the country's competitiveness.

With the development of Internet technology, traditional radio began to move into digital formats such as podcasts and Internet radio stations, offering new learning opportunities. This not only reflects the process of radio media development, but also confirms its importance as a relevant educational tool.

Existing research about media literacy and radio media indicate the significant attention given to this topic in the academic community [5]. Works demonstrate how radio influences the development of critical media skills among different age groups and how educational broadcasting promotes social inclusion by facilitating access to education for remote or marginalised communities.

Modern radio media offer more interactive learning formats that appeal to young people brought up in the digital age, suggesting that they are adaptable and promising in the context of educational processes [6].

Media communication researchers such as Sonia Livingston and Leslie Haddon have noted the significant role of radio as a medium for delivering educational content [5] and as a tool for cultivating critical thinking and analytical skills. In their work, they examine the impact of radio on the development of critical media evaluation skills among young people.

James Potter highlights the importance of integrating radio into educational programmes: he observes that students' participation in the creation of radio content improves their technical and public speaking skills, as well as their ability to express their thoughts and feelings.

David Buckingham sees radio as a tool for social inclusion, providing access to education for different social groups [7]. His research demonstrates how digital technologies and podcasts are extending the educational possibilities of radio, making it more interactive and appealing to today's young people.

Radio Media in Education System

Radio media remains a significant educational tool to promote media literacy among students. Radio helps students in Moscow schools to master the skills of creating media content and develop the ability to analyse and critically evaluate information. The introduction of radio projects as part of the school curriculum — from news broadcasts to educational programmes — actively engages students in the learning process [8].

Radio journalism training helps students learn the skills to create unique multimedia content. Radio projects developed by schoolchildren range from producing news bulletins to creating educational podcasts and thematic programmes and allow students not only to explore topical issues but also to learn the technical aspects of radio broadcasting, including sound design, multi-track mixing, frequency-dynamic processing of recordings, etc. The use of professional equipment in turn contributes to the acquisition of practical skills that can be applied in the future [8].

The use of professional equipment, in turn, facilitates the acquisition of practical skills that can be applied in the future.

In addition, students develop skills in analysing media content, which improves their media literacy. They study the influence of media on public opinion, learn to recognise and avoid information bias when creating their own content to ensure objectivity and credibility of media material [9]. These competences are key in today's information society.

Nevertheless, integrating radio media into the educational process is fraught with difficulties, such as the need for significant investment in specialised audiovisual equipment and teacher training. Without prior training, mastering the technical aspects of radio production in the next educational stages can be difficult for students. However, the potential benefits, including the development of media literacy and improved public speaking, make the integration of radio media in education an important topic for consideration.

To improve the quality of subject teaching in schools, an educational programme for media educators should be implemented to acquire competencies in media production. Schools should also seek to establish sustainable funding models for relevant educational projects, including possible partnerships with local media organisations and cultural institutions. The development of clear curricula that integrate radio media facilitates their effective incorporation into the educational environment. It is important to take into account students' interests and preferences when selecting topics and formats for radio programmes in order to motivate students to actively participate in projects.

Conclusions

A study of the use of media tools in the study of radio journalism has revealed the significant potential of radio as an educational tool to increase the level of media literacy of school students. Radio projects motivate students to active learning activities, self-expression and practical application of knowledge. However, achieving the most effective learning outcomes requires solving problems related to the technical equipment of classes and teacher training.

Based on this analysis, it can be concluded that for further development of radio media infrastructure it is necessary to create conditions for regular practice and updating of educational content. Systematic assessment of the impact of the media sphere on modern education is necessary for the adaptation and adjustment of educational programmes. In conclusion, we emphasise that radio, being a powerful but underestimated tool, can significantly diversify the educational process, providing students with unique opportunities for learning and development.

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Эксплоративный анализ влияния радиомедиа на развитие критической медиаграмотности

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Аннотация. Целью данного исследования является анализ влияния радиомедиа на формирование медиаграмотности у учащихся, изучающих основы радиовещания. Актуальность темы обусловлена необходимостью подготовки молодежи к жизни в информационном обществе, где критическое восприятие информации играет ключевую роль. В ходе работы исследуется потенциал радиомедиа как инструмента для развития медиаграмотности, а также разрабатываются рекомендации для образовательных учреждений по внедрению радиовещательных технологий в учебные программы.

Ключевые слова: медиаобразование, влияние медиа, медиакомпетенции, модели потребления медиа, навыки радиовещания, образовательные технологии, воспитание критического мышления

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