MEDIA RELATIONS IN FRENCH DISCOURSE

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Abstract: This article discusses relations with the media, mastering media literacy and understanding its foundations, as well as ways and opportunities for self-improvement of knowledge among a wide range of users of social networks.

Key words: *media literacy, a huge amount of news, websites and blogs, loss of confidence, to manage, jurnalism, online news, browsing, social media.*

1. INTRODUCTION

Digital information technology has gradually evolved into a tool for social manipulation and disrupted society by browsing discussion forums. Such changes in the field of new technologies and media indicate a growing need for education aimed at critical perception of the media and the information space in general. Such education should help us to redefine not only the very concept of media, but also its political and moral foundations.

The reality of life shows that today's difficult times require the formation of political consciousness and media literacy among young people. As we strive to study the younger generation in the spirit of love and devotion to the Motherland, it is important to strengthen their involvement in the process of large-scale renewal. The harmony of journalism and media education is the best guarantee that democratic mass communications will enter a new global era, when information and communication deeply and quickly enter our lives, the volume of information increases. Such communication contributes to the realization of human rights and is a critical factor in this process.

In media education, information literacy is the ability to effectively identify, research, evaluate, and use information needs. In the process of developing critical thinking, a person does not rely on knowledge that can revise his views under the influence of new facts and information, media education, since one of the key sectors is the existing experience in the development of the company. , aims to give them the skills they need to work with an offline address book.

2. MAIN PART

"I consider media literacy to be vital literacy because if I cannot understand the current form of communication and use it effectively, I will not be able to be a useful person on a civic level, both on a personal and professional level," said Neil Andersen in one of his interviews.

Today, rethinking information, people usually think about how to cover the topic as wide as possible. In this case, you should pay attention to the sources of information that you can use. Many recognized experts in a particular field, experts in various fields, opinion leaders now run their own websites and blogs. But these resources should be used with caution, there is no complete guarantee that the information is correct.

Nowadays it is very difficult for the media to maintain public confidence in the media. Due to the large number of information flows, the reader can switch to any offline address book. But for editors, this transient mood leads to a decrease in audience attention and, as a result, to a loss of trust.

Another important part of the concept of media and information literacy is information culture. We can say that it is part of the general culture of a person, that is, these are whole worldviews and knowledge systems that provide purposeful and independent actions to satisfy information needs with the help of new information technologies.

The public, organizations, many states and the media are actively working with the masses. Despite all the differences between them, they share one goal: to promote the media as a valuable,

widely used and excellent skill in 21st century science.

In addition to important factors for assessing the development of media in different countries, organizations dealing with media problems highlight the following important tasks:

a) The level of media education of professionals is a program and training for media and journalism, teacher training, etc. resources to develop digital literacy for journalists;

b) State policy is the presence of regulatory bodies related to the media, their policies and activities. Engage government and regulators to promote and protect users' freedom of expression;

c) the media industry is the role of the media in activities and initiatives related to media, teaching journalism and promoting ethnicity, including the development of programs, projects, funding, information, education, advertising;

d) The predominance of media (mobile phones, Internet, TV, radio, newspapers, online news, social networks) that can be used by the general public to obtain information.

Most of the information users today are "visual" and are more receptive to information reflected in visual images. In connection with the development of information technology, including computers and smartphones, modern users receive a lot of information from various sources, which affects their ability to receive information. Let's find out that we can find out more today. These are, of course, screens and monitors, especially screens of TVs, computers, telephones, etc. It should be noted that when changing communication channels, the characteristics of data reception also change. The function of receiving information through the screen is not based on reading the text, but on its scanning and further viewing. In addition, the choice of material for detailed reading also depends on the gaze, in which only visual images can catch the reader's attention. This is why data visualization is important today.

In conclusion, the ability to use modern technologies, skills, media literacy imposes a serious responsibility on everyone. This is a necessity, not an option! The creation or study of interesting and relevant information materials requires a new approach and new knowledge.

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