

## PEDAGOGY

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### **Media organization of the learning process in the university**

This article describes the prospects of the media organization of educational process at the University. During the pilot study it has been revealed that active use of teaching exercises, creative workshops, discussions related to the analysis and discussion of media texts has a positive impact on the quality of its development and comprehensive development of the individual and personal qualities, creating a psychological background for future professional and personal success.

Key words: media, media competence, media education, media organization, media text.

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*October, 28, 2015*