

LINGUISTICS

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Mediacritics and mediaformation (some aspects of interaction)

It is considered the relevant problems of modern media criticism, in particular – the television critics, questions of interaction of professional and amateur telectitics, as well as problems of media education as a tool for critical reflection on the media. Before modern television criticizing there is a task of familiarizing the audience to the media analysis skills which depends on the full perception of media content. These skills allow to better navigate in the information field, and develop critical thinking skills and provide the ability to resist manipulative technologies.

Key words: media criticism, telectitics, mediaformation, rich content, critical thinking.

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