

SUMMARY

Graduation qualification work:
 «Media ecology as a trend in the digital age:
 reasons for updating and formats of implementation »
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Key words: mediaecology, media infrastructure, mediatization.

The relevance of the research topic due to the following circumstances: firstly, the processes of mediatization, correlating with the general trends of the era of "media matrix power" and implying qualitative transformations of social communications and all segments of public life, caused by the specifics of the functioning of modern media infrastructure, become a kind of indicator of political, economic, scientific -technological, socio-cultural trends.

Secondly, due to the specifics of the infrastructural organization of the virtual space, such a phenomenon as an information pandemic has become widespread, provoking a whole range of risks and threats to the personal, political, economic, social security of countries and regions.

Thirdly, against the background of the total digitalization of all spheres of life, there is a rapid intensification of the individual's involvement in information processes as one of the participants and initiators of information traffic, which is considered by most experts as a destructive trend and causes concern on the part of a wide range of specialists.

Target of research: to identify and systematize the main problems of the functioning of the media space, determined by the processes of mediatization, and propose ways to solve them in accordance with the key principles of the media-ecological approach.

Tasks:

1. To generalize the general theoretical interpretations of media ecology as a scientific and practical direction.
2. To systematize the current trends in the development of the media environment in the projection of the ecological approach.
3. Identify the main risks and threats to the development of the media ecosystem.
4. Develop recommendations for strengthening the environmental paradigm of the media space.

Theoretical and practical relevance of research

The theoretical significance of this research is in the description, systematization and clarification of the conceptual and methodological provisions of media ecology. Certain conclusions obtained in the course of the study can become a theoretical basis for further study of the trends in the functioning of the modern media ecosystem under the influence of digital transformations.

In social practice, some conclusions of the study can serve to clarify the goals and objectives of media pedagogical activity in schools, universities, social organizations, to develop methods for the formation of media competence, the conscious activity of information recipients in relation to mass media, and to protect the individual from medial destruction.

Results of research:

1. Mediaecology is designed to ascertain the manifestations and negative consequences of mediatization of reality and media effects, interpret the suggestive potential of the QMS and initiate the development of strategies and tools to counter information risks and threats at the micro and macro levels of the media environment.
2. There are three levels in media ecology: micro level; mesoscale; macro level.
3. In the projection of the media-ecological concept, it seems promising to create conditions for enhancing scientific research on the search for algorithms, mechanisms, tools and practices for managing infodemia, which may in the future reduce the level of direct or indirect impact on society and increase the level of society's trust in the mass media.