

## **The All-Russian Children's Digital Media School Project WorldHype" as an effective and integral part of the digital infrastructure of the future**

On November 3, 2020, UNESCO published the "Seoul Declaration on Media and Information Literacy for Everyone and by Everyone" (<https://en.unesco.org/news/seoul-declaration-media-and-information-literacy-everyone-and-everyone-0>), which identified the priorities in this area for government agencies, public organizations, educational and cultural institutions, the business community, citizens around the world interested in developing and improving media and information literacy in the context of combating disinfodemia (a term coined by UNESCO from the words "disinformation" and "pandemic," thereby emphasizing).

This declaration says that although media and information literacy in itself is not a panacea for all problems, including the pandemic, it is necessary that media and information literacy be further recognized and valued in all educational, social and economic systems and be applied as a more proactive approach to building a sustainable and inclusive society; improving media and information literacy for all, including critical thinking, ensures the sustainable strengthening of critical thinking and the ability of people to Therefore, the development of media and information literacy for all and with universal participation in the era of digital connections is necessary.

"The Great Russian Encyclopedia" (2012) defines media education as "the process of personal development with and on the material of mass communication (media) in order to form a culture of communication with media, creative, communicative abilities, critical thinking, full perception, interpretation, analysis and evaluation of media texts, training in various forms of self-expression with the help of media technology, acquiring media literacy. There is also a point of view according to which media literacy is part of a broader and more capacious concept - information literacy. ... The main areas of media literacy education: media education of future professionals in the field of mass communications - journalists, editors, directors, producers, actors, cameramen, etc.; media education of future teachers; media education as part of the general education of students at schools, specialized secondary schools, universities, which may be integrated with traditional disciplines or autonomous (special, elective, circle, etc.); media education in institutions of additional education. A positive result of media education should be considered a person's media competence - the totality of her motives, knowledge, skills, abilities [indicators: motivational, contact, informational, perceptual, interpretative (evaluative), practical-operational (activistic), creative] that contribute to the selection, use, critical analysis, evaluation, creation and transmission of media texts in various types, forms and genres, analysis of complex processes of media functioning in society" (Big Russian Encyclopedia, 2012, Vol. 17. p. 480).

It seems that a new Russian project, the All-Russian Children's Digital Media School, which received support from the Russian Ministry of Education and Science, meets precisely these tasks. (<https://w-hype.online/>), supported by the Presidential Grants Fund and the Presidential Fund for Cultural Initiatives, because it is actually an effective part of the national digital infrastructure aimed at quality development of general and supplementary education for the benefit of schoolchildren.

The project is led by the heads of the International Center "Leader Film" (<http://nb-forum.ru/stories/novosibirsky-hollivud>) Suzanna and Evgeny Yumatov. The activities of this center are aimed at promoting the development and identification of individual characteristics and talents, revealing the potential of children and youth in the Russian Federation, through innovative authoring programs and techniques in the field of "Media Education" and authoring methods of "Film Psychology" (the revival and development of children's cinema in Russia, identifying and supporting gifted children and teenagers, innovative project activities in the field of media literacy education, supporting and promoting teenagers in professional activities). Film Psychology is based on key concepts that are more analytical tools than alternative content. Film Psychology is necessary for active participation both in the democratic process and in the process of globalization and, is based on the study of all types of media.

At the initial stage, the principles of the media school were successfully tested in 2019 as part of a grant from the Presidential Grant Foundation, with the participation of schoolchildren from 68 subjects of the Russian Federation. The main objective here was to create and implement modern media methods of quality education, allowing students to effectively engage in the process of education and self-education by integrating scientific, game and cognitive media technologies, creating short motivational films.

With the help of this project were created and presented innovative cultural and educational thematic films by SMIC technology in more than 350 educational institutions of the Russian Federation. SMIC technology is short clips created by children and young people during the project activities with the following key features: concreteness (presentation of a certain topic); motivation (stimulation of research work); innovation (use of new unique media technologies); compactness, clip (limitation of a video lesson to a long 15 min.).

Participants of the project after completing the course "The Basics of Media Education and Film Psychology" immerse themselves into the thematic and scientific material and create video projects on the given topic of the lessons.

The authors of the project see such lessons as a new model for the development of the general education environment that meets the necessary conditions for self-realization and development of children and youth, outlined in the decrees of the President of Russia, as well as the Strategy for Upbringing in the Russian Federation until 2025.

Monitoring of the Russian educational institutions involved in the project showed that the creation of their own media products successfully solves the problem of creating and implementing a modern method of teaching, allowing students to be included in the educational process and the task of successful, high-quality self-education of students, based on the basics of media education, media literacy, media competence, media psychology.

The All-Russian Children's Digital Media School project - is the next step in the development of ideas for involving children and adolescents in the media educational environment. It will be held in eight federal districts of Russia (the project organizers expect to involve over 50,000 children and teenagers in the federal contest).

In the course of the project tasks important for the digital transformation of the state, business and society will be comprehensively solved - informal and informal education in the field of distance learning for development of the existing system of general and supplementary education for children and teenagers.

The All-Russian Children's Digital Media School platform that is being created (<https://w-hype.online/>) will give a wide audience of schoolchildren access to unique knowledge and technologies and motivation for self-education of children and teenagers. This socially significant project is not only innovative and unique, but also creates a sustainable unified replicable network model for the development of school film education and media pedagogy. Parents and teachers will also be involved in the project.

In January 2021 the project "All-Russian Children's Digital Media School" was supported by the Institute of Arts Education and Cultural Studies of the Russian Academy of Education in the framework of networking partnership.

To participate in the project "All-Russian Children's Digital MediaSchool" (<https://w-hype.online/>) schoolchildren 1) pass registration in a group (<https://vk.com/allrussianchildrensdigitalms>); 2) receive an invitation to this group; 3) prepare, shoot and present a video story about themselves and offer their future theme for "Media History".

The application itself for participation in the project is sent interactively on the portal "All-Russian Children's Digital Media School". (<https://w-hype.online/>) and contains the following items: 1) participant's full name; 2) information about educational institution (full name, number, city); 3) web link to media works of applying students; 4) link to video presentation about yourself (it can be placed in the group in a telegram channel @WorldYouthTelevision or as a link in this application); 5) contact phone number; 6) e-mail address; 7) link to a page in a social network.

Leading media teachers and media experts of the Russian Federation are involved in the project "All-Russian children's digital media school" and the schoolchildren, whose media works will be selected in the course of the project, will have an opportunity to participate in a specialized summer session at one of the children health centers at the Black sea coast.

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