

## **UNESCO Media and Information Literacy Recommendations and SMIC Lessons from Leader Film International**

In recent years, UNESCO has been actively promoting ideas and practical experience of media and information literacy and media education worldwide.

In its publications, at international summits, UNESCO has for decades been providing answers to the questions of how to access, search, critically evaluate, use, create media texts (including film and video) of various types and genres and contribute to the promotion of ideas of global cooperation and human development.

Over the past decade, UNESCO Member States have become increasingly aware of the risks of the contemporary media field, especially in the new digital age in which information spreads instantly around the world with the help of the Internet.

In light of the increasing global relevance and the growing demand to expand the range of media and information literacy, UNESCO seeks to evaluate each country's contribution to the media education process, to determine the results achieved, and to explore future opportunities in this field of activity.

In this regard, the Russian center "Leader Film" - winner of honorary awards in the field of art, culture and education - implements large-scale projects in the field of media culture, film education socially significant initiatives, directions in the field of art, culture and education. Each "Leader Film" project is supervised by film and theater stars, directors, public figures, experts of international level.

The main goal of the center is to open the way for children and teenagers in Russia to develop their talents and individual characteristics, in which the personal potential and giftedness of everyone is revealed. Hundreds of participants have already passed this way with "Leader Film" (<https://www.youtube.com/watch?v=7qOhC4jx96Q>).

At the heart of Leader Film's projects is **SMIC media education technology**:

- **Specific** - a detailed analysis of a film/media education project idea.
- **Motivation** - mechanisms for engaging the viewer in this film/media education project.
- **Innovation** - the application of unique media technologies in the practical implementation of the project.
- **Clip** is the creation of short videos by a team of students under the guidance of media educators. These videos are then sent to three hundred leading gymnasiums of the Russian Federation.
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This SMIC media literacy educational technology has already been tried out by the participants at the All-Russian shifts at the leading federal children's centers of Russia.

The digital infrastructure of "MediaSchool WorldHype" is considered to be one of the digital tools to support educational and media activities of children and young people, which provides equal conditions for quality education for students regardless of their place of residence. In the process of its creation the following was successfully implemented: creation, commissioning of information systems and information and telecommunication infrastructure using distance learning technologies, and e-learning using information resources portal (one-stop-shop).

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