

PEDOGOGY

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Peculiarities of forming media competencies of students during the development of creative media products

Theoretical approaches to the formation of media competencies among students in the course of their creative learning activities are investigated, methodological approaches to creating conditions for the formation of media competencies are described, and an analysis of the problem is presented. The relevance of the issue in the context of the transition of the educational process to media education technologies is substantiated. The research focuses on students of media specialties. The article presents the experience of media project activities of university students, taking into account their professional prospects in the real business sector. The results of an experiment conducted by students to create a media product and its assessment by current expert practitioners are presented. Pedagogical approaches to the choice of principles and conditions of new methods of media competence formation are systematized and generalized.

Key words: media competencies, media product, educational media resources, media education, media pedagogical environment, creative project, project approach.

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