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MEDIA EDUCATION OF CIVIL SERVANTS   
AS A TREND OF CONTEMPORANEITY

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***Research methodology.*** *The aim and objectives of the article have led to the use of several complementary methods. By means of the documents analysis method there have been processed legal regulations in the field of media education, the works by famous scientists on the theory and practice of media education having been considered. The comparative analysis of media education in Ukraine and abroad has been conducted. The systematic analysis has allowed us to determine the place of media education of civil servants in the common media system.*

***Results.*** *General conclusions of the article have added to the already known ones and created new knowledge about media education as a part of the civil servants training. The need for the introduction of media education in the educational process of the civil servants training has been grounded in the publication, and the basic principles of the Concept of media education implementation in Ukraine in the context of media education public communicators have been considered.*

***Novelty.*** *It has been defined that the priorities of media education of civil servants are: the development of knowledge and skills to create their own media products, taking into account the characteristics and needs of the audience; the formation of media skills for effective interaction with different types of media (press, audio, video, Internet) due to the specifics of each kind.*

***The practical significance.*** *The author’s working out can be used in the future general media education studies of civil servants and also in the practical implementation of the system of training, retraining and advanced training of the public authorities employees.*