

**K. Klimova,**

doctor of pedagogical sciences, associate professor  
(Zhytomyr state university)

## **MEANS OF MEDIA-DIDACTICS IN THE SPACE OF EDUCATION AND SELF-EDUCATION OF UKRAINIAN LANGUAGE FUTURE TEACHERS**

The powerful source of language and speech education and self-education of future teachers is media – means of mass media (MMM). As a starting-level of public opinion, the media can influence the minds and feelings of general public, and even manipulated. In the dictionary of terms in Culture of language L. Struganets under mass communications understands the way of people communicate with the help of means of mass information. The mass communication is an important factor of forming of public opinion, ideology people influence on their behavior, development of culture, education. It is quite natural that a competent teacher who has insufficient knowledge of formation of Ukrainian language and relevant skills and abilities their using in different communicative situations; teacher should feel himself not just conscious recipients, but as mediator – a leader of public opinion.

In the context of interactive Ukrainian-language study of students of pedagogical universities it is necessary to consider the problem of using of means of media didactics.

The purpose of the article is to draw university teachers' attention to the impact of media on the formation of linguistic identity of students – future teachers – and ground the feasibility of using media didactics in the process of Ukrainian-language teaching.

The forming of Ukrainian-language personality of future teachers must be with account of all factors which influence on his spiritual world and due him the communicative behaviour. Forming of the culture of verbal professional communication of future teachers it is necessary to take into account that they the great part of their time give for non-formal communication.

The forming at future teachers of systematized knowledge in Ukrainian language, skills and abilities their using in professional discurs with using of means of media-didactics must be simultaneously with forming at students the media-culture, informational-culture in the whole and informational-communicative competence.

Thus, systemic and systematic using of media didactics in teaching and learning t Ukrainian language by students of pedagogical universities is a necessary condition for formation at future teachers the informational and communicational culture, language stability, readiness for Ukrainian-language self-education and self-improvement by means of mass media.