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**MEDIA EDUCATION OF PUBLISHERS IN THE DIGITAL
TECHNOLOGY EPOCH:
ACTUAL PROBLEMS OF PROFESSIONAL TRAINING**

**E. I. Ohar**

*Ukrainian Academy of Printing*

*19, Pid Holoskom St., Lviv, 79020, Ukraine*

*ohar@litech.lviv.ua*

***Research Methodology.*** *The studies presented in the article have been conducted using the set of scientific methods: the analysis, synthesis and systematization*— *for the research of main approaches to modern media education in Europe and Ukraine which are published in different theoretical sources and official documents devoted to goals, tasks and possible content of media education and media self-education; the terminological analysis* — *for the main concepts connected with the concept «media education»; the analysis of author experience in teaching professional «media oriented» disciplines for training students of such specialties, as «Publishing and Editing» and «Advertising and PR»; the method of classification and systematization* — *to summarize different approaches for the implementation of professional oriented media education in higher education and justify our own approach to the concept ‘publishing oriented media education’ and its main goals nowadays.*

***Results.*** *The specificity of the media education of modern publishers have been des­cri­bed from the perspective of deep transformation of media sphere, especially its wide spread digitalization of creation, production and using/consuming modern media. The basic features of «media competence» of modern publisher have been analysed. The author suggests to concentrate media educational professional training on forming «media critical approach» in realities because of digital epoch, especially «copy-paste» creative technology, the great attention should be paid to checking the sources of information, its identification and assessment of relevance, to finding facts of frequent violation of the culture of citation, copyright.*

***Novelty****. For the first time, it outlines the concept of «publishing oriented media education» in the terms of professional training of future media specialists, especially publishers, specifies the main characteristics of the professional competence publisher in digital epoch, and emphasizes on possible ways of the its forming.*

***Practical Significance.*** *The described notions and tasks of the publisher oriented media education can be used for improving the training process, for the correlation of knowledge and practical habits of students with modern social and professional demands.*