

Summary

Aspects of relationships between social and media competence

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This paper aims to describe the complex relationship between the aspects of social and media competence. One of the goals of this paper is to provide a broader insight into fundamental theoretical criteria for media and social competence models in terms of the development of basic media knowledge, skills and competencies, and of the context of social relationships of children and adolescents. The role of educational factors is considered in relation to the development of media competencies, from the basic and technical media usage skills, to advanced critical-reflexive abilities enabling a more confident and creatively enriched media usage and experience. The paper presents original theoretical considerations of the concept of media competence and analyzes the role of the notion of media manipulation.

Keywords: media and social competence, media pedagogy, interaction communication models, media manipulation.