

MEDIA LITERACY AND ENGLISH PROFICIENCY FOR UKRAINE'S POST-WAR RECONSTRUCTION

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The integration of foreign languages, particularly English, into higher education and the media space is becoming increasingly vital for Ukraine's reconstruction and international cooperation. In the context of the ongoing war and geopolitical shifts, media literacy plays a crucial role in strengthening national resilience, countering disinformation, and ensuring informed civic engagement. Proficiency in English enhances access to global information, fosters critical thinking, and enables Ukrainians to share their narratives internationally. As Ukraine navigates post-war recovery, reinforcing linguistic competence in media and education is essential for safeguarding democratic values and national security.

The importance of English in media literacy has grown amid the hybrid threats Ukraine faces, where information warfare is as consequential as military actions. The ability to critically assess foreign-language media content helps counter propaganda, mitigate misinformation, and integrate Ukraine into global discussions on reconstruction, security, and development. Equipping students and media professionals with linguistic and analytical skills strengthens Ukraine's presence in international academic, diplomatic, and journalistic circles. Thus, fostering media literacy through English-language education becomes crucial for sustainable international partnerships and informed public discourse [1].

Ivanović emphasizes the vital role of media in modern education, highlighting the need for integrating media literacy into curricula. As students encounter conflicting value judgments from various sources, fostering critical thinking becomes increasingly important. Effective media literacy not only involves understanding media characteristics but also how students interpret them. Properly structured, media literacy education promotes critical analysis, key social values, and broader societal development, encouraging further research on its impact [2].

Mrisho, Bulendu, and Dominic examine the transformative impact of new media technologies, such as multimedia and social media, on global media landscapes. These advancements have reshaped social, political, and cultural practices while contributing to the rise of fake news and misinformation. Media literacy is crucial for developing critical thinking skills needed to evaluate and create content in the digital age [3]. It involves understanding media industries, messages, audiences, and effects, with an approach that acknowledges the socio-cultural impact of media in today's mass-mediated society.

The role of media literacy and English language integration is central to Ukraine's reconstruction and international cooperation. Enhancing media literacy is vital for fostering informed civic engagement, countering disinformation, and strengthening national resilience. The ability to critically analyze media content, especially in English, allows individuals to navigate global information flows, combat misinformation, and contribute to Ukraine's voice in international discussions. Integrating media literacy into higher education equips students and media professionals with the necessary skills to engage with digital technologies and media landscapes, ultimately supporting Ukraine's rebuilding process and global presence.

To integrate English effectively into higher education, reforms should focus on creating curricula that combine language proficiency with media literacy. This could involve designing programs that teach English alongside critical media analysis, digital literacy, and the ability to evaluate foreign media content. Teacher training should be prioritized to equip educators with the necessary skills to foster these competencies. Partnerships with international universities and media organizations can facilitate knowledge exchange and collaborative research on topics relevant to Ukraine's post-war recovery. Strengthening students' linguistic and media literacy capabilities will support the development of informed citizens who can navigate the global information space, playing a key role in Ukraine's reconstruction. By prioritizing both media literacy and language education, Ukraine can empower its youth to contribute to the global conversation on reconstruction, security, and democracy, helping to ensure a prosperous future for the nation.

In conclusion, integrating English language proficiency and media literacy into Ukraine's higher education system is essential not only for professional development but also as a cornerstone of post-war recovery and global integration. By fostering these competencies, Ukraine can strengthen its resilience, counter disinformation, and reinforce its international position. This approach will help create a more informed, adaptable, and proactive citizenry capable of contributing to the nation's reconstruction and ensuring a secure and democratic future.

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ІНТЕГРАЦІЯ НІМЕЦЬКОЇ МОВИ У ВИЩУ ОСВІТУ ЯК ВЕКТОР МІЖНАРОДНОЇ СПІВПРАЦІ У ВІДБУДОВІ УКРАЇНИ

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Інтеграція німецької мови у вищу освіту України є важливим аспектом міжнародної співпраці та відбудови країни в сучасних умовах. Німецька мова традиційно займає одне з провідних місць у системі європейської освіти, а її роль у формуванні професійних компетенцій студентів зростає. Відновлення України потребує кваліфікованих фахівців, які володіють іноземними мовами, що відкриває можливості для стажувань, академічних обмінів, міжнародних дослідницьких проєктів та залучення інвестицій у різні сфери економіки та науки.

Значна частина освітніх програм у європейських університетах пропонує навчання німецькою мовою, що дозволяє українським студентам отримати якісну освіту та практичний досвід у провідних закладах Німеччини, Австрії та Швейцарії. Крім того, знання німецької мови є ключовим чинником для участі у програмах Erasmus+, DAAD та інших грантових ініціативах, що сприяють обміну знаннями та передовими