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DEVELOPMENT OF MEDIA LITERACY IN UKRAINE'S HIGHER EDUCATION: THE EUROPEAN CONTEXT

In the conditions of Russia's unprovoked war against Ukraine, there is a need for people to have critical thinking to consciously respond to the influence of the media, Internet and telecommunications, to distinguish disinformation, to resist manipulation and to manifest themselves in a multicultural society. Therefore, HEIs of Ukraine can supplement the initiatives of state authorities and public organizations with measures that contribute to the involvement of the general public in the EU media space on the ground of strengthening democracy and European values.

The paper **aims** to highlight the main approaches to media literacy in European society based on core documents and the way for disseminating relevant experience on the example of the Jean-Monet project "EU strategies extrapolation for boosting students' media literacy in Ukrainian HE" at Sumy National Agrarian University.

Results. First of all, it should be noted that the European Parliament defined media literacy as "an essential key qualification in the information and communication society", emphasizing that it promotes the political maturity of citizens, underpins a democratic society, gives people a deeper insight into their rights and duties as well as the principles and values of ethical demeanour (*Media literacy in a digital world European Parliament resolution of December 16, 2008*). Besides, the development of media literacy is vital for protecting audiences, ensuring pluralism in the digital environment, as well as for struggling with social threats posed by disinformation (*Council conclusions on media literacy in an ever-changing world, 2020*). *European Digital Rights and Principles* (2022) define 6 basic principles of the future digital society, namely: putting people and their rights at the centre of the digital transformation; supporting solidarity and inclusion; ensuring freedom of choice online; fostering participation in the digital public space; increasing safety, security and empowerment of individuals; promoting the sustainability of the digital future.

Conclusions. So, the project "EU strategies extrapolation for boosting students' media literacy in Ukrainian HE" at SNAU aims to develop knowledge about the main directions of EU policy in the field of media education and the involvement of Ukraine's HEIs in the European discourse on media literacy through enlightening young people about the European media space and counteracting its manipulation, developing approaches, forms, methods, and tools that improve the development of media literacy and critical thinking under the main trends of EU program documents; dissemination of media awareness among citizens under the negative war impact on the example of the experience of EU countries in the context of promoting intercultural communication, supporting European integration and further international cooperation.