

YOUNGER SCHOOL AGE IN THE DIGITAL AGE AND THEIR IMPACT ON SOCIAL COMMUNICATION?

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Abstract

Globalization and the use of online internet technologies (particularly through development social networks, forums and blogs, the rising mobility of users and the rapid growth of digital product), have changed the ways and forms of communication, mainly at the young generation. It is due to their new, attractive, action-like and in many cases also interactive form of influence. The aim of our study is to find out the role of the new literacy children younger school age in the process of acquiring information, education. Our priority is also to explore the extent to which children of nowadays communicate through the electronic media, and how much time they spend watching the individual kinds of media. Simultaneously, we aim at exploring the types of medial context the youth is interested in, how they perceive these contexts, and if they are able to select the kind of information from the medial production that develop their individual and group needs.

Keywords: new literacy of children younger school age, preferred ways and forms of communication, digital literacy, media literacy, new communications competences