



# The role of media literacy of young athletes in the process of formation of their value system

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## Abstract

**Objective of the study** is to study the level of media competence indicators of athletes from the sports reserve (hereinafter referred to as athletes) with signs of deviant behavior in the context of the formation of value orientations.

**Methods and structure of the study.** An analysis of literary sources on the criteria of media competence was carried out, a survey, observation, and a pedagogical experiment were conducted. The parameters and indicators of media competence (Fedorov A.V.) were selected, according to which a questionnaire survey of athletes was conducted (2023-2024). The results of pedagogical observation in the process of educational activities to form value orientations were analyzed and summarized. A correlation analysis was performed between the level of motivational indicators of media competence and value orientations of athletes (n=14, by sports: orienteering, handball, volleyball, rowing and sailing, age 16-17 years).

**Results and conclusions.** The levels of motivational indicator of media competence of athletes were established. A survey was conducted at the beginning and at the end of the pedagogical experiment. The motives and genre preferences for consuming media content were studied: for self-affirmation and gaining knowledge about life outside the sports environment; the desire to learn to distinguish false (negative propaganda) information from truthful information; interest in the media space in the communication of athletes and youth artistic groups. The results of the study revealed an overestimation of the athletes' capabilities in interpreting content. The importance of media competence increased due to a change in genre preferences and motives for contacts with the media.

**Keywords:** *deviant behavior, value orientations, media competence, genre and thematic motives for contacts with media texts, overestimation of athletes' capabilities.*

**Introduction.** One of the priority areas of the state's work in the field of physical culture and sports is "improving the propaganda and communications system" [5]. Mass media "have become transmitters of cultural achievements and, undoubtedly, actively influence the acceptance or denial of certain cultural values by society" [2]. Mass media, "on the one hand, help the younger generation adapt to the social environment, on the other hand, make them susceptible to manipulation" [6], form socially disapproved values, and lead to manifestations of deviant behavior. "Consumption of media information is becoming an independent type of activity" [1, p. 48] of a person, requiring the development of media competence skills. We consider media

competence of an individual as "a set of his or her motives, knowledge, skills, and abilities that facilitate the selection, use, critical analysis, evaluation, creation, and transmission of media texts in various types, forms, and genres, and the analysis of complex processes of media functioning in society" [7]. For a person with a high level of media competence, the following indicators are characteristic: motivational, contact, informational, perceptual, interpretive / evaluative, creative [7].

**Objective of the study** is to study the level of media competence indicators of athletes from the sports reserve (hereinafter referred to as athletes) with signs of deviant behavior in the context of the formation of value orientations.



**Methods and structure of the study.** The study of the use of media communications by athletes was carried out as part of a pedagogical experiment. Based on the analysis of theoretical and practical studies (M.V. Zhizhina [1], Fedorov A.V. [7]), on the criteria of media competence, as well as studies conducted by the authors (expert survey [4], observation, pedagogical experiment), media competence indicators were identified, according to which a questionnaire survey of athletes was conducted in 2023 and 2024. A correlation analysis of preferences in genre motives of contacts with media texts and value orientations of athletes was conducted (n=14, by sports: orienteering, handball, volleyball, rowing and sailing; age 16-17 years) [3].

**Results and conclusions.** The levels of the motivational indicator of media competence of athletes were identified by means of a questionnaire at the be-

ginning and at the end of the pedagogical experiment. Genre and thematic motives of contacts with media texts were studied. The dynamics of the studied indicators were recorded (2023, 2024).

The study examined genre preferences of contacts with media texts in the press, radio and television programs, in films/TV series on Internet sites. The answer options chosen by every fifth respondent are presented (Table 1).

A change in genre preferences in the press has been recorded: studying texts about the heroes of the Great Patriotic War and the Soviet Military District, a decrease in interest in games. A change in genre preferences in radio broadcasts: a decrease in interest in interviews, an increase in interest in political reviews, in the poems of patriotic poets. A change in genre preferences in television broadcasts: an increase in viewing of information genres.

*Table 1. Respondents' answers to the question: "What genres attract you when working with media texts?" (respondents were asked to select multiple answers), 2023, 2024, n=14*

No	Genres	2023, %	2024, %
1	In the press:		
1.1	Informational	28,6	28,6
1.2	Analytical, journalistic	0	21,4
1.3	Literary	7,1	21,4
1.4	Games/competitions	21,4	14,3
1.5	None	7,1	28,6
2	In radio broadcasts:		
2.3	Analytical, journalistic	7,1	14,3
2.4	Literary and dramatic	0	21,4
2.5	Musical (classical music)	7,1	21,4
2.6	Musical (jazz music)	14,3	14,3
2.7	Музыкальные (поп-музыка)	28,6	42,9
2.8	None	7,1	28,6
3	In TV shows:		
3.1	Informational	0	21,4
3.2	Literary, dramatic, cinematic	7,1	21,4
3.3	Musical (pop music)	7,1	21,4
3.4	Games/competitions	28,6	21,4
4	On internet sites		
4.1	Informational	35,7	85,7
4.2	Analytical, journalistic	28,6	28,6
4.4	Television and cinema	42,9	64,3
4.5	Musical (with jazz music)	14,3	28,6
4.6	Musical (with pop music)	50,0	42,9
4.7	Games/competitions	28,6	64,3
4.8	Advertising	21,4	57,1
5	In movies/TV series		
5.1	Western	7,1	28,6
5.2	Fairy tale	14,3	35,7
5.3	Synthesis of genres	28,6	50,0



Table 2. Respondents' answers to the question: "Name the main motives for your contacts with the media" (respondents were asked to select several answer options), 2023, 2024,  $n=14$

No	Motives	2023, %	2024, %
1	Get new information	7,1	42,9
2	Recreation, rest (virtual escape from problems)	21,4	14,3
3	Learn to create media texts yourself	14,3	21,4
4	Occupy free time	14,3	21,4
5	Materials for educational, scientific, research purposes	21,4	28,6
6	Confirmation of one's own competence in various spheres of life and media culture	14,3	35,7
7	Listen to your favorite music	28,6	21,4

Table 3. Results of the correlation analysis between genre motives of contacts with media texts and value orientations of athletes ( $n=14$ ), 2024

No	Indicators	Correlation coefficient (rs)
1	Genres: analytical, journalistic and cheerful (optimism, sense of humor)	0,632*
2	Genres: analytical, journalistic and performance (discipline)	0,629*
3	Genres: games/competitions (crosswords, etc.) and courage in defending your opinion	0,615*
4	Musical genres (classical music) and efficiency in business	0,593*
5	Musical genres (classical music) and cheerfulness (optimism, sense of humor)	0,562*
6	Musical genres (jazz music) and efficiency in business	0,593*
7	Musical genres (jazz music) and cheerfulness (optimism, sense of humor)	0,562*
8	Music genres (pop music) and courage in defending one's opinion	0,544*

Note – significance of differences: \*\* –  $p \leq 0.01$ , \* –  $p \leq 0.05$ .

On Internet sites – an increase in interest in information genres (interest in live reports from the scene, viewing short documentaries and sports competitions, an increase in interest in advertising), a decrease in interest in low-quality literary works. The increase in interest in viewing content on Internet sites is due to the possibility of feedback. The most preferred genres in films/TV series: Russian detectives, modern interpretations of fairy tales, new film forms. Also equally interesting (21.4%) are: detectives, musicals, thrillers, science fiction, disaster films. Thematic motives of contacts with media texts were studied. The most popular answers are presented (see figure). There is an increase in interest in historical, youth, spiritual and moral topics, which is associated with the growth of interest in the history of Russia, moral problems in modern Russian society.

*Respondents' answers to the question: "What topics attract you in the press, radio/TV programs, Internet sites, computer games, social networks?" (respondents were asked to select several answer options), 2023, 2024,  $n=14$*

The main motives for athletes' contacts with the

media press, television, cinema, radio, and the Internet were studied. The answer options chosen by every fifth respondent are presented (Table 2).

A decrease in the desire for entertainment content was established. An increase in interest in studying information about the socio-political situation and educational content was recorded.

During the experiment, a study of value orientations was carried out (according to the method of M. Rokeach) [4]. The obtained materials were subjected to correlation analysis (rs-Spearman). An analysis of the relationship between genre motives of contacts with media texts and value orientations of athletes was carried out. The most significant positive relationships are presented (Table 3).

The highest correlation was recorded between the indicators of "preference for analytical, journalistic genres" and "cheerfulness" ( $rs=0.632^*$ ), the second place in the ranking is occupied by the indicator of "preference for analytical, journalistic genres" and "executiveness" ( $rs=0.629^*$ ), the third place is occupied by the indicator of "genres: games/competitions" and "courage in defending one's opinion" ( $rs=0.615^*$ ).



**Conclusions.** Mass media today play a significant role in constructing public consciousness, being a tool for forming socially significant values of athletes.

The genre and thematic motives of contacts with media texts were studied: for self-affirmation and gaining knowledge about life outside the sports environment; the desire to learn to distinguish false (negative propaganda) information from truthful information; interest in the media space in the communication of athletes and youth artistic groups. An overestimation of the capabilities of athletes in interpreting content was established. The dynamics of the studied indicators (2023-2024) were recorded. A positive relationship was revealed between the indicators of media content consumption and the value orientations of athletes.

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