

## IMPLEMENTATION OF VISUAL LITERACY IN A MUSEUM USING THE NEW MODELS OF PEDAGOGUE

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### ABSTRACT

Museum environment extensively passes through the processes of global political, economic, social and cultural transformation and changes. It is crucial to remember inevitably museums are considered to be mirrors to identity, mentality and history of the nation. Museums are regarded as a resource of rich cultural heritage and cultural values. According to tourism scientists, museums serve as an attractive magnet for tourists while deciding to visit a particular tourist destination. Museum staff regularly examine every educational or entertaining activity before establishing it in the museum and they should adopt to the latest changes in museum pedagogue and contemporary interactive technologies which expand the roles of museums with regard to preserving and passing the rich cultural heritage onto the future generations. This article defines the role of new models in the museum pedagogue, the main factors of implementing visual literacy of visitors.

**Keywords:** participatory pedagogue, recreational model, sensory repertory,