

Role of Medialiteracy in Higher Education

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ABSTRACT: This model focuses on the rapid development of communication and information transfer tools such as the Internet, television, cinema, radio, video, mobile phone, slides and pictures with various information, understanding and overcoming the problems of forming an information culture and ensuring the information security of the growing generation – one of the pressing issues of today.

KEYWORD: information, society, internet, culture, communication, globalization, technology, media, innovation, social development and etc.

It is known that in the conditions of modern globalization, the quality of education is expected to increase even more as a result of the enrichment of online teaching methods in the field of higher education with modern media. The distance learning method in this regard is of particular importance for both the teacher-educator and students with a number of amenities. The current situation the problem of information protection of educational and methodological materials necessary for students mainly attracts the attention of specialists working in the field of computer systems and networks, as well as users of modern computer tools. Given the fact that, based on such media, young people look with great interest and use them widely, it is not difficult to understand how much this issue is of great importance. From this point of view, this article focused on the role of information technology in public development.

In the information world, many new information dissemination technologies such as the Internet, Internet television, Internet radio, e-mail, online video are expected to grow further in the quality of education as a result of the enrichment of online teaching methods in the field of higher education with modern information in the context of modern globalization in the rapid development. The distance learning method in this regard is of particular importance for both the teacher-educator and students with a number of amenities. The current situation the problem of information protection of educational and methodological materials necessary for students mainly attracts the attention of specialists working in the field of computer systems and networks, as well as users of modern computer tools. Given the fact that, based on such media, young people look with great interest and use them widely, it is not difficult to understand how much this issue is of great importance.

In the information world, many new information distribution technologies such as the Internet, Internet television, Internet radio, e-mail, online video are in rapid development.

Today, we are witnessing the rapid development of many new information distribution technologies in the information world, such as the Internet, Internet television, Internet radio, e-mail, online video, and the growing range of their audience and influence. Given the fact that such media are mainly viewed by young

people with great interest and widely used, it is not difficult to understand how much this issue is of great importance.

It is known that among the population, including in the minds of the younger generation, information media play a huge role in the formation of thoughts about events, news that are happening around us in the world, side by side.

The rapid development of communication and information transmission media, such as the Internet, television, cinema, radio, video, mobile phone, slides and pictures with various data, qualitatively changes our life, understanding and overcoming many new problems, such as the formation of an information culture and the problems of ensuring the information security of the growing generation.

The culture of using information communication technologies will teach the reader to think independently, develop creative activities, receive information, process it, summarize, draw conclusions, laying the foundation for the development and development of the worldview, intellectual potential of young people. An information culture is formed on the basis of our youth's ability to work with information, search for information, not be deceived by various false information, be able to distinguish the necessary information, process, organize, understand the content of information, transfer impartial sources to friends, learn to think logically. It is important to be able to understand for whom and for what purpose the information is prepared. Each reader should have a general idea of what technical means are used in the field of communication.

In today's globalization process, special attention should be paid to the formation of skills in young people to analyze information, distinguish the main message in information, correctly understand the direction of communication, its hidden meaning, in short, analyze any information at all stages of Education. In the pedagogy of developed foreign countries, while the concept of media education occupies one of the main places, there is no clear description of media education. Currently, media resources are widely used all over the world. The conferences of the UNESCO organization in 1982 in the German city of Grünwald, 1997 in Paris, 2002 in Seville, Spain, are separately addressed to issues of media education in the resolution and recommendations.

Today, medialiteracy is included in the educational programs of high schools in Finland from 1970, and higher education institutions from 1977, if it is held in Great Britain and Australia as a separate subject in the complex of humanities. And in the 1990s, medialiteracy in the country was replaced by the concept of media education. In Sweden, it began to be taught as a separate subject in educational institutions from 1980. In the 1990s, research work on media education was carried out in Russia. In 2002, a direction was opened for pedagogical higher educational institutions in the specialty of mediateism. Also, in 2005, under the auspices of UNESCO, the textbook "media" was created, and the site of cinema education and mediapedagogy was launched in Russia. Although medialiteracy is not included as a separate science, in secondary schools of the Republic, media elements are also taught, integrated into the disciplines "Literature", "History", "sense of the Motherland", "the idea of national independence and the basics of spirituality", "Informatics" and "music".

In general, one of the priority tasks before the education system is to educate the younger generation as a patriotic person with independent thinking, respect for universal and national values, and to form spiritual immunity in the minds of young people against various ideological threats and information attacks. In today's globalization process, it is an important issue to raise the knowledge and skills of young people regarding the use of modern information and communication networks, in particular, the internet, and the analysis of information. The data says that each user has a lot of time per day to use the internet. However, at the request of today, there was a need to be able to distinguish the necessary information and information from unnecessary and useless, fake, that is, to have mediocrity. First of all, it is necessary to find answers to such questions as what medialiteracy is, why it is growing in demand around the world today. Because in recent

years, several times the acceleration of information flow, along with positive information, an increase in information of a negative nature has put the need to have mediocrity. Traditionally medialiteracy has been a person's ability to analyze works and create quality texts.

"Medialiteracy today means knowing why and why information is being transmitted. Medialiteracy man himself-who created this information and for what purpose? Is this message necessary for me? — should be able to ask the question "what is it?" and draw the right conclusions, be able to approach it critically. These questions should be asked not only when watching TV in the family circle, listening to the radio in the car or watching messages on the internet, but also when receiving any information and evaluating it, "says journalist Nargiz Kasimova in her book entitled" medialiteracy and media education: essence article according to the data, medialogs studied media and mediatechnologies and conditionally divided them into 5 types.:

1. Early media recording;
2. Print media-printed publications, lithography, photography;
3. Electric media Telegraph, Telephone, voice recording;
4. Mass media-cinematographer, television;
5. Digital media-computer, Internet.

"Media" - derived from the Latin word "media", which means "medium", "mediator" more precisely, "media". The media serve to enrich the process of continuing education with visual materials, improve the quality passage of the lesson and the effectiveness of mastering by students. At the same time, it makes it possible to make friends with the modem, photo, video, computer technology, the internet, expand knowledge. "But in addition to good, the media are also able to serve evil. Today there are children who envy Spider-Man and throw themselves down, people who believe in all the information that is given in advertisements, and those who follow alien ideas,"says the journalist throughout his opinion.

Medialiteracy plays an important role in understanding today's information environment. In young people, first of all, it is necessary to formulate the skills of sorting out the daily information transmitted and received through the media, the right decision in any situation even after receiving various information, the concepts of where, by whom and for what purpose the information is transmitted, and whose interests are reflected in it. The essence is unexplored, it is inevitable that false disseminated messages and information will radically change our lives. In the above article: "it is precisely because of the fact that, not analyzing information, young people in different parts of the world are committing crimes, and those who feel like a movie hero, taking weapons in their hands and taking innocent lives, repeating their "heroic" behavior. So it is precisely these circumstances that prevent, a conscious approach to information today is a requirement of the times," the lines are outlined.

As we noted, in the context of globalization, the formation of the global information society, information and communication technologies, first of all, the Internet is becoming an important factor affecting the development of children and adolescents. At the same time, the large-scale introduction of information and communication, internet technologies into all spheres of public life strengthened the relevance of issues of protecting young people from dangers in the information sphere, protecting their minds from coming ideological attacks from abroad, destructive influences. Users of social networks, computer games, consumers of videos and film products are faced with cases of information that negatively affects their physical and spiritual and moral development. In this regard, the experience of developed democratic countries is of particular importance, in which these issues are solved through the following tasks:

- ✓ development of national legislation aimed at protecting young people and children in the information space;
- ✓ media literacy, raising the etiquette of communicating on the network;
- ✓ creation of technical mechanisms to support safe work on the internet;
- ✓ ensuring the wide participation and interaction of state bodies, educational institutions, institutions of the family, civil society, the media in solving these issues, etc.

It is known that even in our national legislation there are mechanisms for protecting young people from unhealthy information. In particular, the law "On the basics of State Youth Policy in the Republic of Uzbekistan" prohibits any actions aimed at violating etiquette among young people in the Republic of Uzbekistan, including propaganda of violence, shamelessness and cruelty", the law "On guarantees of child rights" provides for the use of mass media that demonstrate pornography, cruelty and violence, insult human dignity, have a detrimental effect on, a ban on the distribution of literature as well as the display of films" has been established.

Most users of information, which are received via the fast internet, are young people. In the article "culture of internet use" by Fakhriiddin Soliyev, deputy of the Legislative Chamber of the Oliy Majlis of the Republic of Uzbekistan, it is said: if we look at the global information space with a real eye, one of the problems that are now causing concern and concern to the general public is undoubtedly the fact that information in the information space, killings, shootings, etc.) is the presence of internet sites), the penetration into our national information space.

Indeed, according to the reports of gazeta.uz and daryo.uz sites, the number of internet users in Uzbekistan has exceeded 13 million. Ziyonet.uz, vsetut.uz, muloqot.uz and others which is the only educational portal in Uzbekistan, communication it is a sad situation that even those who register on social network and similar total sites cannot equal the amount of those who enter the same social network in the aggregate.

These figures encourage us to pay close attention to the issue of creating our national sites as attractive, meaningful, effective, interesting, attractive for young people. Our youth will be the first to visit and be able to apply to national sites if our national sites do not walk ahead, expanding the scope of "attraction" like on other foreign sites. It is no secret that at a time when the information sphere is liberalizing, various political, ideological and other forces in distant countries, including about 120 states, are working to organize information attacks, using mass communication in their own selfish interests, abusing freedom of information and showing information threats to the growing younger generation, increasing their aspirations to distract young people who have not yet.

Today there is no sphere left in which information technology did not penetrate. In the chapter on convenience, transparency and speed, which we will not get a facade, modern information technology is becoming an important factor in updates. Therefore, special importance is attached to the widespread introduction of information and communication technologies on all fronts in order to ensure economic stability, social well-being and further increase the standard of living of the population in our country. In this regard, the focus is primarily on the formation of the legal framework of the industry. In particular, confirmation of this is the adoption of a number of laws "On Telecommunications", "On electronic document management", "On electronic digital signature", "On electronic government" in the past period. It is worth noting that the development and widespread use of information technologies are among the important strategic tasks of our state for the near and long term. One can once again be convinced of this by the example of Shavkat Mirziyoyev's speech at the joint meeting of the chambers of the Oliy Majlis dedicated to the solemn ceremony of taking the post of President of the Republic of Uzbekistan. It was noted that in

increasing the gross domestic product of our country by more than 2 times until 2030, it is important to more actively involve advanced technologies and information and communication systems in all spheres.

Consequently, world practice shows that the development of information and Communication Technologies has a key factor in increasing the country's competitiveness, collecting and generalizing information in a large stream, providing ample opportunities for organizing management at a strategic level. At the moment, on average, more than 5.5 percent of the gross domestic product created by the world falls on the contribution of information and communication technologies. According to experts, this figure is expected to exceed 9 percent in 2020. It can be seen from this that modern information technologies and software products, as one of the profitable sectors, are becoming one of the most important in the development of the state economy. It is the effective use of information and communication technologies that create conditions for the further transparency of the activities of government agencies, for the active participation of citizens and civil society institutions, the media in important management processes, moreover, today life itself shows us that the widespread use of information and communication technologies serves to improve business conduct, increase the competitiveness of the economy, ensure the rights and interests of citizens, as well as improve the quality of life.

In conclusion, it should be noted that information technology is an important tool for ensuring the openness of the reform process, establishing an effective information exchange mechanism between the state and society. At the moment, the creation of special virtual receptions of the government, ministries and departments, as well as members of parliament to establish effective communication with the population, first of all, in harmony with world practice, the continuous improvement of legislation in the field, awareness of the broad public of the content of new laws and their effective implementation in practice.

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