

*Bonukhon Umurzakova, lecturer,  
Fergana State University,  
Uzbekistan, Fergana city*

*Бонухон Умурзакова, преподаватель,  
Ферганский государственный университет,  
Узбекистан, г. Фергана*

## **THE IMPORTANCE OF MEDIA LITERACY AND MEDIA CULTURE IN IMPROVING THE EFFECTIVENESS OF EDUCATION**

## **ВАЖНОСТЬ МЕДИАГРАМОТНОСТИ И МЕДИАКУЛЬТУРЫ В ПОВЫШЕНИИ ЭФФЕКТИВНОСТИ ОБРАЗОВАНИЯ**

***Abstract:** The XXI century is the century of information technologies. Continuing education is the economic development of the individual, society and the state, ensuring its development, a priority area that meets social, scientific, technical and cultural needs, the formation of a creative, socially active, spiritually rich personality and highly qualified creates conditions for the training of competitive personnel.*

*The article examines the important aspects of media literacy and media culture in improving the effectiveness of education.*

***Keywords:** innovation, education, culture, information technology, media literacy, media culture.*

***Аннотация:** Аннотация: XXI век – век информационных технологий. Непрерывное образование Узбекистан Экономическое развитие личности, общества и государства, обеспечивающее его развитие, приоритетной сферой, отвечающей социальным, научно-техническим и культурным потребностям, формирование творческой, общественно активной, духовно*

*богатой личности и высококвалифицированной создает условия для подготовки конкурентоспособного персонала.*

*В статье исследуются важные аспекты медиаграмотности и медиакультуры в повышении эффективности образования.*

***Ключевые слова:** инновации, образование, культура, информационные технологии, медиаграмотность, медиакультура.*

## **INTRODUCTION**

The XXI century, in which science and technology are rapidly developing, and the rapid exchange of information is gaining momentum, provides humanity with opportunities that surpass each other. Along with those who take these opportunities for granted, every day there are more and more people who get lost in front of them, lose themselves, forget about their identity.



The Internet is a space in which the nationality, address, age, gender, and character of users are not selected or differentiated. Information is provided to everyone equally. Standing in any corner of the globe, you can receive the

announced information or enter into a dialogue from a second space located at a remote destination. This is a progressive achievement of modern technologies.

## **MAIN PART**

As you know, education-upbringing – should be considered the most important pillar (support) of life. Education is a social phenomenon. Education arose with the emergence of the society of personality, progressed, and with the change of society, education also changed. Education management and behavior determination are components that require and define each other-moral consciousness is a complex sum of moral activity and moral mimic relations. Education is a pedagogical process of

purposeful improvement of the personality, providing the possibility of systematic and systematic impact on the personality of the pupil.

Today, knowledge about pedagogical innovation, integration, technology is extremely important for students. Because every student in the field of pedagogy continues his career as a teacher after graduating from a higher educational institution, therefore, it is important to use innovative technologies and techniques in the course processes.

The source of the teacher's creative abilities is pedagogical experience. His creative attitude to his task in the concept of advanced experience is manifested in the search and use of new effective ways and means of educating students. It is important that a mature teacher of his field is engaged not only in the education and upbringing of children, but also learns the experiences of advanced teachers. Through innovative technologies, new qualitative changes are introduced into the educational process, as a result of which it becomes easier for the student to understand and remember a given topic. Advanced pedagogical experience is not just a manifestation of labor, but becoming the teacher's style when the kezi comes, through which the teacher can achieve high results in the process of upbringing and education.

The technologization of the educational process is an important condition for the effectiveness of the pedagogical process. It is for this reason that it is necessary for future educators to be able to use the scientific foundations of pedagogical technology and educational technology. Media should also have the ability to shape literacy and media culture in increasing educational efficiency.

What is media literacy? Why is its importance growing today? The multiple acceleration of the flow of information, the increase in the amount of information, both positive and negative, made it necessary to acquire media literacy. Traditionally, media literacy consisted in a person's ability to analyze literary works and create high-quality texts. Today, media literacy means knowing why and why information is being transmitted.

Media literacy plays an important role in understanding today's information environment. Media literacy is the study of media based on the following results of media education and sets itself the following tasks:

- understanding the process of mass communication;
- be able to understand and analyze media texts;
- Understanding the media context;
- creation of media texts and their analysis;
- media allows you to evaluate texts and sort them.

We believe that media literacy is an integral part of media education. At the same time, its appearances are increasing. Although today the concepts of media education, media research, etc. are interrelated, the concepts of media education, media research, and media culture are also used together with the concept of media literacy in obtaining, sorting, analyzing, and evaluating media information.

Today, information is considered an essential tool and a huge force. On the other hand, information is disseminated by the mass media. In some cases, you can't even turn a blind eye to the negative impact of the press on people. We know about this, seeing that the events taking place in the world are covered with a distorted interpretation. Striving for freedom is a task facing every journalist, but always knowing the limit. These obligations require honesty and fairness in the dissemination of information.

Some use the information to achieve their goals. The development of media culture in the community in the face of such problems means that it must analyze and filter the information it encounters, rather than continue to rely on it.

In the media industry, convergence manifests itself in the absence of differences between different types of media and in the fact that ownership of the same content can be obtained through different media. In the context of cultural convergence, old and new media come into conflict with each other, the interests of mass media intersect with the interests of large media corporations. Modern media culture embodies large global media groups and small companies.

It should be noted that media culture is a phenomenon of the modern era, as it is a synthesis of technology and creativity. Among the media innovations of the industrial era, the mass press, photography, telegraph, telephone, radio, cinema stand out, a little later – television, the Internet, modern multimedia.

The creative function of media culture allows an individual to adapt to modern life, the environment, to get answers to many questions, preparing him for all kinds of contradictions and cataclysms. This process is akin not only to teaching and upbringing, but also to meditation, as it contributes to the formation of self-awareness of the individual, her ability to live and create. The implementation of the integration function by the media culture is conditioned by the modern conditions of the development of society as a whole.

### **CONCLUSION**

In modern media culture, popular media with a tendency to concentrate are faced with anarchy on the internet, where any person can be a producer or author and traditional copyrights are not followed. The internet erases the boundaries between the production and consumption of media products, since any person in it can become an "author".

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