



ARTICLE INFO

Qabul qilindi: 29-yanvar 2025 yil
Ma'qullandi: 10-fevral 2025 yil
Nashr qilindi: 25-fevral 2025 yil

KEYWORDS

Media education, media literacy, information literacy, international cooperation, culture of receiving information, university network, expert.

INTRODUCTION

Today, we can no longer imagine our rapidly developing lives without digital technologies and the Internet. Currently, media literacy has become increasingly important. The development of information technologies, the widespread availability of the Internet, and the expansion of various mass media, as well as the increase in fake information, have brought about serious challenges in this area. Media literacy plays a crucial role in enabling society to make informed decisions, analyze information sources, and distinguish accurate information. Nowadays, it is difficult to control both the content of information and the ways and methods by which it is distributed through mass media. In particular, the popularity of the Internet has made this process even more complicated. The influence of information as a commodity has begun to affect young people's ability to think independently.

Young people who possess media skills must follow the norms, rules, and laws governing the use of the Internet. If a user is not familiar with the standards of privacy in the media society, they may unintentionally disclose private information to the public. Online education positively affects various professional fields and contributes to economic growth. The simplicity of the digitization and storage process, as well as the ability to access information through different devices, has increased the availability of convenient information resources for people on the Internet. Since children and young people are adept at using various applications, they can use the Internet for their own benefit—yet at the same time, they remain vulnerable. Just like in the real world, there are certain risks associated with using the Internet. The best way to protect against these risks is to teach young people how to manage them during Internet use. [1]

LITERATURE ANALYSIS AND METHODOLOGY

Media literacy education has been actively developing in the United States since the 1970s. Many universities in the U.S. have faculties of media and communication, where media literacy is considered an integral part of higher education. Various courses and training programs on media literacy are organized for both teachers and students. [2]

In the United States, media literacy is not only directed at students but also the general public. There are special programs for teachers and journalists that help them learn how to properly analyze media tools and accurately convey information.

Media literacy also holds a significant place in Europe. Many European countries have special

THE IMPORTANCE OF MEDIA LITERACY FOR STUDENTS AND INTERNATIONAL EXPERIENCE

Tashkent University of Applied Sciences

(PhD) Assoc. Prof. F.D. Shermanova

Student: M. Otamuratova

<https://doi.org/10.5281/zenodo.1526688>

ABSTRACT

The article discusses the essence of media and information literacy, as well as trends in the development of media literacy of students of higher education institutions in the digital environment. Researches and achievements of scientists of Uzbekistan and foreign countries in this field are analyzed. Specific features of international cooperation on the development of media and information literacy are highlighted.

state programs in this field. For example, in the United Kingdom, under the "Media Literacy" program, schools and universities provide education about media, and one of the main goals is to teach analytical and critical approaches to media.

In Germany, media literacy is taught especially to protect young people from media manipulation. [3] Countries such as South Korea and Japan have also integrated media literacy into their traditional education systems. In these countries, various methodologies and pedagogical approaches have been developed to teach media literacy in schools. Particularly in Japan, there are special curricula aimed at media analysis and identifying the truthfulness of information.

DISCUSSION AND RESULTS

In Uzbekistan, active efforts are being made in the field of media literacy. Programs are being developed to help the youth adapt to information technologies and learn media analysis. Within the framework of the state policy of the Republic of Uzbekistan, special attention is being paid to the expansion and popularization of media literacy. [6]

Integrating foreign experiences into Uzbekistan's education system is one of the crucial steps for the development of media literacy. It is necessary to create special courses and programs for teaching media literacy in the country. Moreover, special programs should be developed to promote media literacy through mass media. To enhance students' media literacy, it is essential to develop various digital tools. These tools can help students develop skills such as analyzing information, critically evaluating sources, and identifying fake news. Below are some recommendations for developing such digital tools:

Interactive learning platforms.

- ✓ **Online courses.** Developing special online courses on media literacy, such as video lessons, infographics, and quizzes, so that students learn how to critically evaluate information.
- ✓ **Guides and glossaries.** Creating mobile and web applications, and manuals based on the key concepts of media literacy. These will help students access information at any time.

Fact-checking tools.

- ✓ **Fact-checking apps.** Developing automated tools to identify fake news. These apps will allow students to verify the authenticity of information found online.
- ✓ **Browser plugins.** Plugins that assist in information analysis. These tools will help students quickly verify sources and the reliability of information.

Machine learning-based tools.

- ✓ **Neural network analysis.** Tools designed to help students analyze data and receive insights about the sources. These technologies rely on machines learning from different sources and distinguishing between fake and real information.

Gamification-based games.

- ✓ **Media literacy games.** Creating games to increase media literacy among students. In these games, students will perform tasks related to finding correct information or identifying fake news.

Platforms and chatbots for social networks.

- ✓ **Chatbots.** Developing chatbots that provide students with advice and information on media literacy through social networks.
- ✓ **Presentation and infographic tools.** Creating special tools that allow students to improve their knowledge through engaging, clear infographics and visual materials. [5] Using these tools, students will be able to better comprehend information and enhance their critical thinking and media literacy skills.

CONCLUSION

The importance of media literacy is increasing day by day. Studying the experiences of foreign countries and taking appropriate measures to develop media literacy in Uzbekistan is

necessary. This not only ensures the accuracy and reliability of the information flow in society but also teaches young people to use media tools cautiously.

Developing media literacy is one of the most crucial tasks for every society today. Teaching students how to navigate the information environment and find a safe, suitable path for themselves requires a systematic and integrated approach. In our view, the most effective way to achieve this is to further develop the media education system and ensure its implementation in practice.

REFERENCES:

1. SHERMANOVA F. TALABALAR MEDIASAVODXONLIGINI ZAMONAVIY AXBOROT KOMMUNIKATSIYA TEXNOLOGIYALARINING RIVOJLANISH TENDENSIYALARI ASOSIDA TAKOMILLASHTIRISH //News of the NUUz. – 2024. – T. 1. – №. 1.9. – C. 232-234.
2. Media literacy: A report of the National Leadership Conference, 2016.
3. "Teaching Media Literacy: A Guide for Educators," American University.
4. "Media Literacy in Europe: Practices and Policies," UNESCO, 2021.
5. "The Role of Media Literacy in the Information Society," Journal of Media Studies, 2020.
6. O'zbekiston Respublikasi Axborot va ommaviy kommunikatsiyalar agentligi rasmiy sayti: www.media.uz

