TECHNOLOGY FOR THE DEVELOPMENT OF MEDIA LITERACY IN STUDENTS OF PEDAGOGICAL HIGHER EDUCATION INSTITUTIONS

Feruza Madrahimova
Vice-rector of Tashkent State Pedagogical University, Doctor of Philosophy (PhD)
fmr88@mail.ru +998 99 0084446

Annotation: In today's large-scale transformation process in all areas of the Action Strategy, it is important to provide the population and the world community with objective and reliable information about events and processes in the country. The national movement supports the process of ensuring the openness of information in society, the rapid development of the national information space and expresses its readiness to support them in every possible way. The media is playing an increasingly important role in shaping public opinion in our country and further enhancing the positive image of Uzbekistan abroad.

Key words: Social networks, Mass Media, Psychological and pedagogical research, public performances, Medi pedology.

Today, they are becoming a platform for open dialogue between the government and the people, to discuss current and resonant issues. However, there have been recent cases of obstruction of journalists, including their difficulty in attending public hearings and obtaining information from government agencies. Although there are legal guarantees for the activities of media representatives, some government agencies are still not ready for open and constructive dialogue with the media and bloggers.

In many ways, the active civic positions of bloggers, separate web publications, thousands of users of social networks result in a number of resonant situations, in particular - turning on the car's headlights even in daylight, limiting "tinting", general o Appropriate decisions have been made on issues such as the introduction of a new procedure for admission to secondary education, illegal demolition of housing and real estate. As a result, important decisions have been made to ensure the unconditional guarantee of property rights of citizens and businesses. Such examples show that the opinions and constructive suggestions of citizens, even if they are expressed through the media or social networks, are taken into account, thus ensuring the participation of the population in government and society. However, there is another side to the coin.

Accounts called "trolls" are becoming more active in the network, along with citizens who are ready to express their views openly, to offer new initiatives and ideas. They try to disrupt the public consciousness by disguising themselves under false names and spreading ambiguous posts or false information. In the comments, in most cases, people try to discredit or incite people by using words that insult their personality, in violation of the rules of ethics.

Interestingly, fake accounts take significantly less time to climb the list of most viewed messages. Because of the misinformation, network users try to spread the word. As a result of such cases, trust in government agencies leads to a decrease, various rumors, misconceptions. There is a priority in being the first in the media world: whoever provides the first information will be the right one in the end. Even if there is an official denial of the fake information, it does not guarantee that the situation will change for the better. In this debate, rational arguments lose out on emotional stereotypes.

Deliberate misinformation is a danger to any society. Such acts, including slander and insult, are subject to civil, administrative and criminal liability. The issue of improving law enforcement practices and legislation in this area, including the clarification and unification of specific procedures, to ensure their compliance with international law remains open. The Law on Mass Media does not specify whether the protection of journalists' right to information differs from the protection of the public's right to information in general. Accordingly, there is no reason for journalists and the public to differ in their ability to access information as subjects of the right to information.

According to the organization, the law does not clearly define "interference in the privacy" of citizens and can be used to protect public officials from disclosure of information about their income, property rights, expenses and other issues of public interest.

It is well known that education plays an important role in the development of society. In any field, highly educated professionals will have the opportunity to engage in research, create new products and develop technologies. The globalization process and the deep competitive environment between companies require professionals to be prepared for this. Not only do they provide a favorable environment for the development of their ideas and the practical implementation of their theoretical models, but they are also an important intellectual factor for the innovative development of the economy.

Many publications, the media, information and communication technologies, the overuse of all things called media, in many cases, have a negative impact on the mental and physical health of modern school students. Psychologists say that the widespread use of media technology is not useful and is fraught with significant risks. Most studies have shown that computer games, playful entertainment programs, and the media influence the short-term thinking of schoolchildren. Take energy drink advertising, for example. Apparently, these drinks are advertised as having a strong intoxicating effect.

Adolescents all over the world consume this drink. Under the influence of this advertising, it is possible to observe that mainly teenagers, before the body is fully formed, consume these drinks in excess and as a result die from it. Films and music videos that do not comply with the national traditions and customs and moral norms, which are increasingly promoted in the media through various Internet sites and social networks, have a negative impact on the minds of our young people. causing the disintegration of the sacred notion that. As a result, the level of critical consciousness decreases, and the system of material and moral values changes in its perception of the environment, as well as in its ability to analyze and synthesize information.

Psychological and pedagogical research shows that the world around us becomes a mosaic of scattered evidence based on short-term thinking. The emotional state of the students is studied, the evidence is exchanged like a kaleidoscope, and the students need new impressions on a regular basis. In this fast-paced process, students' emotional sensitivity begins to decline. The owner of short-term thinking works only in meanings of a certain length and cannot work with arbitrarily complex semiotic structures.

On the outside, this is due to the fact that schoolchildren are not able to pay attention to any information for a long time and their ability to analyze is reduced will be Short-term thinking is produced through the use of mosaics and low-level superficial information in a ready-made form over a long period of time through computer tools and the media. Short-term thinking is often referred to as momentary thinking.

The child is given 2-3 minutes to understand a certain situation, and immediately forgets everything, because the flow of new information begins. Short-term thinking weakens feelings and sense of responsibility. This form of thinking interferes with the full development of the child and leads to a radical deterioration of his personality. In this context, it is necessary to develop media competence, to form it taking into account its modern requirements and to determine its pedagogical conditions.

It is now necessary to identify areas for the formation and development of media competence by improving the knowledge of students in the field of information technology in accordance with the requirements of scientific and technological progress. L. S. Vygotsky characterizes the first 2 years of children as a stage of speech development. After the age of two, the directions of thinking and speech begin to develop together, and the synergy of this process is observed. Many years a number of other psychologists have shown that the state of active consumption of media, computer games and entertainment programs is not controlled by adults and does not meet the requirements of educational standards. does not respond. This interferes with the normal mental development of schoolchildren. As a result, verbal thinking does not develop in its place because schoolchildren do not use internal and external speech when watching public performances and playing computer games.

This means that teenagers who use social media, especially young people, need to be taught the culture of using the Internet (media culture). There is a need to teach students to communicate competently with the help of modern media, to distinguish important and valuable information. Unfortunately, our country does not pay enough attention to the media literacy of schoolchildren. That is why the introduction

of media education is so important. Media education should be organized on the basis of universal values, based on the traditions and national values of our people.

The modern education system considers the use of means of communication and Medi pedology to form the skills of orientation in the information field, to resist manipulations of public consciousness, to adapt people to new social conditions, life for positive self-development of a person (moral, political, socio-cultural, legal, aesthetic, etc.).

Recently, there has been a positive trend - the synthesis of media education and media criticism (analyzing specific media texts and current problems of the functioning of the media in the production of information in society). In our opinion, it is media criticism (in the press and the Internet), addressed not only to media professionals, but also to a wide audience that cant to carry out the so-called "lifelong" media education of the broadest strata of society.

List of References:
1. Mirziyoyev Sh.M. We will build our great future together with our brave and noble people. - T.: "O'zbekiston", 2017. - 488 p.
2. Mirziyoyev Sh.M. Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis. –T: "Uzbekistan" NMIU, 2018.-88 p.
3. Mirziyoyev Sh.M. Critical analysis, strict discipline and personal responsibility should be a daily rule of every leader. –T .: "O'zbekiston", 2017. - 104 p.
4. Mirziyoyev Sh.M. Together we will build a free and prosperous, democratic state of Uzbekistan. –T .: "O'zbekiston", 2017. - 32 p.
5. Mirziyoyev Sh.M. The rule of law and the protection of human interests are the key to the development of the country and the well-being of the people. –T .: "O'zbekiston", 2017. - 48 p.
6. Zagvyazinsky VI Teaching Theory: Modern Interpretation. - M .: Akademiya, 2001 .-- 192 p.
7. Manuilov V.F., Fedorov N.V., Blagoveshchenskaya M.M. Technologies requiring modern science in engineering education // Innovations in the Russian Higher Technical School: a collection of articles. articles. - M., 2002. - Nashr. 2. - P. 11-20.
8. Methodological recommendations on the formation of requirements for the results of the development and mastering of basic educational programs of higher education, carried out on the basis of the Federal State Education Standard. - Belgorod: IPK NRU "BelGU", 2010. - 83 p.
9. Pedagogy and psychology. URL: http://www.pedagogics-book.ru (access date: 18.11.2013).
10. Selevko G.K. Problematic learning // School technologies. 2006.
11. Makhmutov M.I. Organization of problem learning. –M .: Pedagogy, re-edition. 2016.202 p.
12. Lindsay G., Hull KS, Thompson R.F. Creative and critical thinking // Reader in general psychology. Issue 3. Subject of cognition / Ed.
13. V.V. Petukhov. –M., 2015. Halpern D. Psychology of critical thinking. –SPb .: Peter, 2000.
14. Zair-Bek S.I., Mushtavinskaya I.V. Development of critical thinking in the classroom. –M .: Education, 2004. 175 p.
15. PolatE.S., Bukharkina M.Yu., Moiseeva M.V. New pedagogical and information technologies in the education system. –M .: Academy, 2016. 272   p.