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**DEVELOPMENT OF STUDENTS' MEDIA CULTURE AS A DOLZARB PEDAGOGICAL
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ABOUT ARTICLE**Key words:** Modern information technologies, students, media, culture, media culture, media education, media literacy, media skills.**Abstract:** In this article covers the content and essence of the concepts of media and media culture, and it is also said that the development of students' media culture is an urgent pedagogical problem.**Received:** 17.10.2023**Accepted:** 22.10.2023**Published:** 27.10.2023

INTRODUCTION

Among the main trends of world development, the transition to an information society is an important task, that is, the influence of media in all aspects of society is considered an urgent problem. According to the recommendation of the legislative meeting of the European Union Parliamentary Assembly, the production of software tools will stimulate the formation of media competence of young people and adults, and is also considered as an indispensable factor affecting the media culture of modern society .

The components of the information society based on the environment of modern information and communication technologies are media, language and culture. It is the language and culture of the world we live in that is made up of human media competence. The importance of media competence in the world is emphasized in the recommendations of various international organizations, including UNESCO, and the idea of developing media competence of future pedagogues is supported.

Therefore, the issue of media culture development of students of pedagogical higher educational institutions is one of the urgent issues facing science and practice. In this regard, in accordance with the requirements of modern scientific and technical development, the creation of technology for the development of media competence by improving the knowledge of the students of pedagogical higher

education institutions on improving the media culture is of particular importance among the researches in the pedagogical direction.

In our republic, the education system has been fundamentally reformed, and major changes have been made in the system of continuous education, including higher and secondary special education. In particular, the reforms are bearing fruit today. In the implementation of these processes, the main tasks of teachers-pedagogues are to effectively use the environment of information and communication technologies, to train national personnel, to raise the young generation to maturity.

LITERATURE ANALYSIS

In today's fast-paced and rapidly developing era, the effectiveness of educational activities depends on the level of media-related knowledge, skills and abilities formed by students. Therefore, a number of scientific studies have been carried out on the problem of media culture development of students of pedagogical higher education institutions. For example, problems of media education in the Republic of Uzbekistan S. Beknazarova, Ya. It was studied by Mamatova, S. Sulaymanova and several other scientists, and its scientific and methodological foundations were developed.

A.Veryaev, L.Zaznobina, N.Zmanovskaya, A.Milyutina, Ye.Nikitina, G.Onkovich, V.Protopopova, A.Fyodorov, I.Fateeva and other scientists from CIS has conducted considerable research on Scientists such as S.Blumeke, D.Buckingham, U.Carlsson, K.Domaille, A.Silverblatt, Mc.Mahon, W.Potter, C.Worsnop conducted research in foreign countries on the development of media culture of students of higher education institutions through the sciences of information and communication technologies. carried out his work.

METHOD

As a result of the rapid development of information and communication technologies, the term "media" appeared. The term "media" is derived from the Latin language (from the words "media" and "medium") and means guide, mediator.

Media is a correct and circular communicative communication system in society, it is a space that creates temporary interaction with people, interests them, and distracts them. The term "media" was originally used in the 20th century to refer to the tools that form mass culture .

According to the European Union documents, media education is media competence, which should be understood as a critical and thoughtful attitude to the media in order to educate responsible citizens

who are able to express their opinion based on the information received. Development oriented education. This is the use of information necessary for citizens, its analysis, identification of economic, social and cultural interests related to them.

Media culture is a set of knowledge, skills and abilities needed to analyze, evaluate, and create various media works. Media culture is a necessary part of the culture of a person, familiarization with the types of mass media, the information distributed through them, the acquisition of theoretical knowledge, practical skills, skills in the relevant fields based on their selection, sorting, analysis and evaluation. thorough acquisition, the sum of abilities to skillfully apply this knowledge in professional, everyday, cultural, spiritual and educational (practical) activities.

In essence, the acquisition of media culture by a person is not a spontaneous process, but is based on evolutionary development in several stages. The general essence of the process of formation of media culture in a person finds its full expression in media literacy, media knowledge, media skills and media competence. Media education forms media culture and literacy in young people, develops their speech, communication and creative thinking skills from a spiritual, aesthetic and intellectual point of view.

In today's information society, it is less possible to close and ban various forms of information received from various pages, including YouTube, Mytube, Facebook, Telegram, Instagram, WhatsApp, Twitter, and to limit various plots being transmitted, using the Internet. Therefore, the emergence of the concept of media education on the scene will further increase the possibilities of its future development in the field of education.

CONCLUSION

In conclusion, it should be mentioned that the development of media culture is an important component of social and cultural competence.

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