

Application of Media Education Models in the New Uzbekistan and the Strategy of Formation of Personality Media Culture

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ABSTRACT

In article the state of media culture and media education in Uzbekistan, as well as their role in the modernization of higher education system of country are considered.

KEYWORDS: *and phrases: media culture, media education, media, modernization and Informatization of the system of higher education in Uzbekistan.*

As you know, modern life takes place in the world of media - an expanding system of mass communications, an "information explosion", the main characteristics of which are randomness, infinity and redundancy. In this regard, our social ties and models of post-modern identity become more complicated, forcing us to turn to the understanding of media culture, its role in the modern era.

Media (from the Latin "media", "medium" - means, intermediary) is a term of the 20th century introduced by the Canadian sociologist M. McLuhan to refer to the phenomenon of "mass culture" ("mass-media")¹. As for the concept of "media culture", this is the brainchild of modern cultural theory, denoting a special type of culture of the information age, which is an intermediary between society and the state, society and power. Media culture can be defined as a set of information and communication tools, material and intellectual values developed by mankind in the process of cultural and historical development, contributing to the formation of public consciousness and socialization of the individual. Media culture includes the culture of information transmission and the culture of its perception; it can also act as an indicator of the level of development of a person who is able to perceive, analyze, evaluate media text, engage in media creativity, and acquire new knowledge in the field of media.

The priority tasks of modernizing the socio-cultural environment of the developing countries of the world, including Uzbekistan, in the 21st century are:

- computerization of mass libraries, museums, archives;
- creation of public databases and databanks in the field of humanities and social sciences;
- Creation of a wide network of cultural and information centers in the regions of the country;
- creation and development of the national sector on the Internet;
- ensuring information security of the individual, society and the state.

In this regard, the question of the role of media culture as a unique phenomenon of the information age, as a sign system, a "code" that transmits information about the world around a person and forms new thinking, becomes especially relevant. And this, in turn, poses new challenges for the theory and practice of media education as a factor in the socialization of the individual.

Media education not only influences the formation of the media culture of the individual, but also significantly affects the mental identity of the younger generation of Uzbeks, and this proves that the

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media culture of the individual is a complex concept that includes informational, political, moral and aesthetic components.

Media education can be divided into the following main areas³:

- media education for future professionals (journalists, filmmakers, media critics, editors, managers, producers, etc.);
- media education of future teachers in pedagogical universities and universities, in the system of the Institute for Retraining and Advanced Training;
- media education as an integral part of the general education of schoolchildren and students;
- media education in cultural and leisure centers;
- distance media education;
- independent (continuous) media education, carried out throughout life.

The prospects for media education in Uzbekistan are directly related to the process of social modernization, the problems of forming the foundations of civil society and, accordingly, the media culture of the individual in the 21st century. Media education in Uzbekistan is developing as an independent direction and is becoming increasingly important in the educational process of general education institutions, while influencing the quality of the educational process. Today, every teacher is faced with the task not to protect the wards from massive flows of various information, but to teach how to use them, choosing the useful and reasonable⁴. Ultimately, this contributes to the disclosure of the talents of each person.

The main problems of discussing the subject of media education within the framework of the section "Media education, culture of infocommunications and information security on the Internet" were the lack of an interdisciplinary and interdepartmental platform for a qualified and systematic consideration of the entire thematic complex - media education, media pedagogy, media journalism and information security with a variety of border questions.

It should be noted that print publications do not lose their importance in the system of media education in Uzbekistan. A feature of the development of this segment was the increase in the names of specialized newspapers and magazines. Only organizations of the education system this year became the founders of four new journals. Showing interest in this niche and publishing houses of non-state form of ownership. Among them is the publishing house "Chinor", which systematically presents new projects in the field of pedagogy, ecology and the system of higher education.

The effectiveness of the modernization of the system of higher education in the Republic of Uzbekistan is confirmed by the Resolution developed by the working group of the Program for the modernization of the material and technical base of higher educational institutions and a radical improvement in the quality of training. This document includes a set of measures to strengthen and develop the material and technical base of universities, higher educational institutions and to optimize areas and specialties for the training of highly qualified personnel, further improve state educational standards, as well as the parameters of the estimated volume of financial costs for its implementation.

The document contains lists of universities included in targeted programs for the construction, reconstruction, overhaul and equipping of educational and laboratory buildings, sports facilities and student accommodation, as well as modern research laboratories being created at universities. The priority task for each of us is to learn to assess the quality and reliability of information, to be selective in its consumption, to select the necessary information⁹, systematizing it in certain areas of science, to fit it into the knowledge that an educational institution provides, to be critical of any

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information, everything the foregoing will be the key to the formation of a modern educated personality.

In addition, information technologies have accumulated significant experience in the field of introducing information technologies into the educational process, organizing the information environment based on electronic, distance learning technologies.

A strong position in the structure of media education in the country, especially in recent years, is occupied by the Internet. It is remarkable that the leading educational development centers of the country began to take an active part in filling the global network with new information about Uzbekistan, which contributed to the growth of the Internet rating among students. Among the powerful domestic virtual projects are the national educational network Ziyonet, the educational portal of the Ministry of Public Education, the website of the Ministry of Higher and Secondary Specialized Education, the educational portal of the Interschool Resource Center and other Internet resources, the demand for which is growing every day.

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