

**COMMUNICATION WITH THE PUBLIC AND THE ISSUE OF MEDIA LITERACY
AMONG YOUNG PEOPLE****Mansur Yunusov***Republic of Uzbekistan**State under the President**Associate Professor of the Academy of Management*

Abstract: *In this article, communication with the people, the culture of working with information of young people, improving the media literacy of the people, ensuring information security, developing moral immunity in the mind of young people from the negative consequences of information, analyzing news processes in the world information space, and protecting young people from the attack of toxic information are covered in this article.*

Keywords: *information, media literacy, society, negative information, information security, political consciousness, political culture, talented youth, moral immunity, toxic information, news space*

"Our selfless and patriotic young people, like you, will actively participate and make a worthy contribution in creating a new foundation for the development of our country." Sh. Mirziyoev

In our country, systematic work is being carried out aimed at educating the young generation and creating all the necessary conditions for them to take an independent step into life. In order to support young people and develop them into a mature generation, a unique system of ensuring the social and cultural rights of young people was created by our honorable President Sh.Mirziyoev. More than 10 state social programs and concepts such as "Youth are our future" and "Five important initiatives" are being implemented.

A lot of work is being done aimed at educating young people in the spirit of patriotism, respect for our national traditions and values, bringing up a spiritually mature and physically healthy generation, and protecting their rights and interests.

Current issues affecting a wide range of young people, especially the creation of suitable conditions for unorganized youth to find their place in life, providing them with all-round support, career guidance and employment, and encouraging their initiatives, are being organized at a high level.

In the regions of our republic, first of all, in the remote areas, a large number of young people living in the remote areas will be able to realize their talent and talents, to introduce wide opportunities to engage in entrepreneurial activities, to protect them from the influence of various harmful vices and foreign ideas, and to solve important tasks such as early prevention of offenses among young people. legal mechanisms are

being created. "Youth technoparks" are being built in order to support young men and women in search of places.

It was also a historic event that the "Young Scientists" innovative project competition with a total value of more than 30 billion soums was announced for the best scientific developments among young people, and up to 50% of the costs of obtaining international "IT" certificates were covered from the budget. Honorable President Sh.Mirziyoev addressed to the youth, "Appreciate science, strive for science!" Don't waste a second of your time! Youth is the most precious period of life. Never forget that science and knowledge are wealth that does not burn in fire, does not sink in water, and no one can take it away from you!" - his words that motivate young people have been serving to increase the desire to learn in their hearts.

In order to implement innovative projects and new developments of young people, 300,000 young people were trained free of charge in the basics of computer programming within the framework of the "One Million Programmers" project. Competitions such as "Rainbow Stars", "The Most Active Youth Leader of the Year", "Captain of the Year" are being held in order to strengthen the leadership ability of young people, increase their activity, provide comprehensive support, popularize advanced work practices. In addition, the holding of contests and competitions such as Student Festival, Intellectual Games Week, "Student of the Year" among higher educational institutions serves to increase their intellectual potential and organizational ability.

Most gratifyingly, the President's grant was introduced for 200 young people who scored the highest points in the entrance exams to higher education institutions. If an existing Presidential Scholarship is for one academic year only, the grant will be paid until the student graduates, i.e. for four years. That's why the procedure for granting preferential educational loans to families with two or more children studying at a higher educational institution on the basis of a contract has been developed. In this, the loan was supposed to be returned after the end of the study period and after our young people get a job.

In our country, the "Healthy Lifestyle" electronic platform was developed for the purpose of physical and spiritual growth of the young generation, including the meaningful organization of their free time and wide participation in mass sports. "Health corridors" for walking and cycling have been established in the regions.

The Law of the Republic of Uzbekistan "On State Policy Regarding Youth" was adopted in order to fundamentally improve the activities in this direction. , created a solid legal foundation for educating ambitious young people, realizing their intellectual and creative potential.

The concept of "state policy on youth" was defined by this Law. Article 3 of the law states that the state policy on youth is a system of socio-economic, organizational and legal measures implemented by the state that provides for the creation of conditions

for the social formation of young people and the development of their intellectual, creative and other potential. marked.

During the time of Amir Temur, parents were responsible for the child's behavior, the father was dismissed from public services for the unsatisfactory behavior of the child, the parents were fined, the elders of the neighborhood consulted and moved them out of the neighborhood, they did not join the community, they reminded the parents of their responsibility towards their children. Today, the role of the neighborhood in the education of young people is increasing. Dear President addressed the young people saying, "You are certainly capable of preserving the spiritual power and eternal values of our people and glorifying them to the whole world.

In the festive greeting of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the youth of Uzbekistan on the occasion of the Youth Day, which was celebrated for the first time in our country in 2018, he said: "We will continue the state policy regarding youth with determination. Not only will we continue, but we will raise this policy to the highest level that the times demand today as our highest priority. "We will mobilize all the strength and capabilities of our state and society so that our young people have independent thinking, high intellectual and spiritual potential, become people who are equal to their peers in any field on the world scale, and become happy," he said. effective implementation, comprehensive support of young people, fundamental reform of the system of protection of rights and legal interests.

At the same time, in order to encourage our dedicated young people who are achieving high results and achievements in various fields, the "Brave Boy" state award and the "Builder of the Future" medal were established. Five important initiatives are being implemented, including the tasks of widely involving young people in culture, art, physical education and sports, increasing their literacy in information technologies, promoting reading among young people, and ensuring employment of women. On June 30, 2020, the Decree of the President of the Republic of Uzbekistan No. PF-6017 "On measures to fundamentally reform the state policy regarding youth in the Republic of Uzbekistan and bring it to a new level" was adopted. In accordance with the decree, the tasks of bringing the state policy on youth to a new level in Uzbekistan, developing effective solutions to problems in the field of youth, and effectively organizing and coordinating the activities of competent bodies were determined.

Also, in order to implement the tasks set by this Decree and the meeting of the President of the Republic of Uzbekistan with the youth of the country on December 27, 2019, the Youth Affairs Agency of the Republic of Uzbekistan and its departments of the Republic of Karakalpakstan, regions, Tashkent city administrations and district (city) were established. The main tasks and directions of activity of the Youth Affairs Agency of the Republic of Uzbekistan were determined by the above Decree. The Youth Affairs Agency was recognized as a state organization that develops and implements a unified state policy, strategic directions and state programs in areas and directions



related to youth, as well as performs state control over compliance with legislative documents in the field of youth policy.

At the same time, by the Decree of the President of the Republic of Uzbekistan No. PF-6017, the program of additional measures for the further development of the youth policy in Uzbekistan was approved. In the program, among other things, the establishment of the portal of the youth of Uzbekistan and the formation of the national indices for the evaluation of the youth policy and the base of the legislative documents related to the youth are established in it. The activities provided for in the program are financed by the Youth Affairs Agency directly or through the distribution of state grants and subsidies allocated to non-governmental non-profit organizations in the form of social orders. In accordance with the decree, the Coordinating Council for the implementation of measures for the further development of the youth policy in the Republic of Uzbekistan was established and its main tasks were defined. The Youth Affairs Agency is creating a list of unemployed youth in the region and implementing targeted measures aimed at ensuring their employment. Also, a reserve of young personnel with high professional potential, initiative and active participation in the implementation of reforms is being formed.

Starting from January 1, 2021, within the framework of the Presidential Decree on the "Youth - Our Future" State Program: and other legislative documents, financing the activities from the funds of the "Youth - Our Future" fund, the procedure for providing compensation and subsidies to cover interest costs on allocated loans canceled; it was determined that project lending will be carried out directly by commercial banks on the basis of market principles. In this case, the amount allocated by the State Fund for the Support of Entrepreneurial Activities for business projects of young entrepreneurs is 2 billion soums, the interest rate on loans in national currency of commercial banks, whose interest rate does not exceed 1.75 times the main rate of the Central Bank, which exceeds the main rate of the Central Bank, but does not exceed 10 percentage points a compensation payment mechanism was created to cover at least part of it. From January 1, 2021, "Youth - our future" was reorganized as an independent non-governmental non-profit organization. Also, according to the Decree, the institutional system of "Pride of the Motherland" was introduced, which provides for the formation of a reserve of promising personnel among young people, who actively participate in the implementation of reforms and solve local problems, and who support young people who are worthy of leadership positions.

In order to fundamentally reform and further develop the comprehensive youth support system, 2021 has been declared the "Year of Youth Support and Public Health Promotion" in our country. The awarding of this title to the year 2021 also indicates the high level of attention and care given to youth in Uzbekistan by the Head of State.

To bring up the young generation in our country in a perfect manner, as our honorable head of state said, "You are the descendants of Khorezms, Farghanis, Beruni

and Ibn Sina, Ulugbek, Navai and Babur, Bukhari and Termizi" - in the words of Purmana, to provide all the necessary conditions for them to take an independent step in life. to create, widely involve young people in culture, art, physical education and sports, increase their literacy in information technologies, promote reading among young people, ensure employment of women, and at the same time, by forming modern entrepreneurial skills in young people and creating new jobs Ensuring employment, effective prevention of delinquency and crime among minors, prevention of family splits, the formation of strong patriotism in the young generation and a firm citizenship position are important tasks of the state policy regarding youth in our country.

The culture of upbringing in young people is laid first of all from the family. In the family, it develops with parental education, grandparents' education, and education formed in the family environment. Today, every family has its own character, its own environment, as it is formed in this environment, while growing up in this environment, while receiving education, the attitude of each young person to that family and the upbringing received in the family will influence this society. If he received a good education, it will have a positive effect, if he received a bad education, it will have a negative effect. First of all, it is necessary to properly organize family education for young people, to lay the foundations of family education firmly.

Opportunities created for young people - the doors of great opportunities have been opened for young people in our country today. Today, doors of great opportunities have been opened for young people in all areas of education, healthcare, sports, professions, language learning, IT technologies. It can be said that it is a manifestation of the large-scale reforms of our honorable head of state as an initiator, and his attention and love for young people. Because, today, in every lecture, in every speech, the President often puts forward the issue of youth. In particular, today's young people need to mature, to increase their struggle for life, to teach them to enter life, to teach them to acquire knowledge and thinking so that they can find their place in life, to train them and to establish the tradition of mentor-disciple. They have opened the door to great opportunities for youth peer influence.

At meetings with young people, at the youth forum, as well as in his speeches at every holiday, he raised the issue of youth as a global issue on the world stage. Today, the law on youth is adopted at the level of state policy in our country, so that they use the opportunities created to find their place in life wisely, and tomorrow, being a good professional owner will benefit and benefit this society with knowledge and thinking. done.

Today, large-scale quotas are allocated to young people in the field of education, the number of educational institutions is increasing, various grants, projects, and start-up projects are organized and supported to help young people realize their creative work, new ideas or innovative ideas. great attention is also being paid to ensuring the

participation of young people in building the foundations of the new Third Renaissance - the new renaissance era that is being built.

Reading culture among young people - young people who read each book begin to find the artistic interpretation of that book and the main idea, the interpretation of the era put forward in those works. There are two types of events observed when reading a book, the first is a simple reader event and an observable reader event for use in a practical process. When reading a book, a young reader first gets acquainted with the development of events. What does the author want to say in the book, what period does he want to reveal the analysis of, and what is hidden in its climax, and what lies in its foundation, content, and what does this book give us? If you read it with such critical-analytical and comparative issues, you will certainly begin to see a big world in the book. Dear President, "A child who reads a lot of books in the future will lead ten children watching TV today." - they described it as.

Today, we believe that the creation of Bookworld stores, Book-cafes, libraries, and modern bookstores in our country is a great opportunity for young people to read books. Every reader should be able to choose 20-25 books that will give him strength and support. In the first place, to separate black and white in life, to learn the development of events from books, in the second place, to learn the development of events from books in order to choose a profession, in the third place, from the book, to fight for tomorrow in life, to be able to distinguish between good and bad events, and to learn critical-analytical, creative thinking, to learn to think in a new way. learns more from reading. Along with reading books, he enriches his thinking. That's why our honorable president signed a special decision to increase the love of young people for books, to return young people to books, to increase the culture of reading, and a special program was launched, and according to this program, reading weeks, reading contests and encouraging people who read books with cars , the organization of the President's gifts from the book will help them find their own world tomorrow, find their place in life and become a good business owner.

Our grandfather Amir Temur in Sarkar also paid great attention to reading books, even His Holiness Navoi organized special funds for artists, scholars, virtuous people, supported and encouraged them, and they were the cause of leaving a good legacy. Today, our youth are reading a lot of books, paying attention to a lot of books, trying to read a lot of books. This culture of reading, the impression they get from books, the spiritual world they get from them will definitely make them a mature person for tomorrow. Because the power in the book, the enlightened universe in the book always purifies the heart of a person and leads him to higher destinations.

Youth creative projects - modern thinking has become a new habit among young people today. It is interpreted as a new tradition. Because every young person is watching world events, working with modern information technologies and actively working with mass media and social networks at the same time, he started to compare



the world events and youth initiatives in developed countries. In exchange for international knowledge, he began to study innovative news and creative ideas. Today, young people are becoming the driving force of knowledge, they are literally generators.

Participation of young people in society - a young person who can create one new project or idea in one neighborhood can be an example for several hundred young people. Because its development brings prestige and attention to that neighborhood. It creates new jobs, brings a new world view, and creates new ideas in people. Today, young people are rapidly entering the society. Our honorable president paid a lot of attention to the youth. As a result, the opening of presidential schools, special schools, specialized boarding schools, schools of creativity, schools of Temurbeks and modern education in these schools will cause young people to become leaders, observe life with a deep look and bring new projects with a new world view. We see that the young people who are studying in creative schools are growing new Abdulla Oripovs, Erkin Vahidovs, Hamid Olimjons, Muhammad Yusufs.

USED LITERATURE:

1. Writers' Union of Uzbekistan - www.ijod.uz
2. Union of Journalists of Uzbekistan - www.journalist.uz
3. National Information Agency of Uzbekistan - www.uza.uz
4. Academy of Public Administration - www.dba.uz