

## OPPORTUNITIES FOR IMPROVING THE QUALITY OF EDUCATION BASED ON MEDIA EDUCATIONAL TECHNOLOGY

**Mahmudova Nodira Jamollidinovna**

*Guliston davlar universiteti*

*Pedagogika fakulteti o'qituvchisi*

**Abstract.** *This article discusses the possibilities of improving the quality of education based on media education technology. Media education allows you to raise and educate an enterprising child. The purpose of using this technology is, on the one hand, to develop thinking qualities such as flexibility, mobility, consistency; on the other hand - search activity, striving for novelty; is to develop speech and creative imagination.*

*It is emphasized in the article that the formation of media culture in students through the teacher's pedagogical skills is very effective. Today, teaching using the Internet has already been widely implemented in the educational system of the developed countries of the world. The formation of media culture among schoolchildren is important not only in the educational process, but also in the comprehensive preparation for life.*

**Key words:** *student, education, potential, opportunity, media education, media literacy, media culture, education, multimedia, purpose of media education, pedagogical skill, communication.*

Today, it is difficult to imagine the development of almost all areas of society, including education, without "media" (ie: television, radio, cinematography, mass publications, computer information systems).

In the context of the globalization of the information space and its "openness", the flow of new knowledge, facts, views, and concepts is rapidly increasing, and the problem of using information provided through mass media communications is emerging.

Currently, it is becoming difficult to control both the content of information and the methods and ways of their distribution through mass media networks. Under the influence of such a mixture of information, the problem of the student's independent thinking, the formation of his views, values and ideals requires the search for ways to organize the world of information in the mind of the student, the development of a system of new methods and skills for dealing with information. requiring exit and formation. Moreover, research in this field in the world educational practice began in the 70s of the last century, and a unique direction in the science of pedagogy - media education - has appeared and is being formed.

In the Decree of the President of the Republic of Uzbekistan dated 11.05.2022 No. PF-134 "On approval of the national program for the development of public education in 2022 - 2026", the Ministry of Public Education is required to develop multimedia applications, which it was mentioned that multimedia will be provided through special

electronic systems (S-testing, Onlinedu, Digital textbooks, etc.). By the end of 2022, it is planned to create 10 mobile electronic resources and 100 multimedia products for new generation textbooks. Electronic resources prepared by specialists serve to supplement students' knowledge. Multimedia products created on the basis of topics help the teacher, guide parents, and allow the student to master knowledge perfectly.

Through multimedia, students provide themselves with media education. Many scientists from different countries have mentioned several ways of forming basic concepts such as "media environment", "media culture", "media education", "media literacy".

Media education - (Eng. media education, Latin means media -). The very concept of "education" is a social institution that ensures the reproduction and accumulation of not only professional and scientific knowledge, but also spiritual norms and cultural values. Media education focuses students on studying the principles of mass communication (press, television, radio, film, video, internet, etc.).

The main tasks of media education are: to prepare the new generation for life in modern information conditions, to perceive various information, to teach a person to understand it, to understand the consequences of its influence on the psyche, to master the methods of influence and to enter into a relationship using technical means of communication based on non-verbal forms. The role of education and media education in the development of society and the state is great.

Through media education, the leading countries of the world have achieved the priority of the education sector. Today, in order to achieve a new high-quality education, it is necessary to optimize educational information and teaching methods, to actively use open educational technologies.

Media education means the process of personal development through media.

Using the flow of information coming from sources correctly, learning the information necessary for one's development. Analysis of all media resources plays an important role in today's information society. The analysis of foreign media education shows that students mainly use Internet and television sources during their studies.

In world media pedagogy, the educational and creative methods of media are used.

Media-educational methods are mainly divided into the following important stages;

- Learning about media theory, its history, structure, and language (educational media technology);

- Development of reception of media texts "reading, understanding, activation of imagination, development of memory, development of different ways of thinking" (critical, creative, intuitive and image creation).

- In order to carry out media-education activities, it is necessary to have certain professional knowledge, skills and indicators:

- The level of having theoretical knowledge and the latest information in the field of specially oriented media education;

- A motivated pointer.

For example, to the educational process:

-mental;

- visual;

- sensor;

- activity with audio;

- the level of methodological skills in the field of rapid media education, for example, the adoption of media sources and their information through a creative approach.

The goals of media education are expressed as follows:

- teaching to understand and process information provided by the mass media, broad interpretation;

- to develop creative thinking, to understand the hidden content of this or that message, to know how to resist efforts to change the minds of young people in negative content information;

- formation of skills to find, prepare, deliver and receive the required information.

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, theoretical knowledge, practical skills, acquisition of 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 big stage will further increase the possibilities of its future development in the field of education.

In conclusion, it should be mentioned that the development of students' knowledge based on media education is an important component of social and cultural competence. Media culture takes place in relation to various types of information and media texts at different stages of the pedagogue's activity in the field of media.

**REFERENCES:**

1. On approval of the national program for the development of public education in 2022-2026. Decree of the President of the Republic of Uzbekistan dated 11.05.2022 No. PF-134 and its Annex 1 - // Electronic resource. The National Database of Legislative Information of the Republic of Uzbekistan
2. Media culture and education: osobennosti vzaimodeystviya i razvitiya. – // <https://topuch.ru/referat-mediakultura-i-sovremennoe-obshestvo/index.html>
3. Development of education using software tools. – // <http://hozir.org/pedagogik-dasturiy-vositalar-v2.html?page=19>
4. Umataliev Z. Media safety as the foundation of the future of our work. —Combating informational threats through scientific-pedagogical and educational-methodical publications: prevention, technology, mechanism, collection of the republican scientific-practical conference. - T.: 2017. 223 p.
5. [www.ziyonet.uz](http://www.ziyonet.uz)
6. [www.tdpu.uz](http://www.tdpu.uz)