

IMPORTANCE OF INFORMATION CONSUMER CULTURE IN MEDICAL FIELD

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Annotation: *This article is about the importance of the culture of information consumption in the medical field.*

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In the process of globalization, the development of science, new techniques and technologies plays an important role in ensuring the stable development of our country. It is gratifying that the leadership of our country is paying great attention to these areas. We know that today the culture of information consumption is developing in the field of medical education.

Education of the young generation in the Republic of Uzbekistan is one of the priority tasks of today's state policy. Undoubtedly, the most important task in the implementation of this education is entrusted to the pedagogic personnel. From this point of view, it is very important to develop professional, universal and personal qualities in every pedagogue, including future pedagogues. It is the manifestation of these qualities in the activity that is important for the effectiveness of the educational process and the achievement of the goals set by the students.

Given that today's pedagogue plays the most important role in educating the young generation, a number of professional requirements are imposed on them. It has become a common practice for pedagogues working in educational institutions to turn to several sources of information in order to perform their tasks at an excellent level. Ensuring that this process is effective and useful is directly related to the degree to which the culture of information consumption is formed among pedagogues.

The culture of information consumption is the effective organization of personal information activities aimed at satisfying the need for information arising in the course of educational, scientific knowledge, independent education, recreation and other activities of a person. is a systematized set of knowledge, skills and abilities that ensure doing. In general, the culture of information consumption is the knowledge and skills of effective use of information, and consists of various knowledge of searching for the necessary information from information resources through all forms of information technology.



In order for the culture of information consumption to be found in a person, he must first have the readiness to receive information. Even in medical education, the role of the culture of information consumption is incomparable.

The structural structure of preparation for reception of aborot is as follows:

- expressing one's information needs;
- the ability to form information requests;
- knowledge of information resources;
- the ability to know the possibilities of libraries and use them;
- the ability to search for information;
- knowledge and skills of information processing;
- skills of critical approach to information, their understanding and evaluation, and their creative use;
- ability to use modern information and communication technologies.

The fact that the above-mentioned indicators are included in information consumers, in particular, pedagogues, creates the basis for the most effective approach to working with information and presenting it.

Understanding the uniqueness of information culture in relation to certain aspects of culture became possible only as a result of the emergence of the informational approach to the knowledge of real reality, the development of ideas about the information society. In the information society, information resources are no less valuable than energy, financial and other strategic resources, and information is evaluated as an economic category commodity that is effectively used in today's society to improve the skills of an employee, to adopt optimal solutions, to acquire a new professional field, and to achieve a strategic advantage over competitors. It is obvious that the rapid development of new information technologies is an important factor in increasing the importance of information culture in education.

The relevance of the activities on the development of the information consumption culture of the user pedagogue and user students is related to the changes in the modern education system aimed at creating a new model of teaching and is based on information resources. Therefore, a high information culture of the educational community is a necessary condition for educational effectiveness. The educational community can be conditionally divided into two groups: creators and organizers of information resources, and consumers of information resources. Creators and organizers of information resources include mainly library staff and professors, and consumers of information include students and pedagogues seeking to enrich their knowledge. In this environment, if the creation and organization of information resources is not done correctly, or the lack of knowledge of ways to effectively use the information resources that have been set up correctly, it is explained by the failure of the components of information culture.

The relevance of forming the creative competence of the participants in modern education is determined by the current state of educational development. Today, the widespread introduction of new pedagogical and digital technologies, mass communication



tools in the education system affects the quality of the educational process, the scientific and pedagogical capabilities of the teacher, the level of knowledge acquisition of the student, and the quality of acquiring a specialty. is doing The general direction of digitization of society requires in-depth study of issues related to the use of digital technologies in the field of education, including pedagogical sciences. Modern innovative technologies used in the process of digitization of education are improving every year, their introduction helps to modernize and develop education, as well as to improve the quality of training future specialists and bring education closer to science. At the same time, such technologies require a revision of the existing approaches to educational activities and an analysis of their impact on the competencies of educational participants. In this regard, the study of digitization of education and its social consequences remains one of the current directions of scientific research in the field of pedagogy. A creative, professionally active pedagogue who is able to develop creative self-awareness and creative abilities of the learner is a response to the requirements of the time. Such pedagogues have creative potential, think outside the scope of knowledge, can attract with their subject, expand the scope of the student's knowledge, manifest themselves in pedagogical activity and realize the potential creative abilities of the learner. are considered to be pedagogues with creative competencies.

The digital environment requires educators to have different attitudes, i.e. perception of the world, different approaches and forms of working with students. An educator is required not only to be a carrier of knowledge in contact with students, but also to be a pioneer in the digital world. It refers to "digital literacy", that is, the use of modern digital technologies, including computer programming support, data storage and processing, creation and use of communication tools, and the ability to use modern educational programs and platforms. , should have competencies such as creating educational sites and mobile applications. Digitization of education directly depends on the teacher's mastery of digital technologies, and is implemented in order to effectively use them in the educational process. One of the necessary tasks in the digitalization of education is the formation of competences of educators, such as working in the digital information flow, mastering new technologies. Digitization of education leads to changes in the labor market, educational standards, determines the needs for the formation of new human competencies and helps to reconsider the role of the educator and reorganize the educational process, as well as the educational system. will lead to radical, high-quality reconstruction. There is a conscious person who either receives information, perceives it, or transmits it at every moment of his life. The fourth of these three processes is getting rid of unnecessary information. We have talked a lot about freedom of information, and now the problem of getting rid of unnecessary information stands in our way. Unfortunately, the wealth of information that has become your property, willingly or unwittingly, is not a household waste that you can easily dispose of. In this four-stage process, information culture creates a foundation for safe living and working, and becomes a constant assistant. If we imagine that the complex



and multi-layered process of information exchange takes place on a large scale in industries, societies, countries, regions, and the world, it becomes clear how great the scientific and practical importance of the topic under discussion is. Being unable to do so, people put such an unprecedented burden on the media. Thanks to newspapers, magazines, books, radio, television, telephone, fax, computer, Internet, mobile phone, the Earth has become a wonderful "village". It is information that turns two worlds into one step, information is the denominator and infrastructure of globalization processes. This is the bread, water and air of modern development, well-being and leisure! There is no one living outside the invisible clutches of the listed media. All of them have become an inseparable necessity of a simple lifestyle, so to speak, a "part" of our body. In this regard, a very interesting and strange situation has arisen: with the development of individual news media, group news media, and mass media, it is becoming clear that people's need for information is not sufficiently satisfied, on the contrary, there is a shortage of information. is getting worse. Why? What is the reason? Is it really so?

It is necessary to clarify the issue from the beginning. The intensity of the times moved to the psyche of people. The need for communication is increasing. Let alone putting off today's work until tomorrow, on the contrary, he can't stand the work of this moment being postponed to the next moment. In this context, it is not surprising that soon communication tools will be created that work faster than the speed of communication through e-mails and SMS. The hunger for news leads to the immediate obsolescence of the received information. We are letting it out because we are not able to fully understand the news that we have just found with a hundred efforts. At first glance, there is nothing wrong with this, but the tendency to think deeply about the reality behind each news, to weigh and draw vital conclusions is being forgotten. "In this situation, won't the publications that "spawn" hourly on the Internet waves turn into "schools" that do not look beyond that and form representatives of the generation that are far from analysis and reasoning?!" there is no worry. Another psychological factor is on the rise. As the flow of information increases, people tend to individualize more. Let's say that each of the parents and three children in the family watches the TV show they want, listens to the radio broadcast they like, each of them has a separate computer, Internet, mobile phone. The son is not interested in the newspaper that the father is reading, and the mother does not even look at the magazine with pictures that the daughter does not miss. Undoubtedly, this situation can be described as isolation of people under the influence of information flow and tools. Increasingly, the habit of spending free time, locked in a room and staring at a computer screen alone, is becoming more and more popular

It should not be forgotten that not all information that is widespread today has a scientific basis. Taking this into account, in the process of learning and collecting information intended for educational audiences, it is useful to approach based on the following:

Ability to consciously analyze information



Reliance on science

Ability to separate information that is necessary and relevant for the topic

Refer to information that has a methodological basis.

If we take a closer look, the development in any field is very accelerated. In addition to these, the role of information psychological safety is extremely important in the culture of information consumption. Because this concept represents the comprehensive development of a person, the degree to which the level of receiving information from the environment is developed.

In conclusion, we can say that in such a situation, when information and its scope occupy a wide scope, representatives of every field should be able to use it consciously and with a certain positive goal in mind. Among them, having a culture of information consumption of those engaged in pedagogical activities is one of the useful factors for the effectiveness of the educational process.

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