



# **THE ROLE OF MEDIA EDUCATION IN PERSON'S INFORMATION SECURITY (BASED ON NATIONAL AND INTERNATIONAL EXPERIENCES)**

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<b>Received:</b> 7 <sup>th</sup> July 2021 <b>Accepted:</b> 22 <sup>h</sup> July 2021 <b>Published:</b> 18 <sup>th</sup> August 2021	In the process of modernization, media education acquires special significance as a factor in the socialization of a person. Today, media education is a process of personality formation with the help and on the material of mass communication in order to develop a culture of communication with the mass media (press, television, radio, cinema, video, etc.), the development of creative, communication skills, critical thinking, cognitive and perceptive skills, interpretation, analysis and evaluation of media texts, teaching various forms of creative, practical self-expression using media technology. In today's information society, the analysis of all media resources plays an important role. An analysis of national and foreign media education shows that students use the Internet and television resources in their studies.

**Keywords:** Media Education, Person, Society, Information Security, Resources

## **INTRODUCTION**

In the process of modernization, media education acquires special significance as a factor in the socialization of a person. According to Canadian sociologist M. McLuhan, "To be truly literate, you have to be literate in the media world" [Abzalov, 2013]. Media education not only influences the formation of a person's media culture, but also significantly affects the mental identity of the younger generation of any country. In fact, UNESCO has identified media education as a priority area of cultural and pedagogical development of the 21st century as media education has great prospects. Media education is currently becoming more and more in demand, and most importantly, it is necessary in our country's socio-cultural situation as well.

## **MATERIALS AND METHODS**

We characterize today's modern society as information society. The intensification of information processes has become an objective regularity in the development of society: the speed of message transmission is increasing; the volumes of transmitted information are increasing; its processing is being accelerated day by day. This process can have a negative impact on the development of a person, leading to information overloads, which weakens the ability of thinking. Of particular concern is the impact of modern media on the younger generation. Today, each family and schools have most of their responsibility for raising younger generation, as children from an early age become the target audience of the media, in this case, children's and youth journalism is largely responsible for the formation and development of the child's personality based on moral and ethical principles. Media education refers to the process of personal development through the media.

Media (from the Latin "media", "medium" - means, mediator) is a term of the XX century, introduced by the Canadian sociologist M. McLuhan to designate the phenomenon of "mass-media". The concept of "media culture", it is the brainchild of modern culturological theory, denoting a special type of culture of the information age, which is an intermediary between society and the state, society and power.

The problems of media literacy education development in Uzbekistan, Kyrgyzstan and Turkmenistan are being studied by many modern researchers (Abdurakhmanov, Beknazarova, 2011; Ablazov, 2013; Allagurov, 2016; Imankulov et al., 2018; Izmailova, 2016; Kozitska, 2018; Rustamova, 2013; Shturkhetskiy, 2018 and others) [Chelysheva, 2019]

Media culture can be defined as a set of information and communication tools, material and intellectual values developed by humanity in the process of cultural and historical development, contributing to the formation of social consciousness and socialization of the individual. Media culture includes the culture of information transfer and the culture of its perception; it can also act as an indicator of the level of personality development, capable of perceiving, analyzing, evaluating media text, engaging in media creativity, and assimilating 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 public libraries, museums, archives;
- creation of public databases and data banks 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 a national sector on the Internet;
- ensuring information security of the individual, society and the state [Abzalov, 2013];

According to Abzalov, media education not only influences the formation of a person's media culture, but also significantly affects the mental identity of the young generation of Uzbeks, and this proves that the media culture of a person is a complex concept that includes informational, political, moral and aesthetic components. Media education can be divided into the following main areas:

- 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 retraining system (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 [Abzalov, 2013]

### RESULTS AND DISCUSSIONS

Media education is about media products: full acceptance of the media of critical thinking, the communicative capabilities of the culture of communication; interpretation; analysis and evaluation.

Media literacy is the art of the screen:

- television;
- radio;
- video;
- cinematographer;
- Mass media; it provides the internet and more.

Let's learn what to look for and tactics to help ease the way. In today's information society, the analysis of all media resources plays an important role. An analysis of foreign media education shows that students use the Internet and television resources in their studies. The use of educational and creative methods of the media is established in the world media pedagogy. Media education methods are mainly divided into the following important stages:

- Knowledge of media theory, its history, structure and language (teaching media technology);
- Developing the perception of media texts "reading, comprehension, activating the imagination, developing memory, developing different ways of thinking" (critical, creative, intuitive and image creation).

In order to conduct media education, the one need to have certain professional knowledge, skills and indicators: level of theoretical knowledge and the latest information in the field of specialized media education; motivated indicator.

For example, in the educational process:

- mental;
- visual;
- sensory;
- audio activity;
- the level of methodological skills in the field of rapid media education, for example, the adoption of media sources and the information in them through a creative approach.

Let's analyze the causes and conditions of their origin, take action to promote the action and select the optimal result. Creative (level of creative thinking in creative media-educational activities) (mobility, communication, originality, imagination, imagination, etc.).

The importance of media education in the world Various international organizations, in the resolutions and recommendations of UNESCO, emphasized the importance of media education and supported the development of media education (all types of media education are electronic, print, graphic, media, etc. ) and develops in close connection with various technologies and directs people to the following activities:

- Analyze media texts and create critical comprehension.
- Finding sources of media products (text, video-audio) and their following:
  - political;
  - economic;
  - cultural;
- identify economic features and study their true meaning.
- Understanding media products.
- Create and distribute personal media products and reach an audience that is interested in them.
- Explore the lifestyle of the media products you create and create. Media education is a lifelong concept.

### CONCLUSION

As conclusion, we should note that media education do not lose their importance in the media education system in Uzbekistan. The priority task for each of us is to learn how to assess the quality and reliability of information, to be selective in its consumption, to select the necessary information, systematizing it in certain areas of science, to inscribe it in the knowledge that an educational institution gives, to be critical of any information, everything the above will be the key to the formation of a modern educated personality.

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