

Media Culture and Media Education in Ensuring the Modernization of Higher Education System in Uzbekistan

Ablazov Elyorbek Erkinjonovich

Free researcher, Pedagogical Institute of Andijan State University Department of Social Sciences t.m
dosent

-----***-----

Annotation: The article is devoted to the practical implementation of the synthesis of media criticism and media education in the learning process of pupils and students in Uzbekistan. The author indicated the fields of media criticism in the modern media landscape of these countries. The author analyzed the main directions and trends of media criticism and media education, leading media critics and the media.

Keywords: Media education, media criticism, synthesis, pupils, students, media literacy, media text, media.

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 postmodern 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"). 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 capable of perceiving, analyzing, evaluating a 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 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 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 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 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 National Television and Radio Company of Uzbekistan, through educational television programs, organized television lectures in five directions in the period from 1976 to 2010⁵:

1. For high school students (grades 9-11), using visual laboratory work, educational films and many other demonstration tools, television programs were organized and successfully conducted.
2. Telelectures and practical exercises in all sections of the physics course were organized for applicants entering higher educational institutions. During the training TV shows, in accordance with the learning process of the student and the teacher, new educational and methodological aids were introduced, students the results of the city and republican Olympiads were announced, and proposals and relevant instructions were given as assistance to incoming applicants;
3. Through the television of Uzbekistan for students studying in absentia, in (1976 - 2000) television lectures were organized on various disciplines of the humanities, natural and technical areas, in particular on certain topics of the subjects of physics, chemistry, computer science, history, geography, jurisprudence, native, Russian, English, German, French;
4. In recent years, in this area, the republican television, together with the departments of the faculties of the National University of Uzbekistan, have developed and created visual aids and television sets that meet the requirements of media education. In order to broadly review the development of science, education and technology in Uzbekistan, as well as the ongoing scientific research, a series of television programs "Horizon of Science" was organized. The TV show covered important areas of modern science and education.

The modern education system, as one of the priority goals, puts forward the use of mass media for mastering the media space, developing critical thinking, developing skills to navigate the information society, developing abilities to resist media manipulation, improving analytical skills for evaluating the analysis of

media culture works, i.e. for the development of media competence of the population. Nevertheless, despite the presence of fairly successful initiatives, the media pedagogical and media critical potential of education, development and upbringing of the modern generation is not fully used in the countries of Central Asia, and therefore it is necessary to intensify research on the issues of media education and media criticism, the development of media competence, consolidation and exchange of experience with journalists, media educators from other countries. The relevance of theoretical and methodological developments in the field of media culture in the countries of Central Asia is beyond doubt, in this regard, in our opinion, the synthesis of media criticism and media education can become very significant.

List of used literature:

1. Fedorov, A.V. Media Education and Media Literacy. Moscow, 2013. Fedorov, A.V. Media education in teacher training colleges. Moscow, 2013. Fedorov, A.V. Media education of future teachers. Moscow, 2013. Fedorov, A.V. Media Education: History, Theory and Methods. Moscow, 2013. Fedorov, A.V. Media Education: opinion polls. Moscow, 2013. Fedorov A.V. Media education: sociology surveys. Taganrog, 2007.
2. Fedorov, A.V. Russian image of the modern western screen: case film studies (2 films of S.Spielberg and J.Stelling) // European researcher. 2013. № 6-2 (53), p.1764-1771. Fedorov, A.V. Secular and theological models of media education // Media Education. 2012. № 5 (35), p. 54-68.
3. Fedorov, A.V. Textbook for media education practitioners // Media Education. 2013. № 3, p.116-119.
4. Usmonov, I. K. Review of the ethical standards of the professional activities of a journalist. Dushanbe, 2011. 54 p.