

## THE EMERGENCE OF THE CONCEPT OF MEDIA EDUCATION AND ITS PLACE

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**Annotation:** This article provides information about the emergence of the concept of media education and its role, and provides new information on this education.

**Keywords:** television, radio, video, cinematograph, press, press, internet, media products (text, video-audio), information.

The need to transition to an information society is the formation and priority of a new technological order in the world economy, the transition of information resources to real resources of socio-economic development, meeting the society's demand for information products and services, increasing the importance of information and communication infrastructure in the system of social development, international information the improvement of educational, scientific-technical and cultural spheres based on exchanges is conditioned by the use of "global information advantages" on the basis of equal rights. In recent years, the advantages of electronic education compared to traditional education have been identified more and more.

Recently, learners and teachers have come to the conclusion that online education has more advantages than some types of traditional education. The reason is that digital learning platforms aimed at improving the quality of education are increasing in the education system, where the best aspects of traditional and online education are combined to form a mixed education system. The reason for this alternative is the low cost, flexibility, and freeness of mixed education, as well as the advantage of using complex technologies in the educational process.

Media education means the process of personal development through media.

Media education is with media products:

- full acceptance of communication culture, communicative possibilities, critical thinking, media-text;
- interpretation;
- consists of analysis and evaluation.

Media literacy brings screen art to a person:

- television;
- radio;
- video;
- cinematographer;
- press;
- the press provides the internet and others.

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.

1. Learning about media theory, its history, structure and language (educational media technology);
2. Development of reception of media texts "reading, understanding, activation of imagination, development of memory, development of various 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, adopting media sources and the information in them through a creative approach.

Analyzing the reasons for their origin, conditions and behavior, carrying out campaigning and analyzing the optimal result.

Creative (the level of creative thinking in creative media-educational activities) (having such characteristics as mobility, communicativeness, originality, development of imagination and fantasy).

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Types of mass media: Mass media are usually classified in different ways, but the most common way of doing it corresponds to the type of information they transmit: public interest or private interest. In this sense, a basic distinction can be made between interpersonal media and social media. Interpersonal communication tools or personal interest are used to connect people. Those that allow communication within them are private, for two or more people. Therefore, they necessarily respond to the two-way communication paradigm. For example:

- Postal mail;
- Telegraph (morse code);
- Phone (pulse phones, touch phones, mobile phones and smartphones);
- Email;
- Instant messaging networks among others.

- Public interest media, also known as public or social media (media (in English), intended for the transmission of characteristic information to the general public. They are usually governed by the one-way communication paradigm, but there are exceptions.

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

1. Critical understanding and creation of media-text analysis.
2. Finding sources of media products (text, video-audio) and their following:
  - political;
  - economic;
  - cultural;
  - to determine the economic characteristics and study their true meaning.
3. Understanding media products.
4. Creating and distributing personal media products and having an audience interested in them.
5. Learning and defining the lifestyle of media products created. Media education is called a concept for the whole life.

In conclusion, we can say that with the advent of the Internet, correspondence education has become electronic. In such a system, the student studies entirely through the Internet. The student almost never comes to the university, only to get a grade at the end. This study model is very convenient for older students who come from a long distance. The differences between e-learning and traditional education are as follows:

- The student is explained less, the student works more independently;

Communication with the teacher and other students will be unlimited.

- Main means of communication - chat, forum and e-mail. There is also a "virtual e-class".
- The teacher can give lectures and hold virtual seminars.
- Strict attention is paid to group training, because the student should not feel as if he is tied to the computer and acquire the skills of cooperation.
- Scientific materials are provided in an interactive form: text, audio, video, these materials are supplemented with various pictures, graphics, schemes, animations, simulations, photos, links to sources;
- Students' knowledge is monitored in the form of taking tests, working on group projects, writing essays, writing lectures and abstracts, performing control work;
- Information exchange system - in the form of sending and receiving files. After the information sent to the teacher is thoroughly checked, it is returned in the form of personal comments, recommendations or evaluation.

The e-learning model is more flexible. There are almost no problems with transportation, time, or place. The educational material is structured very clearly (because the student works independently). If the assignments are not submitted by the set deadline, the student will be expelled. Self-control and

organizational skills are very important. Recommended mainly for adults. Nowadays, information is one of the main productive resources, is becoming the foundation of development of the economy and society as a whole.

New information and communication technologies are currently one of the most relevant topics, because it is necessary to use different methods to study, research and gain experience in each field. So this is new information it is appropriate to use communication technologies. In other words, we presented in our article another proof that the concept of media education appeared and its role is huge. The role of the media in the developing education is incomparable.

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