

SPECIFIC CHARACTERISTICS AND INDICATORS OF DEVELOPMENT OF MEDIA COMPETENCE OF FUTURE TEACHERS

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Abstract: This article analyzes opinions about the role and importance of media and media literacy in working with it in the information society. Also, the article contains opinions about the relevance of media literacy and media education issues of future teachers, its level and requirements, constituent components, and the importance of increasing media literacy.

Key words: media literacy, higher education, growth, media education, media parchesis, digital generation, generation Z, media society.

It is known that education plays an important role in the development of society. In any field, specialists with high knowledge will have the opportunity to engage in research and development, create new types of products and develop technologies. Globalization processes in the world and the current environment of deep competition between companies require specialists to be prepared for it. They not only provide favorable conditions for the development of their ideas and the practical implementation of the created theoretical models, but at the same time, they are also an important intellectual factor for the innovative development of the economy. Currently, in accordance with the requirements of scientific and technical development, it is necessary to define directions for the formation and development of media competence by improving the knowledge of personnel in the field of information technologies.

Today's intellectual potential demands that the first century of the third millennium be called the "intellectual century", because the 21st century is the century of unprecedented rapid development of science and technology in the world. In this regard, education, science, art, literature, industry, production, and spirituality cannot be imagined without informatization, because in the last decade of the 20th century, informatization was recognized as a resource for the development of the entire human society. There were also predictions made by our scientists to express such an opinion. In particular, academician V.M. The following opinion of Glushkov is important: "In the 21st century, the majority of information in technically developed countries is stored in electronic memory without paper. A person who cannot use this information at the beginning of the 21st century will be like an illiterate person at the beginning of the 20th century."

Today's information exchange has an integral effect on all spheres of people's lifestyle. The flow of information, which is growing and accelerating day by day, requires a person not only to receive it correctly, but also to think and analyze it and convey it to others correctly. This potential in people can be achieved by developing media education and increasing media literacy based on it. So, media literacy has become one of the important aspects that should be developed, like the spiritual and educational world, education and culture of a person in today's era of globalization. In his research, researcher V. Weber mentioned 4 main requirements of media literacy:

1. Ability to sort and work with information offered by the media;
2. The potential to independently create a media product;
3. Ability to correctly analyze various information and creatively respond to them;
4. Ability to find information and work effectively with it. However, it should not

be forgotten that a person's media literacy is first of all inextricably linked with his education, spirituality, psychological state and similar aspects. Today, scientists use the term "digital literacy" a lot in this field. In research, digital literacy is considered as the ability to confidently, quickly and safely use information and communication technologies in various aspects of life, based on the perfect qualities of a person (knowledge, intelligence, motivation, responsibility, education). That is, it is not only the ability to work with information and communication technologies, but also the ability to correctly analyze information, separate it, react and communicate it to others." In other words, digital literacy is a set of knowledge, skills and abilities necessary for life in the modern world, for safe and effective use of digital technologies and Internet resources. Ability to create, maintain, and manage large and complex online social networks. Digital literacy has the characteristics of understanding the content of information and its impact, sorting them, distinguishing between emotional and grounded information, critically thinking about information, and distinguishing processes.

Expert Yevgeny Morozov writes in his research that social networks are raising a generation of carefree and carefree people. Specialists Dj.Pelfrey and K.Gasser stated that "Children of the digital age (digital natives) spend the main time of their daily life on the Internet, and they consider themselves superior not only in the digital field, but also in other areas." For "Digital", i.e., "Generation Z", there is no border between virtual and real life - they communicate with the whole world while sitting at home. As a result of living in a virtual life - "media society", he withdraws from real life, finds it difficult to communicate with people, gets bored in real social society, gets used to numbers and short information that narrows his outlook and thinking. This shows that "a growing human brain needs a properly distributed and organized media diet." That is, it is necessary to develop the ability to analyze media information in order to fully and correctly understand it. Traditional literacy (reading, writing, counting, counting,

physical training) will not be enough for each member of the society to firmly take his place. In short, development of media literacy and turning it into one of the priorities of modern education remains the demand of the time. Psychological and sociological research of the growing "Digital Generation" is of great importance to us in preparing them for life and overcoming the difficulties they may face in their socialization in the future.

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