



DEVELOPING STUDENTS' SKILLS IN USING MEDIA EDUCATION TECHNOLOGIES

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Abstract: This article offers several ways to develop students' skills in using media education technologies, which are currently gaining popularity, and their role in students' lives. Also the article deals with the current state and potential of media education technologies in the training of future teachers as one of the conditions for the efficient functioning of the lifelong education system. Many concepts that cannot be demonstrated in a classroom can be presented through multimedia. These technologies enhance the educational process, introduce students to new skills, and allow for the interactive study of scientific processes.

Keywords: media education, technology, students' skills, methods, interactive whiteboards, critical thinking.

Аннотация: В статье рассматриваются различные способы развития у студентов навыков использования медиаобразовательных технологий, которые в настоящее время набирают популярность, и их роль в жизни студентов. Также в статье рассматриваются современное состояние и потенциал медиаобразовательных технологий в подготовке будущих учителей как одно из условий эффективного функционирования системы непрерывного образования. Многие концепции, которые невозможно продемонстрировать в классе, можно представить с помощью мультимедиа. Эти технологии улучшают образовательный процесс, знакомят учащихся с новыми навыками и позволяют изучать научные процессы в интерактивном режиме.

Ключевые слова: медиаобразование, технологии, навыки студентов, методы, интерактивные доски, критическое мышление.





Annotatsiya: Ushbu maqolada bugungi kunda ommalashib borayotgan media ta'lim texnologiyalaridan foydalanish bo'yicha talabalarda ko'nikmalarni rivojlantirishning bir necha yo'llari va ularning talabalar hayotidagi o'rni ko'rsatilgan. Shuningdek, maqolada umrbod ta'lim tizimining samarali faoliyat ko'rsatishining shartlaridan biri sifatida bo'lajak o'qituvchilarni tayyorlashda media-ta'lim texnologiyalarining hozirgi holati va imkoniyatlari ko'rib chiqiladi. Sinfda ko'rsatib bo'lmaydigan ko'plab tushunchalarni multimedia orqali taqdim etish mumkin. Bu texnologiyalar o'quv jarayonini kuchaytiradi, o'quvchilarni yangi ko'nikmalar bilan tanishtiradi, ilmiy jarayonlarni interfaol o'rganish imkonini beradi.

Kalit so'zlar: media ta'lim, texnologiya, talabalarning ko'nikmalari, metodlari, interfaol doska, tanqidiy fikrlash.

Importance. Media education technologies are tools and methods used to deliver instruction, which range from traditional materials like books to modern digital technologies like interactive whiteboards and educational software. These technologies are used to enhance the learning experience by making content more engaging and accessible, allowing for multimedia presentations, and helping students develop critical skills for interpreting media messages. Examples of media education technologies:

- **Traditional media:** Printed materials, textbooks, radio, television, and films;
- **Hardware:** Interactive whiteboards, projectors, computers, laptops, mobile devices (e.g., clickers, smartphones), and 3D printers.
- **Software:** Multimedia presentation software (e.g., PowerPoint), e-books, and specialized applications.
- **Content:** Educational videos, animations, podcasts, and infographics.
- **Interactive technologies:**
 - **Virtual/Augmented Reality (AR/VR):** Immersive learning environments.
 - **Gamification:** Using game-based mechanics in an educational context.





- **Robotics and AI:** Incorporating educational robots and artificial intelligence tools.
 - **Collaborative tools:** Blogs, collaborative software, and ePortfolios.
- The rapid development of mass media/communication and
 - their involvement in education and upbringing process have
 - significantly intensified the creative search of teachers. As a
 - result, media education was singled out as a separate branch,
 - which is human-centered in its content. Its appearance in
 - the educational space is an innovative educational process,
 - conditioned by the social needs.
 - The analysis of the recent issue-relevant research and articles
 - confirms the accelerated velocity of introducing media
 - education technologies into the higher school education
 - process. The researchers proved media education tools to

Media refers to the means through which information is conveyed to an audience. It includes all forms of communication channels that allow for the transmission of knowledge, ideas, and messages. In the context of education, media could be anything from textbooks, audio recordings, and radio broadcasts to videos and blogs. Essentially, media is the medium or the content itself that carries the information. **Technology**, on the other hand, refers to the tools or devices that make the use of media possible. Technology is what enables the creation, sharing, and interaction with media. For example, a computer, a tablet, or a learning management system (LMS) are all types of technology that facilitate the use of educational media. Technology enables the delivery, access, and interaction with the media content that is being shared.

Media's role in higher education is multifaceted, functioning as a tool for enhanced **teaching and learning**, institutional **marketing and recruitment** and **professional development** for both students and faculty. It provides diverse and engaging educational resources, facilitates global collaboration and accessibility, and shapes public perception of institutions. Now that we've established the importance of



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media, let's talk about how technology can enhance teaching and learning through its integration into the classroom. The integration of digital tools has transformed how students and teachers interact with content and each other. One of the main benefits of integrating technology into education is the ability to improve interaction and engagement. Traditional teaching methods, such as lectures and textbooks, can often feel passive. In contrast, digital tools like quizzes, gamification, and interactive software offer opportunities for students to actively engage with content, making learning more dynamic.

Developing students' media education technology skills involves using technology to teach critical thinking, content creation, and responsible digital citizenship. This can be achieved through hands-on projects like digital storytelling, using collaborative tools like mind maps, and engaging with media analysis to help students evaluate information and understand media's influence. Integrating technology makes learning more dynamic and relevant for "Net-Generation" students.

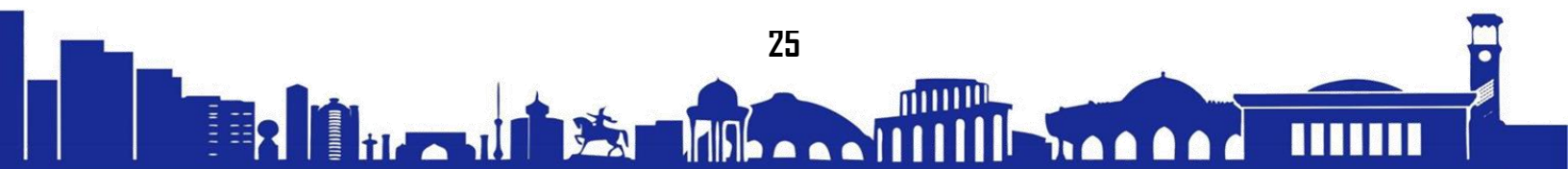
In order to develop students' skills in utilizing media education technologies we can suggest some strategies to students. These strategies, from my perspective, can develop students' activeness and effectiveness of their education. Key strategies for developing these type of skills:

a) **Promote critical analysis:**

- ✓ Use media literacy to teach students how to analyze media messages, identify biases, and understand the motives behind them;
- ✓ Discuss how media shapes perceptions, influences behavior, and reflects societal values;
- ✓ Encourage dialogue and debate based on evidence, fostering skills in evaluating sources.

b) **Integrate technology for content creation:**

- ✓ Provide students with tools to create their own content, such as blogs, podcasts, videos, and social media campaigns;





- ✓ Use technology for collaborative projects, like using mind maps to brainstorm and visualize challenges related to social media;
- ✓ Incorporate digital storytelling with mobile devices to help students conduct research, analyze data, and present their findings.

c) Foster responsible digital citizenship:

- ✓ Use technology to connect classroom learning to real-world issues and prepare students for the modern workforce;
- ✓ Teach students how to use technologies like AI and social media wisely and ethically;
- ✓ Implement activities like online polls and surveys to gather feedback and encourage participation.

d) Enhance learning through digital media:

- ✓ Use multimedia resources like videos, audio, and interactive websites to make learning more engaging and help students better understand abstract concepts;
- ✓ Utilize the interactive nature of technology for group participation and problem-solving.

Conclusion

In conclusion, incorporating media literacy in the curriculum is crucial to help students navigate the complex and often overwhelming media landscape. By teaching media literacy skills, students can be more informed, critical, and responsible for media consumers and creators. Educators play a significant role in equipping students with these skills, making media literacy an essential part of their teaching practice.



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