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METHODS OF USING MEDIA EDUCATION IN THE LEARNING PROCESS

Abstract: This article, based on international experience in ensuring the quality of higher education, analyses the possibilities of increasing the knowledge and skills of students in the field of media education in the areas of bachelor 's degree, as well as methods of effective use of media in the educational process, the readiness of the teacher to use media, analyzed and presented the current situation in the field of media competences. The methodological basis of the study is the theory of a model approach to the analysis of pedagogical phenomena in the organization of education through media education in the areas of baccalaureate. The normative methodology of the study is based on the Law of the Republic of Uzbekistan "On Education", "National Training Program", decrees and policy documents of the State and the Government on Higher Education.

Key words: Education, higher education, media education, methodology, National Training Program.

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Introduction

In the law "on education" and "National training program", the upbringing of a harmoniously developed person is defined as an important issue of national importance, a priority direction. One of the most effective means of achieving this goal is the introduction of advanced forms of education and new pedagogical technologies, technical and informational training tools into the educational process. In order to introduce innovative technologies into the educational process, the teacher must have not only skills in the use of information technologies but also skills in the transmission and processing of information, as well as

in the formation of an information culture among students. [1, p. 94]

At present, the new educational paradigm is that teachers in educational institutions increase their knowledge, skills and skills, from the level of teaching awareness to the level of personal development management. It means that a specific place in this process is held by information technologies which are the leading instrument of increase in an education system on a qualitatively new level and most adequately (adequately) meet needs of the state, labour market and society. There are many positive aspects of globalization, globalization in the field of

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information is a process which creates great opportunities for mankind, for the interaction of people in all regions of the world, for development of scientific and cultural riches. At the same time, globalization cannot ignore the fact that some evil forces use this information technology for malicious purposes. It is a matter of concern that their efforts undermine people's peaceful lives. [2, p. 26] The fact that information attacks on the Internet poison the minds of young people are nothing more than an axe for their future. In this context, it makes sense for us to find ways to use these modern communication technologies for more positive purposes. One such effective way is to further improve education through media technology. This means that in addition to increasing students' intellectual potential, the use of media education is important to protect them from various ideological aggressions.

Materials and Methods

The methodological basis of the study is the theory of a model approach to the analysis of pedagogical phenomena in the organization of training through media education in undergraduate studies. The normative research methodology is based on the Law of the Republic of Uzbekistan "On Education", "National Training Program", state and state decisions and directives on higher education. [3, p. 75]

Research Methods: Undergraduate programs use learning organizations through media education, working with related literature, observation, experiment, statistical analysis and mathematical analysis of results. With the advent of computer multimedia, the use of information technologies in the field of media education has appeared. For media educators, the primary task is to use the media as material for analyzing lessons and studying the subject matter by creating your own texts for news media. Media education is a means of developing critical thinking, the ability to work with information and at the same time understanding of science and the formation of students' information culture. [4, p. 104]

Media educational technology is a practical work that helps to teach individual courses and subjects together in the educational process. Because the main task of media education is the formation of common information skills, information culture, communication ethics and aesthetics in the world of international communication [5, p. 114]. The specifics of media education from a pedagogical point of view include:

- Media education as a pedagogical necessity arises as a result of free interpretation and understanding of information.

- Media education has formed a pedagogical paradigm. The teacher and student have equal rights based on the information received. The teacher does

not teach but helps to understand the world at different levels of understanding of the information received.

- A media education teacher must have a high culture of using modern teaching aids.

- A student may have more knowledge about the mechanical aspects of modern media than a teacher. Therefore, the teacher must know how to use it to accelerate and increase the effectiveness of education.

One of the main factors determining the evolution of modern education is the growing influence of the external media environment. Today, one of the most important aspects of the educational environment is media communication (media, radio, cinema, television, radio, computer, multimedia equipment).

Mass media is organizational and technical complex for the transmission and centralized distribution of oral, audio and visual information. Mass media include the press, film, and television.

Considering the role of mass media in the life of the modern student, it should be noted that modern media communication is not only a source of information of educational importance for the adolescent but also one of the factors that serve the formation of his worldview. is one. This happens not only through passive comprehension of various media texts but also through the attempt to create one's own texts using the language of mass communication in the first place. The student encounters media texts every day. Assimilating them, understanding them, creating a special text indicates the existence of their information culture. However, the formation of an information culture occurs only in the goal-oriented work of the teacher and the student. This is where the need for media education to use and develop a wide range of technologies in modern education arises. Having an information culture in a post-industrial society means gaining knowledge and direction in computer networks, libraries and media libraries. The existence of an information culture also means having specialized methods and technologies for searching, delivering, reviewing and analyzing information. Media education allows the use of modern methods and technologies.

The formation and development of information culture, the development and practical application of the pedagogical complex is a topical issue in modern schools. The development and application of media education technologies in schools can be in the following areas [6, p. 184]:

- Integrated media education, ie the formation of critical thinking using media texts to integrate media education in special disciplines;

- Study of modern media practice - work on school publications, learning the basics of editing and video recording in school film and TV studios.

The combination of these areas forms a complex media education, which is used to activate media technology in the whole educational process.

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Let's take a closer look at the formation of students' critical thinking in integrated media education. Modern media, in addition to collecting and verifying information for use in the educational process, determine the analysis of the development of critical thinking, the determination of typical and conclusions of mistakes made, the development of an individual level of confidence in data, the activity of critical thinking of information of confidential content in the development process. For example, the synthetic nature of the screen image provides an endless opportunity for various types of data directly in the classroom or training session. Here we can directly realize the main goal of media tourism, that is, to prepare students for life, for modern society on the basis of information projects, "says L.S. Zaznobi, doctor of pedagogical sciences, the concept is based on the main content of mediation.

From the point of view of the didactic goal of the educational process, the use of mediation technologies is a universal process that allows to realize a person's creative potential and develop critical thinking. But do not forget that the presence of pedagogical activity differs from the traditional educational process.

1. While teaching is changing significantly, it should be not only the first to have specialized knowledge in the field of multimedia technologies, but also apply special pedagogical methods that stimulate students' personal creativity.

2. A certain part of the educational process depends on students, that is, directly depends on its activity and personal interests. This requires people to be proactive in teaching material, teacher and student. In strengthening the technology for conducting the lessons, the teacher requires the simultaneous provision of information, control over the use of multimedia types of training, as well as attention to small changes in the classroom. For example, working with the results of feature films revealed the following:

1. Mastering the standard of living (limited to the life motives of the plot, character).

2. Level of society (science with a deeper description of psychology, character, social status of characters)

3. Level of the artistic image (Screen image and its component: a narrative of the screen image in the same text as the description of some significant parts, characteristics of their interaction, character of the actor, frame, shooting, light full description, special attention is paid to the process of colour selection, assembly)

4. Level of understanding of the author's concept (ability to draw conclusions about what the author wants to promote).

5. The author is caused by problems of production and screen based on the author's concept of the concept of controversial dialogue about the personal level.

The discussion of the film may be at the level you want it to be at - a feature of aesthetic information is that it is often easier to understand it at a higher level because they can be associated with mythologists, epic characters whose ancient perception traits are not yet clear. [23].

The result of each teenager in the work leads to the development of cognition through assimilation, which is aesthetically proven.

It is very important for the teacher to choose the correct illustrative video in the classroom. Here are some specific tips that should be of maximum interest to the viewer (for example, a film that children have not yet seen or forgotten). But in many cases, it is difficult to agree because of differences in views and interests, where we need a special understanding mechanism related to understanding. Thus, media educational technologies are becoming a logical fragment in the modern educational environment. Critical thinking underlies both the realization of the artistic potential of the individual and the flow of the modern school base of transformation. It should be noted that there is a range of pre-media education based on average scientific standards.

With the adoption of second-generation standards, the role of media educational technologies in the educational process will increase, and now we must realize them.

Conclusion

Thus, theoretical data on the use of media education in the educational process were analyzed.

In particular, media education technology is a practical work that helps teach individual courses and subjects together in the educational process.

In the process of higher education, it is important to effectively organize training through media education based on best foreign experience.

Teaching through media education in bachelor's degree programs increases the responsibility of students to achieve effective results and work on themselves.

The use of media education tools in the training of future teachers, the use of media education techniques in the training of future teachers is of particular importance. The use of mass media in professional activities will become a mandatory requirement for future teachers.

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