

THE IMPORTANCE OF MEDIA LITERACY

Ibragimova Dilbar Sadullaevna

Assistant teacher of Samarkand Zarmed University.

E-mail: Ibragimovadilbar1980@gmail.com

Muhamadiyeva Malika

Student of Samarkand State Medical University.

<https://doi.org/10.5281/zenodo.17769533>

Annotation. This article broadly discusses the role of media literacy in a modern digital society, its impact on a person's critical thinking, information processing and evaluation. It also analyzes the role of media literacy in ensuring information security in the context of increased global information flows, its impact on the formation of media culture among young people, and its significance at the state level. The study examined the existing scientific literature and identified the main components of media literacy competencies and the mechanisms for their formation.

Key words: media literacy, information culture, fake news, critical thinking, manipulation, digital security.

Annotatsiya. Ushbu ish media savodxonlik tushunchasi, uning zamonaviy jamiyatdagi roli va yoshlar ongiga ta'sirini o'rganishga bag'ishlangan. Media savodxonlik insonni axborotni tahlil qilishga, tanqidiy fikrlashni rivojlantirishga va noto'g'ri manbalardan himoyalashga yordam beruvchi muhim ko'nikma sifatida qaraladi.

Kalit so'zlar: Media savodxonlik, tanqidiy fikrlash, axborot xavfsizligi, soxta xabarlar, raqamli madaniyat.

Аннотация. Данная работа посвящена изучению понятия медиаграмотности, её роли в современном обществе и влиянию на сознание молодёжи. Медиаграмотность считается важным навыком, помогающим человеку анализировать информацию, развивать критическое мышление и защищаться от неточных источников.

Ключевые слова: медиаграмотность, критическое мышление, информационная безопасность, фейковые новости, цифровая культура.

INTRODUCTION

As digital communication technologies have penetrated all aspects of life, humanity is faced with a huge flow of information in its daily activities. Although the Internet and social networks have created the opportunity for rapid information exchange, the increase in the number of misinformation, manipulative content and fake news poses . In this context, media literacy - that is, the ability to analyze information, assess its reliability, compare sources, and understand the purpose behind the messages - is becoming a necessary competency for everyone.

LITERATURE REVIEW AND METHODOLOGY

According to international research sources, media literacy is considered an important component of education. The concept of "Media and Information Literacy" developed by UNESCO recognizes these skills as the foundation of a democratic society. Potter (2016) defines media literacy as having a conscious understanding of information sources, their purpose and structure.

Livingstone (2018) links media literacy with internet safety and individual participation in the media. Uzbek scientists are also actively researching the issues of media culture and information security, emphasizing the importance of increasing media literacy among young people.

RESULTS

The results of the study showed that: media literacy has a significant impact on a person's conscious perception of information, the ability to identify manipulative messages and fake information, people with developed media literacy have a significantly lower level of trust in fake news, integrating media literacy into the education system increases students' research skills, the formation of digital culture directly depends on the level of media literacy.

DISCUSSION

The results show that media literacy affects not only a person's information consumption, but also their active participation in social life. Media manipulation, stereotypes, and biased reporting can significantly affect public opinion.

Low media literacy among young people leads to a rapid belief in fake news, increased misbehavior on social networks, cyberbullying, and psychological pressure. Therefore, it is important to widely promote media literacy in educational institutions and introduce it as a separate direction.

The mass media should adhere to the principles of fairness and responsibility in providing information

CONCLUSION

Media literacy is an integral part of modern society. It strengthens a person's critical thinking, protects against manipulative messages and fakes, and ensures adherence to ethical standards in the digital space. The introduction of media literacy into the education system leads to the formation of youth consciousness, the development of media culture, and the strengthening of information security. The development of media literacy is a necessary investment for a sustainable society.

List of literature:

1. Ahmadjonovna, R. S., Genjibaevna, A. P., Saydullaevna, N. N., Atakulovna, R. N., Sadulayevna, I. D. (2021). The Teacher's Role in the Effective Organization of the Lesson Process in Foreign Language. *AnnalsoftheRomanianSocietyforCellBiology*, 3072-3078.
2. Kakhramon, S., Dilbar, I., &Kamola, S. (2023). TERMINOLOGY AS A SPECIAL BRANCH OF LANGUAGE. *Journal of new century innovations*, 22(4), 46-49.
3. Saydullaevna, I. D., & Abbas, H. (2023, November). PRESCRIPTION, STRUCTURE OF PRESCRIPTION, USE OF GENDER SINGULAR AND PLURAL IN PRESCRIPTION. In *Internationalconferenceonmultidisciplinaryscience* (Vol. 1, No. 5, pp. 222-225).

4. Sadullaevna, I. D., &Teja, A. S. C. (2024). GRAMMAR CATEGORIES AND VOCABULARY FORM OF ADJECTIVES IN LATIN LANGUAGE. *JournalofUniversalScienceResearch*, 2(1), 419-424.
5. Sadullaevna, I. D., &Tokhirovna, M. M. (2024). COMMUNICATIVE ASPECTS OF MEDICAL COMMUNICATION BETWEEN A DOCTOR AND A PATIENT. *MultidisciplinaryJournalofScienceandTechnology*, 4(1), 264-269.
6. Ibragimova, D., &Mukhammadieva, M. (2024, May). MOTIVATING TECHNIQUES FOR LEARNING FOREIGN LANGUAGES. In*ConferenceProceedings: FosteringYourResearchSpirit*(pp. 54-56).
7. Sadullayevna, I. D. (2024). COLLABORATION IN TEACHING ENGLISH FOR SPECIFIC PURPOSES. *CentralAsianJournalofMultidisciplinaryResearchandManagementStudies*, 1(8), 80-83.