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INCREASE MEDIASAVODKHANISM-DIGITAL AGE REQUIREMENT

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As the rate of information exchange accelerates, it becomes more difficult to control the process, to determine whether a particular message is justified or not. In such circumstances, the concepts of media education, media literacy, and media culture become extremely relevant. Gulom Mirzayev, press secretary and advisor on information policy issues of the director of the National Center for Human Rights of the Republic of Uzbekistan, reflects on this topic. -The new, 2025 year began with somewhat disturbing events that directly concern humanity's right to use truthful and unbiased information. Instagram Facebook and Instagram have issued a statement saying that internet platforms controlled by Mark Zuckerberg, an American media magnate, entrepreneur, executive director of Meta, will stop the activities of the fact-checking program in the United States and the restriction on feedback will be lifted. He explained this decision by the fact that, firstly, there is a possibility that a person who is engaged in information verification, allegedly, will allow political subversion in the same process. Second, claiming that self-control and regulation could eventually lead to excessive censorship, he urged a return to the practice of emin-free expression on "Meta" platforms again. An article in "the wall street journal", in which this statement was analyzed, noted that social networking companies never wanted to aggressively control the content published on their platforms. More precisely, there is no need for this anymore. The international network for fact-checking (IFCN) denied Sukerberg's claim of "fabrication" and warned that such a decision would have a threatening effect. Instagram Facebook, Instagram, the number of users and subscribers of the leading two largest platforms, according to which the content monitoring is not kept, will lead to an increase in "feyks", disinformation, that is, fake and false information on the Internet. UN High Commissioner for Human Rights Folker Thürk reacted to the "Meta" decision regarding the suspension of fact-checking. As the chief human rights activist said, messages that provoke hatred and hostility on the social network lead to a "literally bad outcome", and therefore companies are responsible for content regulation.



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Tyurk believes that the regulation of such a product is not considered censorship. In contrast, while allowing a hateful mood-provoking exit, companies turn out to be ignorant, knowing the “harm” they are assigned to inflict on the user, limiting freedom of speech. Tyurk believes that the regulation of such a product is not considered censorship. In contrast, while allowing a hateful mood-provoking exit, companies turn out to be ignorant, knowing the “harm” they are assigned to inflict on the user, limiting freedom of speech. The High Commissioner also noted that the social network has enormous potential in bringing people together and positively affecting society, and at the same time can cause conflict or pose a real threat to user security. - Ideally, a social network is an area where people with different views can exchange ideas even if they do not agree with each other,-says F.Tyurk. - Therefore, we continue to encourage the regulation of digital space and, accordingly, public open communication, as well as the protection of the dignity of all participants. The UN constantly monitors and evaluates the online space, of course. The representative of the Geneva branch of the organization, the person responsible for television, radio and webcast, Michel Zaccoo, expressed that “it is still important for us to provide evidence-based information.” The World Health Organization (who) has also confirmed its commitment to providing quality, science-based information. The UN constantly monitors and evaluates the online space, of course. The representative of the Geneva branch of the organization, the person responsible for television, radio and webcast, Michel Zaccoo, expressed that “it is still important for us to provide evidence-based information.” The World Health Organization (who) has also confirmed its commitment to providing quality, science-based information. The Global Communications Department is also actively combating misinformation in response to the current crisis caused by digital disinformation. It is natural that such a crisis will also encourage the new Uzbek society, which is consistently advancing in the field of information and communication technologies and digital information, to be alert and alert. After all, today our contemporaries, especially young people, are receiving colorful information not only through educational camps and workplaces, but also through such tools as radio-television, the press, the internet, that is, through different types of media. Globalization and the age of information also pose a number of problems in creating miraculous comfort for humanity. In a



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new way, the overwhelming flow of information distributed by new communication technologies is creating a serious problem that is not expected to be offered without pala-parting, without being put into a certain system in terms of non-conformity-a real shortage of information. That is, it becomes more and more complicated for the user to find the information he needs. The fact that reality, which is reflected through countless pieces of information in the Media arena, is often not “true” is another problem. In the example of a clear dominance of unified language and culture in New media, the user cannot be ignored even when information pressure is being exerted. Unfortunately, most young people who have deep access to modern technologies do not have enough skills to objectively assess and correctly advance the true meaning of the information provided, the essence of the bottom line. Moreover, in the opinion of foreign experts, today there is also a threat that a new social explosion will occur in the world between someone who does not have the opportunity to use digital media and (or) a user whose skills for a critical assessment of the content of a media product have not been formed. According to a recent study by UNESCO, 62 percent of influencers, i.e. bloggers, do not check information before sharing it. This is certainly the case when disinformation is spreading and public confidence is declining. Therefore, the organization came up with a warning that “it is important to check mediation and fact, because information on the social network can also be unreliable.” According to a recent study by UNESCO, 62 percent of influencers, i.e. bloggers, do not check information before sharing it. This is certainly the case when disinformation is spreading and public confidence is declining. Therefore, the organization came up with a warning that “it is important to check mediation and fact, because information on the social network can also be unreliable.” In this sense, it is noteworthy that a number of opinions on the same topic are being expressed in the current alarming period, when content moderation is declining internationally. First review. During the years of independence, a solid legal basis for Education, Culture and art, media activities was created. At the same time, the norms and rules associated with the application of the concepts of “mediata“, “mediasavodkhanism“, “mediamadaniyat ” do not yet exist in our national legislation. Whereas, these terms have been in consumption in international law for many years, reflected in the following international-regional documents:



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“Grynvald declaration of mediation” (1982), “mediation in the digital age” (Vienna Conference recommendation. UNESCO, 1999), Europarlament's decision on mediation in the world of digital technologies of 16 December 2008 (2008), the European Commission's statement on 20 December 2007, “European approach to mediation in the world of digital technologies” (2007), “Parliamentary Assembly recommendation on Mediation” (Council of Europe, 6 June 2000). Therefore, it is appropriate that the national legislative acts are supplemented with new concepts and certain advanced norms. In particular, we think that the code of information, the draft of which is being discussed, should reflect the rules on this subject that meet the national interest and the generally accepted international standard. Second review. The new Uzbekistan education system should include a special training program that will teach modern concepts listed above. Giving a more relevant knowledge to the field is destined to contribute to the general information security of society by developing critical thinking skills in students, encouraging them to use the digital world more responsibly, strengthening socio-cultural potential, ultimately increasing the ability to choose the right information in adolescents. After all, ” media education ” (media education) is a concept related to all types and technologies of media, which means the formation of knowledge and skills related to the creation and analysis of text, critical observation, source identification, awareness of the fundamental content of political, social, commercial and/or cultural interest, the correct interpretation of the text and the value promoted by the media. Third review. Critical thinking in the use of the internet and learning to use a reliable source is very important for every member of our society. In order not to become a “victim” of false information, each information is required to be “factchecked”, i.e. verified. Otherwise, it's nothing to fall into the “whirlwind of feuds” in the global information and digital age. Therefore, it is advisable that the continuous process calculated to increase mediation is comprehensive enough to attract all segments of society. Of particular importance is the establishment of communication between state institutions, media and society based on healthy principles and effective communication, the professional skills of media representatives in the creation of content. In the digital age, according to national experts, the issue of combating the increasingly complex stream of disinformation in dipheiks (technology that falsifies



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human facial expression, voice and even movement using artificial intelligence),
cybercrime and other forms has become more relevant than ever. In short, media
Education, Literacy and culture not only help to choose the right source of
information, but also come into play in the education of healthy and responsible
citizens of society. Consequently, the rational, productive use of social network and
artificial intelligence in the rapid delivery of impartial, evidence-based, reliable
information will lead society to prosperity, the country to progress