



International Conference on Modern Science and Scientific Studies

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SCIENTIFIC THEORETICAL FOUNDATIONS OF MEDIA LITERACY

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In recent years, several times the acceleration of the flow of Information, positive information, as well as the increase in information of a negative nature, have put the need to be mediasavodkhan. In the traditional way, the mediasavodkhani was able to analyze literary works, which consisted in the creation of the fatlimatns. Today this skill means knowing why and why information is transmitted. Mediasavodkhanism plays an important role in understanding today's information environment. First of all, to understand the essence of the reforms carried out as a full-fledged active citizen of our legal democratic society and as a director of a comprehensive school; Formation of daily information sorting skills transmitted and received through the media; Avoiding the control of the human mind through information and making the right decisions in any situation. First of all, to understand the essence of the reforms carried out as a full-fledged active citizen of our legal democratic society and as a director of a comprehensive school; Formation of daily information sorting skills transmitted and received through the media; Avoiding the control of the human mind through information and making the right decisions in any situation; Analyze how a person's behavior changes positively or negatively under the influence of visual images and "read" the invisible information conveyed under visual messages; Being able to analyze the essence of text communications, which are given through the media, are considered factors that indicate mediation. The presence of these skills in the school principal serves as one of the factors in the effective management of secondary schools. It is also necessary to form mediasavodkhanism in the directories of hamumta'limmaktab in order to be able to find answers to the questions of where, by whom and for what purposes the information is transmitted, by whom it is reflected, by whom it is reflected. While the goal of mediasavodkhanism is to form the skills of understanding the priorities and shortcomings of each media, being able to sort the information disseminated by them and to accept the necessary, its main task is to limit it, realizing the manipulative power of any information consumed by humans. The concept of "



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Media "and media literacy the term" Media " (Latin —medium, i.e. medium, mediator, method) refers to a means of communication and information of various manifestations. The concept of Media includes the means of creating, copying, disseminating information and the technical means of information exchange between authors and mass audiences. The influence of media on the development of modern society increases year after year, through which people socially and mentally perceive and evaluate environmental reality. In key aspects of modern media, researchers are introducing creativity (creativity, creativity) and innovation. The concept of Media includes the means of creating, copying, disseminating information and the technical means of information exchange between authors and mass audiences. The influence of media on the development of modern society increases year after year, through which people socially and mentally perceive and evaluate environmental reality. In key aspects of modern media, researchers are introducing creativity (creativity, creativity) and innovation. However, we see that other sources also provide descriptions of the term "media" in the same way. "Media Media are communication channels that recommend Entertainment offers aimed at both hamkeng and a special audience, with a large number of functions focused on the dissemination of news, information and advertising information, and that act effectively." In other ways, when we take and look, the media can be classified into four types: print, visual, digital, voice Mediasavodkhanism includes the following skills: - Aesthetic and creative skills indicate the ability to creatively perceive, create media content. By creating Media content, the reader can formulate these skills in himself. - Interactivity skills are manifested in the ability to communicate through the media and perform various media roles. These skills can be taught and applied within the scope of practice.- Aesthetic and creative skills indicate the ability to creatively perceive, create media content. By creating Media content, the reader can formulate these skills in himself. - Interactivity skills are manifested in the ability to communicate through the media and perform various media roles. These skills can be taught and applied within the scope of practice. Interactivity skills demonstrate a willingness to express one's own opinions and views. - Critical analysis skills by using different analytical tools, peat indicates the ability to interpret and understand the importance of the different mediacontent. These skills are better developed by



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learning colorful mediacontents and genres; - Security skills are impossible to get out of complex situations and prevent them. Safe use of Virtual space, privacy protection, which implies the abandonment of serious content and communication. Mediasavodkhanism is the responsibility of a person as a citizen in society, which means that he is literate, able to receive, create, analyze and evaluate mediamatns, and be able to understand the socio-cultural and political content of modern media. Media literacy refers to a set of skills and competencies in the reception of mass media and the assessment of its activities. Simply put, information is information that is collected, processed and annotated, presented in a way that is convenient for use. Another different description of information is "knowledge given in an easy — to-understand form". In the past, behind this concept, information that is given to each other by people verbally, in writing and in another way has been understood. literacy refers to a set of skills and competencies in the reception of mass media and the assessment of its activities. Simply put, information is information that is collected, processed and annotated, presented in a way that is convenient for use. Another different description of information is "knowledge given in an easy — to-understand form". In the past, behind this concept, information that is given to each other by people verbally, in writing and in another way has been understood. The definition of information in a broad sense is given in the science of cybernetics. Its founder, Norbert Wiener, wrote that "information is a description of the content we draw from the outside world that adapts to it and to our senses". Some researchers argue that information is understood as a message or information about something that is not known in advance. Information is an important element, without which it is impossible to imagine not only a separate person, but also Society. The matter lies in its quality, content, tone and orientation. ts founder, Norbert Wiener, wrote that "information is a description of the content we draw from the outside world that adapts to it and to our senses". Some researchers argue that information is understood as a message or information about something that is not known in advance. Information is an important element, without which it is impossible to imagine not only a separate person, but also Society. The matter lies in its quality, content, tone and orientation. Therefore, information can be limited, falsified, fast, and relevant. Proper use of information provided by media and other information



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sources allows people to understand their own information needs, find and own information, and assess its quality. In most cases, the consumer realizes what he needs to know in order to achieve this or that goal, and focuses his search on a certain result. For example, in conditions of inflation, every citizen is interested in the growth of price. The applicant studies all information regarding the rules for admission to a higher educational institution. The purpose of referring to a person to this or that information channel is understandable. The choice is the fullness of the message, the reliability or curiosity of the source, etc. In most cases, the consumer realizes what he needs to know in order to achieve this or that goal, and focuses his search on a certain result. For example, in conditions of inflation, every citizen is interested in the growth of price. The applicant studies all information regarding the rules for admission to a higher educational institution. The purpose of referring to a person to this or that information channel is understandable. The choice is the fullness of the message, the reliability or curiosity of the source, etc. is based on. However, even here, it is necessary to carefully examine the reliability of the source. For example, the recommendations of a person who identifies himself as a literary critic on new literature may have been given for a specific purpose first. Today there is an overly extensive and diverse collection of information materials, content and resources, especially on the Internet, which vary in accuracy, reliability and value. In addition, this information is available in various forms (text, image, statistics, electronic or printed), which can be obtained through an online base, portal, virtual and real library, document collection, database, archives, museums, among others. But the quality of this information is considered an important factor, and the quality of information can be distinguished from "very good" to "very bad". In addition, this information is available in various forms (text, image, statistics, electronic or printed), which can be obtained through an online base, portal, virtual and real library, document collection, database, archives, museums, among others. But the quality of this information is considered an important factor, and the quality of information can be distinguished from "very good" to "very bad". Therefore, the value of information lies in its ability to be useful to the consumer, even if he does not understand it. When assessing the source of information, it is first necessary to determine for what purpose a person receives information. Information sources are



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divided into three categories. Primary sources are original sources that do not interpret information. It can be Research reports, Price sheets, speech texts, electronic messages, original artwork, manuscripts, photographs, diaries, personal letters, oral narrative/interview, or diplomatic documents. assessing the source of information, it is first necessary to determine for what purpose a person receives information. Information sources are divided into three categories. Primary sources are original sources that do not interpret information. It can be Research reports, Price sheets, speech texts, electronic messages, original artwork, manuscripts, photographs, diaries, personal letters, oral narrative/interview, or diplomatic documents. In most cases and specific situations, it is recommended to use primary sources of information whenever possible. As secondary sources, information suppliers come to the field. In this case, information change, analysis or generalization of journals, critical analysis or data interpretation). Primary sources recommended for use do not always contain authoritative or unbiased information in relation to secondary sources. Cases of subjective assessment of information can be eliminated using verified secondary sources. Tertiary sources are those that are organized and that reproduce and embody information from primary and secondary sources (e.g. abstracts, bibliography, various manuals, encyclopedias, indicators, chronological tables, database). Literate people in the field of information acquire the following basic skills: critical thinking, the ability to analyze information and use it in the statement of their opinion, the ability to obtain independent education, state activities and democratic processes in society, to be an informed citizen and ready to become a master of their profession. iterate people in the field of information acquire the following basic skills: critical thinking, the ability to analyze information and use it in the statement of their opinion, the ability to obtain independent education, state activities and democratic processes in society, to be an informed citizen and ready to become a master of their profession. These competencies can be applied in any learning context, including educational and professional environments or self-development.



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In conclusion, at the same time, the media allow you to include the basics of education in each educational institution in the curriculum, explain to children its basics in the process of preschool education in the form of interactive, various games, choose the necessary one in the intense flow of information by the growing generation and be able to assess it with a critical approach.