



## THE IMPORTANCE OF MEDIA LITERACY AND INFORMATION CULTURE IN SOCIETY

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### Annotation

In a world full of new information and media: digital media, mobile media, social networks, networking, remixing, sharing, content, and media uploading, require distribution skills and competent use. Precisely because due to new concepts defining the new media ecosystem - digital technologies concepts of literacy, a new media literacy, multimedia literacy emerged.

Currently, the concept of hypertext is not only digital and applies not only to information but also to network users.

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Article of the updated Constitution of the Republic of Uzbekistan, adopted by popular vote at a referendum of the Republic of Uzbekistan (April 30, 2023), in Chapter XV on the Mass Media: - The media are free and operate by the law. The state guarantees the freedom of activity of the media, and their rights to seek, receive, use, and disseminate information. The media are responsible for the accuracy of the information they provide.

By the legislation of the Republic of Uzbekistan, periodicals have a permanent name in printed form (newspaper, magazine, newsletter, bulletin, etc.) or electronic form (television, radio, video, newsreels, sites in telecommunication networks common use). ) at least once every six months, the form of one-time publication or broadcast and other forms of periodic dissemination of mass information is indicated as mass media.

In recent years, the media has become a means of exchanging ideas rather than a channel for transmitting information. The activity of bloggers on social networks is increasing, and the opinions of public leaders are gradually taking the audience away from traditional media and Internet information resources.

Materials that are made available to the public on social networks, blogs, forums, and photo and video hosting sites are widely discussed among users. Modern means



of communication are increasingly becoming sources of unverified or rumor-based information. Unfortunately, this is still impossible to control.

The current situation creates uncertainty in media assessments.

On the one hand, the development of mass communications and the media has a positive effect on people's awareness of the world around them, but at the same time, behind their development, there is a factor that manipulates the consciousness of the masses. It is the media and mass communication that first cause the massification of personality, standardize the views and behavior of people, and develop the uniformity of their reactions.

“At the same time, we should all not forget one fact: various debates and contradictions in the information sphere, first of all, must be based on the principles of honesty and impartiality, must be within the framework of the law and the rules of etiquette. , should not turn into personal anger and enmity, a way of gaining a false reputation, a person's personality and be far from insulting his honor, such negative situations should have absolutely no place in our media space,” says President of the Republic of Uzbekistan Sh. M. Mirziyoyev

Media and information literacy -

- Understanding the content and essence of the reforms being implemented as a full-fledged, active citizen of our legal democratic society;
- Daily information is transmitted and received through the media developing sorting skills;
- Do not control a person's consciousness through information and make the right decision in any situation;
- Positive or negative personality orientation under the influence of visual images the ability to analyze changes and invisible ones issued under visual messages ability to read data;
- Analysis of the nature of text messages transmitted through the media;

Today, the media, that is, cinema, theater, arts, cultural events, and everything that is transmitted via the Internet has a certain impact on a person and causes a change in his worldview. As mentioned above, the application of concepts and media education, media literacy, the main goal of media criticism and Conducting media research is the ability to evaluate information, create information, understand the process of its dissemination, information disseminated for economic, spiritual and cultural purposes, while understanding its essence.

At the moment, every educational institution teaches the basics of media education, including in the program, in the learning process of students and youth in schools,



explaining the basics to the younger generation in the form of interactive, various games, allows you to select what is necessary in an intense flow of information and critically evaluate it. This, in turn, belongs to the youth to further strengthen the future position of citizenship in the world, serving as the basis for making the right decision through an objective assessment of events.

Media literacy is the study of media and media education, is based on the following results and assumes:

- understanding the influence of the media on individuals and society;
- understanding the process of mass communication;
- ability to understand and analyze media texts;
- understanding the media context;
- sets the task of evaluating media text and sorting it.

Today media, that is, mass media, cinema, theater, arts, cultural events, everything transmitted over the Internet, information which has a certain influence on a person's consciousness causes a change in worldview. Today the main goal of media education is media literacy, media criticism, and media research—creation of joint information, understanding the process of its dissemination for educational, commercial, political, economic, spiritual, and cultural purposes, and evaluating it correctly.

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