

WAYS TO IMPROVE MEDIA LITERACY AMONG YOUNG PEOPLE*Boboqulova Mahliyo**Termez state pedagogical institute, students of 2nd course**Abdumo'minov Burxonjon**Termez state pedagogical institute, teacher*

Abstract: This article analyzes the need, main problems and effective strategies for increasing media literacy among young people. In the era of widespread information technologies, it is urgent for young people to critically perceive media content, protect themselves from misinformation and participate consciously in the digital world.

Keywords:Media literacy, youth, information, critical thinking, digital culture.

Introduction:

With the development of digital technologies, society is changing radically. Today, the flow of information is extremely fast and extensive, and young people in particular have become active participants in this process. They are exposed to news every day through social networks, websites, blogs and other digital platforms, express their opinions and become content creators themselves. This requires them to view their relationship with the media not only as consumers, but also as active participants. However, along with this process, there are also a number of dangers. Misinformation, fake news, stereotypes, misrepresented events and deliberately distributed manipulative content have a negative impact on the thinking and decision-making of young people. It is at this point that the importance of media literacy increases dramatically.

Media literacy is not only the ability to read or listen to information, but also the ability to analyze it, check the source, determine the authenticity of information and draw the right conclusions from it. Through this skill, the user critically evaluates information sources, identifies incorrect or manipulative content, and has the opportunity to freely and reasonably express his opinion.

For young people, this skill plays an important role in shaping their social activity, independent thinking, and conscious civic position. Media literacy also teaches young people to use information technologies effectively and safely, protect their privacy, and protect themselves from cyberbullying and other online dangers. This is of great importance not only for personal development, but also for creating a healthy information environment for the entire society.

For the younger generation living in the digital age, media literacy is not a choice, but a necessity. Its introduction into the education system and promotion through the media and social platforms are one of the important tasks facing modern society.

Main problems:

1. Lack of critical thinking. Critical thinking is the ability to analyze, evaluate and draw logical conclusions from any information. Unfortunately, many young people do not have this skill. This leads to the following problems:

Believing in fake or false information: For example, there are many cases of accepting fake news or conspiracy theories spread on social networks as truth.

Lack of independent thinking: Young people often tend to agree with the opinions of famous people or the majority, which prevents them from forming individual views.

Passive attitude to learning: Due to the lack of critical thinking, young people accept information superficially, without understanding it in depth, which negatively affects the effectiveness of the educational process.

2. Diversity of information sources. The Internet is a huge repository of information sources. However: Not every source is reliable: Some websites, blogs, or social media pages may spread false or sensational information.

Risk of manipulation: It is becoming easier to influence people's opinions through false information and convince them of a certain idea.

Difficulty distinguishing information: Many young people do not understand the difference between a scientific article and a simple opinion blog, which leads to the formation of incorrect knowledge.

3. The influence of social networks. Today, social networks have become an integral part of young people's lives. However, pressure through trends: Trends such as clothing, lifestyle, and appearance that are popular on social networks can cause low self-esteem and dissatisfaction with real life in young people.

The influence of advertising and bloggers: Recommendations given by famous bloggers are often sponsored. This increases the likelihood that information about a product or service will be biased, and sometimes even inaccurate.

False idealization: The fact that only the beautiful aspects of life are shown on social media distorts the concept of "success" among young people and puts them under psychological pressure.

Ways to Improve Media Literacy

Integrating media literacy into the education system. Introducing media literacy into schools and higher education institutions is an integral part of modern education.

As a separate subject or module: Media literacy can be introduced as a separate subject or integrated into existing subjects. Practical exercises: Students need to strengthen their knowledge by learning how to write analytical articles, identify fake news, and verify information. Textbooks and teaching materials: Creating textbooks that are suitable for young people and based on the national mentality is also important.

Training teachers and trainers. To teach media literacy, first of all, there must be teachers who are experts in this field.

Advanced training courses: Short-term but effective training and advanced training programs should be organized for teachers.

Providing resources: Teachers themselves should have access to up-to-date materials to show students modern examples and analytical methods.

Collaborative learning: Teachers work together with other professionals to share experiences.

Using interactive methods and technologies. Young people are increasingly interested in learning through digital technologies.

Mobile applications and web platforms: The learning process can be made more interesting through applications and interactive games that teach media literacy. Online courses and webinars: Everyone has the opportunity to learn at their own time and place. Analytical exercises: Participants develop skills in identifying fake news, assessing the reliability of sources, and analyzing advertising and PR materials.

Cooperation with media and NGOs. Media and non-governmental organizations play an important role in promoting media literacy on a large scale.

Public awareness campaigns: Conducting public awareness campaigns on topics such as digital security, information control, and privacy.

Youth competitions and events: Building practical skills in young people through activities such as blogging, video analysis, or article editing.

Media festivals and trainings: Young people gain experience by interacting directly with active media professionals.

Developing critical thinking. The mainstay of media literacy is critical thinking.

Case-based learning: Students are given the skills to evaluate information and compare alternative points of view based on real-life examples.

Debates and debates: Organizing open discussions and debates is useful for forming independent opinions.

Conclusion

Media literacy is an integral part of digital security, social stability and information culture in modern society. The state, educational institutions, the media and civil society should work together to ensure that young people have sufficient knowledge and skills in this area. Only then will it be possible to raise a conscious and active young generation in a digital society