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THEORETICAL FOUNDATIONS OF "MEDIA AND MEDIA EDUCATION" IN THE INFORMATION SPACE

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Annotatsiya: Mazkur maqolada zamonaviy globallashuv va axborotlashuv jarayonlari sharoitida medianing jamiyat hayotidagi o'rni va ahamiyati keng yoritilgan. Unda media tushunchasining mazmun-mohiyati, asosiy funksiyalari hamda jamiyat taraqqiyotiga ko'rsatadigan ijobiy va salbiy ta'sirlari ilmiy-nazariy asosda tahlil etilgan. Shuningdek, shaxsning kommunikatsiya jarayonidagi roli, kommunikativ kompetensiyaning ahamiyati va axborot makonida mas'uliyatli muloqot yuritish zarurati ochib berilgan.

Kalit so'zlar: Media, axborot, ommaviy axborot vositalari (OAV), mediamakon, mediata'lim, media savodxonlik, media madaniyat, media kompetensiya, media matn, axborot oqimi, raqamli media, internet va ijtimoiy tarmoqlar, axborot xavfsizligi, tanqidiy fikrlash, media tahlil, manipulyatsiya, propaganda, soxta axborot (feyk), auditoriya, kommunikatsiya.

Аннотация: В данной статье широко рассматривается роль и значение средств массовой информации в жизни общества в процессе современной глобализации и информатизации. На научно-теоретическом уровне анализируются содержание, основные функции медиаструктуры, а также влияние её развития на развитие общества. Раскрывается роль личного, личностного общения в коммуникации, важность коммуникативной компетенции и необходимость ответственной коммуникации в информационном пространстве.

Ключевые слова: СМИ, информация, информация (массовые медиа), медиапространство, медиаобразование, медиаграмотность, медиакультура, компетенция, медиатекст, информация, источник, Интернет и социальные сети, информация, критическое мышление, медиаанализ, манипуляция, пропаганда, ложная информация (фейк), аудитория, коммуникация.

Abstract: This article broadly covers the role and importance of the media in the life of society in the process of modern globalization and informatization. It analyzes the content, main functions of the media structure, and the impact of its development and development on the development of society on a scientific and theoretical basis. The role of personal, personal communication in communication, the importance of communicative competence, and the need for responsible communication in the information space are revealed.

Keywords: Media, information, information (mass media), media space, media education, media literacy, media culture, competence, media text, information information, source, Internet and social networks, information, critical thinking, media analysis, manipulation, propaganda, fake information (fake), audience, communication.

In the current era of globalization and information, the media has become an integral part of society's life. The increase in the speed and volume of information exchange is directly influencing

people's worldviews, social relationships, and decision-making processes. Therefore, it is of pressing importance to study the concept of media in depth and to analyze its role in society.

The term "media" is derived from the Latin word medium, meaning 'means' or "intermediate source." Media is the collection of technical, social, and cultural means that serve to create, process, and deliver information to the public. Media includes traditional mass media—newspapers, magazines, radio, and television—as well as modern digital media, such as online publications, social networks, blogs, and mobile platforms.

The media functions as an important communicative institution that ensures information exchange between society and the individual. It not only conveys information but also shapes public opinion and influences the development of values and social norms.

The media performs a number of important functions in society [2]:

1. **The informational function** — to inform members of society about political, economic, social, and cultural events.
2. **Educational and Enlightenment Function** — promoting knowledge and culture, strengthening spiritual values.
3. **Social Control Function** — strengthening public oversight of the activities of the state and society.
4. **Entertainment function** — to serve the meaningful organization of the population's leisure time.
5. **Integrative function** — to unite the members of society around common ideas and interests.

The media has a significant positive impact on the development of society. First of all, it ensures openness to information, increasing citizens' political and social awareness. Media expands opportunities for education and learning, and news from various fields is disseminated quickly.

Additionally, the media promotes intercultural dialogue and strengthens mutual understanding between nations and peoples. Digital media, in turn, supports the innovative thinking of young people and helps develop new professional skills.

However, one cannot deny the negative impact of the media on society. The spread of incorrect or false information can lead to social instability. The promotion of violence and ideas contrary to moral norms in certain media products has a negative impact on an individual's consciousness.

Additionally, excessive dependence on social networks can lead to a decrease in real-life communication between people and a weakening of critical thinking about information.

The media is an important social institution of modern society, and it plays a significant role in society's development. By using its capabilities wisely, enhancing information literacy, and fostering critical thinking, one can strengthen the media's positive impact and reduce its negative aspects. Therefore, adhering to responsibility, impartiality, and ethical principles when working with the media is an important duty for every member of society.

In modern society, communication plays a vital role in all areas of human activity. Interpersonal relationships, the functioning of social institutions, and societal development are directly dependent on the effectiveness of communication processes. From this perspective, the individual's role in communication processes, their active participation, and responsibility in the exchange of information are of particular scientific and practical importance.

Communication is the process of exchanging information, thoughts, ideas, emotions, and experiences between individuals or social groups. It takes place in oral, written, nonverbal, and digital forms. The communication process consists of components such as the sender (communicator), the receiver (communicant), the message content, communication channels, and feedback.

In this process, a person is not only a transmitter or receiver of information but also an active subject who determines the content and direction of the communication.

An individual performs several tasks simultaneously in the communication process. First, he serves as a source of information expressing his thoughts and views. At the same time, he receives, analyzes, and responds to information transmitted by other individuals[1].

A person's role in communication is directly related to their social status, cultural level, speech culture, and psychological characteristics. During communication, a person's behavior, tone of voice, and use of nonverbal cues greatly influence the accurate understanding of information.

Communicative competence represents a person's ability to communicate effectively. It includes factors such as speech culture, listening skills, communication ethics, the psychology of interaction, and the critical evaluation of information.

A person with high communicative competence adapts quickly to social environments, resolves conflicts through dialogue, and works effectively in a team. Conversely, a lack of communication skills can lead to social isolation and conflicts.

In an information society, an individual's responsibility in the communication process is steadily increasing. Every individual must pay attention to the truthfulness, accuracy, and ethical aspects of the information being conveyed. It is especially important to prevent the spread of false information, manipulative messages, and negative content when using digital communication tools.

A person's responsible communication contributes to creating a healthy information environment in society.

In interpersonal communication, a person is a key participant, creating an atmosphere of mutual understanding and trust. In social communication, an individual participates as a subject addressing a broad audience or as a recipient of mass information.

In both cases, an individual's communicative culture directly influences the quality of social relationships in society.

The individual is the central link in communication processes. Their active participation, cultural competence, and responsibility in communication determine its effectiveness. In modern society, developing an individual's communicative competence, enhancing the culture of information handling, and fostering responsible communication are considered important prerequisites for social development.

In an information society, the media is deeply penetrating all aspects of social life. Modern media is not only a means of delivering information but also manifests itself as a complex organizational, technological, and social system. Therefore, studying the structure of the media and analyzing its main components and their interrelationships is of significant scientific and practical importance.

Media structure is understood as the interdependent system of all subjects, institutions, and technological elements involved in the process of creating, processing, distributing, and delivering information to consumers. In modern practice, media structure is formed on the basis of the integration of traditional and digital components[3].

Media structure operates at several levels—institutional, organizational, technological, and content.

The institutional structure of the media encompasses organizations and social institutions that regulate the activities of mass information outlets. These include state and non-state media institutions, news agencies, television and radio companies, publishing houses, and digital platforms.

Additionally, the legislative framework, information policy, professional associations, and public oversight play a crucial role in the media's institutional structure. These elements ensure the legality, transparency, and accountability of media activities.

The organizational structure of the media represents the internal management system of media organizations. It consists of management, the editorial department, creative staff, technical specialists, and marketing departments.

In modern media practice, editorial work is collective and multi-stage. The processes of gathering, editing, verifying, and distributing information are carried out through clearly defined functional divisions. This serves to ensure the quality and reliability of the information.

Modern media is a highly technologically advanced system. Its technological structure includes the technical tools and digital platforms used to create and distribute information.

This includes television and radio broadcasting systems, print technologies, internet networks, mobile applications, and artificial intelligence-based analysis tools. Technological development increases the speed, interactivity, and popularity of media products.

The media's content structure consists of a general mix of news, analytical materials, educational, cultural, and entertainment content. In modern practice, content is developed to meet audience needs and interests.

In its content structure, journalistic genres, visual and audiovisual elements, and interactive formats play a crucial role. At the same time, planning content and strengthening engagement with the audience are among the media's key tasks.

A key feature of modern media structure is the process of convergence. In this process, traditional and digital media forms merge to create a single information space. As a result, a single media product can be distributed across multiple platforms simultaneously.

In the structure of digital media, social networks, video hosting platforms, and online publications play a significant role. This, in turn, enhances two-way communication with the audience.

In modern practice, the structure of the media is considered a complex, multi-level system. Its institutional, organizational, technological, and content components operate in a coordinated manner. The effective functioning of the media depends on the consistent and coordinated operation of the elements of this structure. Therefore, a thorough study of the structure of modern media is of great importance for the development of the information society[4].

As a result of the rapid development of information and communication technologies, the media is deeply penetrating all spheres of social life. The increase in the volume of information disseminated through mass media and digital platforms requires individuals to possess skills for critical analysis, evaluation, and conscious use of information. From this perspective, media education theory holds special importance as one of the key areas of the modern education system.

Media education is an educational process that teaches an individual to understand, analyze, evaluate, and create mass media and digital media products. The primary goal of media education is to increase an individual's activity and responsibility in the information space by fostering media literacy.

Media education theory develops in close connection with the fields of pedagogy, sociology, psychology, and communication studies, and it scientifically studies an individual's interaction with media.

Media education theory is based on a number of key ideas. First, it is recognized that media products may not fully reflect objective reality, but can be shaped by specific social, political, and cultural interests. For this reason, it is considered necessary to approach media messages with a critical mindset.

Furthermore, media education theory envisions cultivating the individual not as a passive consumer of information, but as an active and conscious media user. Understanding the impact of ideas and images conveyed through the media on an individual's consciousness is one of the key objectives of media education.

According to media education theory, media education serves the following main functions:

- to develop media literacy in individuals;
- to develop skills for the critical analysis and evaluation of information;
- Strengthening the ability to identify false and manipulative information;
- Developing a culture of creating media content;
- Teaching adherence to ethical and legal standards when using information.

These tasks help an individual to operate independently and responsibly in the information environment.

In media education theory, there are several main approaches. These include the aesthetic approach, the critical approach, the practical approach, and the cultural approach. While the aesthetic approach focuses on analyzing the artistic aspects of media products, the critical approach aims to uncover the content and hidden meanings of media messages. [6]

The practical approach serves to develop skills in creating media products, while the cultural approach is directed toward studying the social and cultural values being shaped through media.

In the modern education system, media literacy theory plays an important role in enhancing students' information literacy. Through media education, the critical thinking skills of the younger generation are developed, and their social activism and civic stance are strengthened[5].

Additionally, media education theory enables teachers to enhance their professional competence and to make effective use of modern media tools in the educational process.

Media education theory is an important scientific and theoretical approach that serves the comprehensive development of the individual in an information-driven society. Forming media literacy, developing critical thinking, and promoting responsible media use are the main tasks of media education. Therefore, the widespread implementation of media education theory into the educational system is of great importance for the sustainable and conscious development of society.

Adabiyotlar ro‘yxati

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