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THE ROLE OF MEDIA COMPETENCE IN DEVELOPING MEDIA LITERACY OF PARENTS

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ABSTRACT

The article is devoted to the role and place of media competence in the development of virtual pedagogical culture of parents in an informed society and is analyzed as one of the current issues of today. It also highlights the extent to which parents' use of the media, in relation to them, corresponds to concepts such as religious values, ethnic culture, ethical norms, virtual culture, virtual literacy, and so on. The specific positive aspects of media competence in the acquisition of a virtual pedagogical culture by parents are highlighted.

KEYWORDS

Parents, media, media competence, competence, virtual culture, national and religious values, upbringing, children, Islamic culture, pedagogical culture, media text, moral norms, internet.

INTRODUCTION

The spiritual and moral formation of a person in a family begins with the birth of a child and it consists of

the nature of family relations, the example of parents, their level of general education, level of general culture

and virtual-pedagogical culture and how they organize their family life. These factors make up the content of spiritual and moral education of the child in the family, and as they include a number of pedagogical and psychological features, they specify the development of the virtual pedagogical culture of parents. We can observe that Islam is embedded in the social life of the people, especially family relations, culture and national traditions. The peculiarity of family education in Islam is related to the general ideas about the moral upbringing of children, which have a universal meaning because they call children to humanity and goodness [2.8-p.].

In the conditions of today's information society, we believe that every parent should have media competence in order to inculcate this universal content of Islamic spirituality in themselves and also in the minds and hearts of their children.

Such virtues as honesty, correctness, not betraying others, charity, generosity and kindness, thrift, which are widespread in Uzbek families, were formed on the ground of national and religious values, and as a result of family upbringing, they were passed from parents to children, enriching their spiritual world. One of the more important tasks of parents in the family is communication, and its content consists of issues such as mutual relations between family members, ensuring close communication between family members with mass media, and through this, following the rules of virtual culture, perception of the social environment.

Competence has a special place in the upbringing of a spiritually mature and well-rounded person. The word competence, taken from the Latin language, means "fit for one's profession, worthy".

Competence is not only a set of acquired theoretical knowledge, skills and abilities, but also the level of creative application of them in practice.

The concept of media competence (media competence) is a new term that has entered the field of education, and it includes such meanings as the ability to transmit and evaluate media information in various forms, to learn, to communicate [4].

It is not without reason that the issue of introducing several components in the use of media competence in the field of education is discussed. Experience shows that paying more attention to several terms under the concept of media competence, including media culture, computer culture, virtual culture, virtual education, media propaganda, virtual literacy, plays an important role not only for parents, but also in raising a mature generation. Competence does not mean the acquisition of separate knowledge and skills by parents, but the acquisition of interactive knowledge and actions in each independent direction [3.128-b].

Competence is a term that expresses the level of a person in a certain field, having knowledge that allows for correct reasoning about a certain situation, evidence-proven opinion. Competence is a complex set of personal characteristics and status, which enables a person to embody knowledge, skills and experience in a certain field, to express an opinion on certain issues, to participate in the development of certain decisions or to make decisions on his own.

The development of global mass communication and the transformation of society's capabilities in the information age in accordance with the students of virtual culture began to be clearly manifested in the conditions of today's pandemic. In the conditions of

today's information society, a new type of family relations is being decided. It leads to the erosion of old structures that have been built up over many years and are quite stable. This requires inculcating a sense of self-interest and a spirit of ownership in the minds of our children.

Nowadays, the influence of the mass media in educating young people in a comprehensive manner is becoming very large. At this point, it is important for every parent to know how to use the mass media (TV, computer, Internet, mobile communications, telegram, etc.) correctly and effectively, and to fully follow the rules of etiquette when using it. This leads to the development of sufficient knowledge, skills and competencies specific to virtual culture in parents. Especially in today's pandemic conditions, online communication, online classes, online markets, advertising, delivery services, purchasing necessary items, raw materials, construction materials are being done virtually. This shows that the role of media competence in the development of virtual-pedagogical culture among parents is increasing.

At the same time, the press and news media are not satisfied only with reporting news or information, but also analyze and criticize them. He turns them into professions and trades, and if he wants, into education and upbringing. Today, the press and information media should be a very effective tool of propaganda and a means of calling the general public, big and small, to goodness and unity of the people (4. 291 b).

In the 20th century, the rapid development of mass media led to a change in culture and the formation of a new virtual world of communication. In this, two methods of information appeared, namely, the human-oriented method and the media-oriented method. In

the human-centered approach, people customize media according to their personal needs. It comes from how people select and receive information. They select the information that fits their opinion and ignore the information that does not. The media-oriented method is based on the subjection of a person to the influence of mass media. It affects the human mind like a drug, and there is no way to go against it.

The word "media" is derived from the Latin word "medium" in the plural, which means "middle, between, between". It is a means of meeting spiritual (information, knowledge) needs. The content of the concept of media includes the technical means of information exchange between the authors and the mass audience. The impact of the media on the development of modern society is increasing year by year, and through them, people understand and evaluate the surrounding reality from a social and spiritual point of view.

Media culture and media literacy are integrally reflected and developed. Today, it is important to further improve areas such as media culture, media literacy, and media education, as well as a deeper analysis of the level of influence of various social institutions and systems. At the same time, the growth of the role of media culture and media literacy (as a connecting tool between the country and the region, government and society, society and the individual), the nature of the changes taking place in the media environment and determining the causes of the social and cultural factors affecting it are important from the point of view of today's era. Changes in personality and culture are causing the young generation to face serious problems. Such changes are taking place mainly in connection with the development of civilization under the influence of mass media. As we

know, mass media serves to increase the worldview and knowledge of the individual by transmitting news and messages about the country and the world.

If we take into account the widespread use of television products, videos, materials from press publications, and materials published on the Internet in educational institutions, it is difficult to observe that media culture and media literacy based on media education are becoming one of the important parts of the lifestyle of not only young people, but also parents. Today, the main goal of media education, media literacy, media culture is to create information that reflects ideological threats, to understand the reasons for its spread, to be able to evaluate it with a proper understanding of the true purpose of such negative information, which is distributed for commercial, political, economic, spiritual and cultural purposes.

Also, it is important for parents to work with information, to search for information, to be able to distinguish, process, organize, and understand the content of information. Because on the basis of these information consumption culture is formed in parents. Therefore, as information and communication tools become an important part of the media education process for parents, taking into account how various media materials, in particular, analytical information materials about international life, the way of life of the people of other countries, international advertisements can affect the worldview of parents need to get

Taking into account that not only young people, but also parents visit the Internet a lot, efforts should be made to further enrich the national information system and resources on the Internet. In order to protect their children from information attacks on the Internet,

parents have studied the experiences of strengthening national information sources in the global space, and it is necessary to strive to enrich the content of useful sites in the Uzbek language. After all, the process of social modernization in modern society, the processes of formation of civil society, are certainly inextricably linked with the media culture and media literacy of a person living in the 21st century.

Development of thinking ability of parents with the help of media; development of the ability to receive, evaluate, understand and analyze media texts; teaching people to live in a democratic and open society; to develop the ability to understand social, cultural, political and economic meanings manifested in media texts; learning to understand information in various forms in media text and media information; development of parents' communication skills; it is necessary to develop the skills to understand, evaluate and work with media texts and their aesthetic qualities.

The concept of media comes from the Latin word "media" which means a tool, a medium. It is a means of meeting spiritual (information, knowledge) needs [2.28-b].

Media is nowadays used as a synonym for mass media (print, photo, radio, television, film, multimedia computer systems, internet). Media culture is a collection of informational, communicational, material means and intellectual indicators, which affects the level of social development of a person. Virtual culture is a set of knowledge and skills that allows solving problems in educational and practical fields, which includes the ability to search for information, classify it, extract important information, and use communication tools to express information in various forms.

Today, the culture of information selection and correct evaluation (virtual culture) is considered one of the urgent problems in the world mass media. We think that every parent in the family should have a virtual pedagogical culture in search of a solution to this problem. For this, it is necessary for every parent to teach their children how to effectively use mass media (television, computer, internet chat, forum, Facebook, Twitter) if they know it. The above-mentioned mass media are means of communication, through which people are getting opportunities to talk to each other and conduct various dialogues. They use these opportunities, carry out their activities, acquire information, acquire knowledge, exchange experience, and start commercial and advertising activities. This is definitely evident in every field. On the one hand, distance learning provides an opportunity to develop intellectual and creative abilities, and on the other hand, we can see that real communication is becoming a virtual form. Now parents are controlling their children not face-to-face, but virtually. As fate would have it, parents and children working or studying abroad are communicating only in virtual form. If we look at this as a certain manifestation of the current information society, then if social welfare and social harmony serve in the formation and upbringing of a perfect human personality, then the virtual culture of the members of the society should also develop and improve.

Leaving aside the organizers of websites that prepare and distribute information against our national and religious traditions, we believe that it is a big mistake of parents who are unable to control while creating the conditions for these problems to occur.

Time itself shows that strengthening the spiritual immunity of our youth and spending their free time in

a meaningful way is more urgent than ever in today's world, where various conflicts are intensifying.

It is known that the future, prospects and development of any country or society are in the hands of the youth. But it is not difficult to imagine what kind of state, society or family can fall into the hands of young people who are indoctrinated with the ideology of fanaticism and are members of various destructive currents. Therefore, in order to preserve young people and protect them from the above-mentioned destructive vices, it is necessary for parents to have a virtual-pedagogical culture. Mutual (virtual) relations in the family and rules of virtual culture, paying attention to beauty in marriage through media education are also of special importance. If in the family there is a virtual manifestation of mutual relations between parents and adults, mutual harmony of family members, mutual respect in sincere relations (especially between parents), the above-mentioned moral qualities will continue to be included in the behavior of children raised in this family. So, the pedagogical culture in the family begins with the correct relationship between parents and other adults.

In this regard, we would like to pay special attention to Chapter 4, Clause 19 of the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On approval of the concept of continuous spiritual education and measures for its implementation". In order to regularly increase the knowledge of parents regarding the methods of raising children in the family:

- Effective use of national educational methods and advanced achievements of modern pedagogues in raising children;

- conducting trainings for parents on raising age-appropriate social competences in their children at the "University of Parents" in the neighborhoods;

- creating a series of didactic materials such as television shows for parents, pedagogues, bright, colorful manuals decorated with various pictures, multimedia products for children under the heading "school of education";

- In order to popularize the positive experience gained in the practice of continuous spiritual education, mechanisms for creating a series of multimedia presentations based on the "Book of Young Parents" and other methodical manuals and distributing them to parents will be established [1.4-b].

CONCLUSION

In short, to develop media competence in parents, it is necessary to use the experiences of foreign countries in accordance with our own ethnic characteristics. After all, conducting special training sessions for parents, creating methodical manuals explaining the concepts of media competence and developing mechanisms for regular delivery to parents, developing virtual culture and virtual education are becoming the demand of the time. Also, young parents who do not have enough life experience to distinguish between good and bad under the strong influence of mass media on our national traditions are exposed to negative information. That is why it is very important to develop media competence taking into account its modern requirements and to determine pedagogical conditions.

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