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PEDAGOGICAL CONDITIONS AND DIDACTIC TOOLS OF STUDENTS' MEDIA LITERACY DEVELOPMENT

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ABSTRACT

The development of media literacy among students is an important task of modern education, given the significant role of the media space in the life of the younger generation. This work is devoted to the study of pedagogical conditions and didactic means that contribute to the effective formation of media literacy among students. The article discusses theoretical approaches to media literacy, analyzes current pedagogical practices, and also proposes specific didactic tools aimed at developing critical thinking, skills in analyzing and evaluating media content. The author emphasizes the importance of integrating media literacy into the educational process and the need to create special programs and courses adapted to the needs of modern students.

KEYWORDS

Media literacy, pedagogical conditions, didactic means, educational process, critical thinking, media space, educational technologies, online courses.

INTRODUCTION

In the modern information society, media literacy is becoming an important component of the educational process. Media literacy includes the ability to critically analyze and evaluate information, create media content, and use digital technologies safely and effectively. Developing media literacy is especially important for students who are active consumers and

creators of media content. The development of media literacy of students requires the proper organization of the teaching process, depending on the level of knowledge, the level of mastery, the source of education, and the pedagogical tasks of students in mastering the educational content. To achieve these goals, it is necessary to create certain pedagogical

conditions and use various didactic tools. Let's take a closer look at what pedagogical conditions help students develop media literacy and what didactic tools are most effective in this process.

This implies the need to follow the following pedagogical conditions:

- motivational conditions: substantiating the place and role of individual activity in the professional development of students, determining students' inclinations to take up individual activity, forming knowledge needs and providing an environment for demonstrating independence in the educational process;

- constructive conditions: development of effective methods of training, formation and development of students for individual self-development, training for individual activities, which is an important component of student activation in the course of the credit-module system;

- communicative conditions: determining the scientific and pedagogical bases of the formation of the need for the development of media literacy among students, identifying pedagogical tools that serve to form the need for individual activity in students during the educational process, and creating a pedagogical system aimed at the formation of the need for the development of media literacy among students.

- organizational conditions: use of media literacy development methods and forms; formation of individual, small group and teamwork skills in students, expansion of their individual capabilities, encouraging them to accept non-standard solutions along with ready-made standard solutions in solving problems; selection and implementation of interactive training

forms and methods that allow to redevelop and improve cognitive knowledge, which is the basis of individual activity development;

- individual conditions: creating a favorable opportunity for the development of media literacy in students, tolerantly accepting various opinions and ideas expressed by students, and ensuring their individual activity in the educational process, each student's ability to perform individual activities building trust, regularly encouraging their individual activities; individualization of the educational process based on the characteristics, needs and intellectual potential of the student.

- methodological conditions: effective use of modern information technologies and web technologies for the development of students' media literacy in the course of the credit-module system, development of methodological support for individual activities of students to eliminate practical problems of independent search and processing of information.

We believe that it is important to use electronic educational tools in our research as a general solution to the above-mentioned pedagogical conditions. Modern technologies have significantly changed the educational process and created new opportunities for learning and teaching.

Improving the educational process with the help of electronic educational tools is the development of theoretical and practical knowledge. Electronic educational tools have become an integral part of the educational system, offering interactive, convenient and effective methods of knowledge transfer. E-learning tools include a wide range of technologies and

software used to create, manage, and distribute educational content.

The use of e-learning tools gives us the following opportunities:

- independent work with electronic materials using a personal computer, mobile phone, DVD player, television and other electronic materials;
- the ability to receive advice, advice, assessment, remote interaction from a remote (regional) expert (teacher);
- creation of a distributed community of users (social networks) leading the general virtual educational activity;
- timely delivery of electronic educational materials around the clock; standards and specifications for electronic learning materials and technologies, distance learning tools;
- formation and improvement of information culture among the heads of all enterprises and departments within the group, as well as their acquisition of modern information technologies, increasing the efficiency of their normal activities;
- development and popularization of innovative pedagogical technologies, their transfer to teachers;
- ability to develop educational web resources;
- access to up-to-date knowledge anytime and anywhere anywhere in the world.

The main types of e-learning tools include:

1. Educational platforms and learning management systems (LMS):

Examples: Moodle, Blackboard, Canvas.

Responsibilities: course management, monitoring of students' learning

making, organization of educational materials and interaction between students and teachers.

2. Mobile applications for learning:

Examples: Duolingo, Khan Academy, Coursera.

Features: anytime, anywhere access to learning materials, interactive tasks, personalized recommendations.

3. Virtual and augmented realities (VR and AR):

Examples: Google Expeditions, Anatomy 4D.

Features: creating an immersive learning experience, visualizing complex concepts and events.

4. Interactive whiteboards and displays:

Examples: Smartboard, Promethean.

Functions: support interactive interaction with educational materials, teamwork and presentations.

5. Online courses and MOOCs (Open Online Courses):

Examples: edX, Coursera, FutureLearn.

Features: access to courses from leading universities and experts, flexible study schedule.

The benefits of e-learning are illustrated in Figure 1 below.

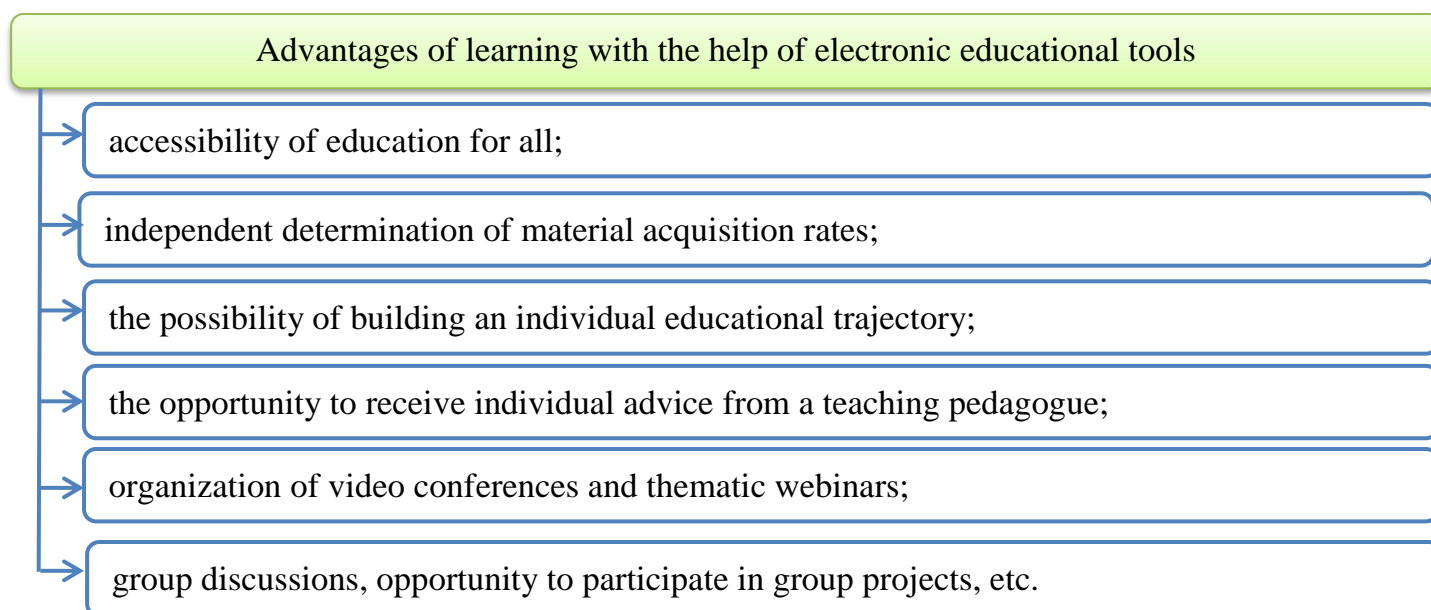


Figure 1. Advantages of learning with the help of electronic educational tools

The main task of the educational process is to educate a perfect person who has a deep knowledge of his specialty, is able to solve problems, has mastered a foreign language, is able to use special computer programs in the work process, is media literate and has a high morale. Media literacy is a key skill in today's information society and allows students to critically evaluate, analyze, and effectively use mass media.

The use of various didactic tools to develop students' media literacy helps them develop critical thinking, practical skills, and the ability to communicate effectively with mass media. It is important to integrate these tools into the educational process, adapting them to modern demands and problems of the media environment.

Modern education actively uses various didactic tools that help teachers and students achieve educational goals more effectively and interactively. These tools

include Internet networks, web technologies, multimedia network technologies, websites, and educational platforms. Let's take a closer look at each of these categories.

Internet networks are the basis for access to a large amount of educational resources. They provide an opportunity to search for information, exchange information and communicate between the participants of the educational process. Internet networks allow remote classes, webinars and video conferencing, which expand the boundaries of traditional education.

Web technologies include HTML, CSS, JavaScript, and other programming languages and technologies used to create interactive and functional web pages and applications. They allow the creation of educational websites and platforms that provide access to

educational materials, tests, forums and other interactive elements.

Multimedia network technologies include the use of video, audio, animation and other multimedia elements in the educational process. They make learning more visual and interesting. Examples of such technologies include the use of video lectures, podcasts, interactive presentations, and virtual tours.

Websites. Educational websites provide access to a variety of educational materials, libraries, articles, video tutorials, and other resources. They may specialize in certain subjects or areas of knowledge, such as mathematics, science, art, etc. Websites may also include forums and chat rooms for discussion and collaborative learning.

Educational platforms. Education platforms like Coursera, Udemy, Khan Academy, Moodle, etc. offer courses and training programs on various topics. These platforms often include gamification elements, quizzes, feedback, and course completion certificates. They allow you to study at your own pace and time, making education accessible to a wider range of people.

Examples of the use of didactic tools

Coursera and EdX - These platforms offer various online courses from leading universities and companies. These include video lectures, tests, discussion forums, and final projects.

Google Classroom is an educational platform that helps teachers organize and manage classes, provide learning materials, and track student progress.

Khan Academy is a non-profit educational organization that offers free classes in a variety of subjects, including math, science, economics, and history.

YouTube – Many teachers use YouTube to post video lectures and educational videos that students can watch at their convenience.

Moodle is a platform for creating distance learning systems that allows you to create courses, manage learning materials, conduct tests and monitor student learning.

Didactic tools based on modern technologies significantly expand educational opportunities, making it more convenient, interactive and effective. Their use allows teachers to diversify teaching methods, and students get knowledge in a convenient and interesting way.

In conclusion, it should be noted that the successful development of media literacy among students requires a comprehensive approach that includes both the creation of favorable pedagogical conditions and the use of effective didactic tools. Important aspects are:

Integrating Media Literacy into Curricula: Creating and implementing specific courses and modules on Media Literacy, as well as incorporating topics related to existing disciplines.

Use of interactive teaching methods: use of modern technologies and interactive teaching formats that promote deeper learning, such as webinars, online courses, virtual simulations and game methods.

Developing critical thinking: Teaching students how to analyze and evaluate media content, developing

critical thinking skills and the ability to recognize manipulation and fake news.

Practical direction of training: organization of practical training and projects that allow students to apply the acquired knowledge in practice, analyze real media situations and create their own media content.

Training of teachers: training and seminars to improve the skills of teachers in the field of media literacy, to introduce teachers to new methods and tools.

The introduction of these pedagogical conditions and didactic tools into the educational process significantly increases the level of media literacy of students, prepares them to effectively and consciously interact with the media space, and ensures their adaptation to the demands of the modern information society.

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