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MEDIA-PHILOSOPHICAL KNOWLEDGE DEVELOPMENT OF YOUTH IN THE CONTEXT OF MEDIA EDUCATION

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Abstract This article talks about ways to help young people think better with media education. It looks at what "media," "literacy," and "media literacy" mean. Why its important for students to learn media literacy. The study shows that media education helps with thinking, creativity, analyzing information and being a responsible part of todays information society.

Keywords; media , literacy, media literacy, mass media ,media education ,media competence

In years Uzbekistan has taken big steps to improve its information services. The Internet has made it easy for news to spread fast. It also spreads false information and conspiracy theories quickly. This false information can cause harm. Some people think we should use technology to stop news but the best way is to teach people to be media literate.

Media literacy is very important today. It means being able to access, analyze, evaluate create and act using types of media. It's like literacy but with new ways of reading and writing. It helps people think critically communicate and be active citizens.

Main Part

Some countries like the UK, Australia, Finland and Sweden teach media literacy in schools. In Russia researchers like O. Baranov, S. Penzin, A. Fedorov and A. Sharikov have contributed to media education. In Uzbekistan media literacy courses are taught in journalism and related programs.

The term "media" comes from the word "medium " meaning "means" or "method." It refers to forms of communication and information channels, like radio, TV, newspapers and the Internet.

Media Literacy Definitions

- Mass media: all digital, printed and visual means used to transmit messages.
- Literacy: the ability to encode and decode symbols and to synthesize and analyze messages.
- Media literacy: the ability to encode and decode symbols transmitted through media and to synthesize, analyze and produce mediated messages.
- Media education: the study of media including practical experiences and media production activities.

Importance of Media Education

Media education helps students become consumers of media and responsible producers of their own media content. It develops thinking skills, which are essential for success in life. Media education also promotes thinking, intellectual openness and adaptability.

Discussion

To develop students media and information skills educators use multimedia projectors, video materials, interactive whiteboards and social networking platforms. Media literacy is not about technological skills and critical information analysis; it's also, about understanding media education.

Critical Thinking and Media Literacy

Students should be encouraged to ask questions when evaluating media content:

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- Who is the author?
- What is the purpose of the message (to inform, entertain or persuade)?
- How might different audiences interpret this message?
- Have any important details been omitted. If so why?
- Are credible sources cited?
- Are there any mistakes in grammar or spelling that make the text less believable?

Giving students chances to reflect and teaching them to ask questions are important ways to help them develop skills to analyze and evaluate media on their own.

In conclusion media literacy helps students get the skills to check and judge the quality of information in school and in life.

One of the goals of media education today is to help young people think better.

Media has an impact, on what students think how they think critically and how they make decisions.

So it is very important to teach media literacy and improve skills to analyze and evaluate information.

When young people take part in media they do not just consume information they also. Create it.

This helps them think creatively and analytically.

Overall media education is a tool to increase the intellectual potential of young people and make them conscious, independent and responsible members of society.

Conclusion

In conclusion, media literacy enables students to acquire the skills necessary to analyze and evaluate the quality of information both in educational settings and in everyday life. Within the context of media education, the development of young people's thinking represents one of the most significant priorities of modern education.

Media resources exert a considerable influence on students' worldviews, critical thinking abilities, and decision-making processes. Therefore, fostering media literacy and enhancing information analysis and evaluation skills are of paramount importance. As young people actively participate in media environments, they become not only consumers but also processors and creators of information. This transformation supports the development of creative and analytical thinking.

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