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PEDAGOGICAL BASIS OF FORMING MEDIA CULTURE IN STUDENTS BASED ON AN INFORMATION ANALYTICAL APPROACH

Parmonova Munisa Ilxomovna

Master student, Turon University, Karshi, Uzbekistan

Abstract

This article examines the role and significance of the information-analytical approach in the process of forming media culture among students. It also explores the pedagogical foundations for the development of media literacy, information culture, and critical thinking competencies in the educational process within the context of the digital era.

Keywords: Media culture, information-analytical approach, media literacy, critical thinking, information culture, digital education.

Today's globalization and digital transformation processes are sharply increasing the flow of information in all spheres of human activity. Therefore, there is an increasing need to form in students the skills not only to receive information, but also to analyze, evaluate and effectively use it. The information-analytical approach and the concepts of media culture are at the heart of this process.

Media culture is the ability of a person to work with media products consciously, critically and purposefully. It includes the following components: media literacy (the ability to select and analyze information); information culture (the culture of obtaining, processing and storing information from the right source); information security (the ability to protect against false, manipulative information).

An information-analytical approach is a teaching strategy that directs a student or learner to analyze not only ready-made information, but also its source, reliability,



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purpose and context. This approach includes the following stages: 1. Search and selection of information; 2. Analysis of the source (author, purpose, audience); 3. Verification of the reliability of information; 4. Drawing an independent conclusion based on the analysis.

In the process of developing media culture, the teacher should teach critical thinking; use interactive teaching methods (debate, project, case analysis); form a culture of proper use of digital tools; organize training on information ethics and information security.

In addition, the following pedagogical conditions are effective in the educational process:

- performing practical tasks in the media environment;
- exercises on analyzing information in social networks;
- using test and reflection methods that assess information analytical competencies.

Today, artificial intelligence, online learning platforms, social networks and media resources are effective platforms for improving students' information analytical abilities. Their use based on the correct pedagogical approach helps the student to become an independent thinker and socially responsible person.

The formation of media culture in students based on an information analytical approach is one of the priority areas of modern education. This process relies on the teacher's methodological skills, effective use of information technologies, and student activity. As a result, students mature as independent analysts in the media space, able to critically approach information, and socially responsible citizens.

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