

## THE ROLE OF MEDIA EDUCATION IN THE FORMATION OF INFORMATION SELECTION ABILITY OF JOURNALISTS

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**Annotation:** *It is known that it is difficult to imagine the modern world without the media. In today's age of globalization, it is not possible to manage information and pass it on to a select audience. To do this, of course, it is necessary to form a culture of information consumption of each person. This article discusses the role of media education in developing the ability of journalists to select information and providing safe information to the audience, which is considered to be a reliable source of delivery of various media products to the audience.*

**Keywords:** *Media, media products, media literacy, virtual world, globalization, media.*

### INTRODUCTION

In today's age of globalization, it is not possible to manage information and pass it on to a select audience. Because a large amount of information is transmitted through the media, the Internet and its social sites, the film industry. It should be noted that the cross-border barriers, which have eroded national values, have created an atmosphere full of information that is a huge mess for humanity. Because the composition of this atmosphere is saturated with information similar to negative and positive atomic particles. The increase in the number of interstate means of communication has led to the end of armed uprisings on earth and the beginning of a new era of invisible information attacks. What needs to be captured by information attacks is not the castle or the city, it is the human mind. In such a situation, it is necessary to strengthen the ideological immunity of the informed society.

### LITERATURE ANALYSIS

It's hard to imagine the modern world without the media - the media. Media - includes print, print, television, cinema, radio, audio recording, and the Internet. In the last half century, the media has begun to play a major role in human life. According to sociologists, the average "civilized person" today lives 75 years, and spends about 50 years of this life without sleep. And he spends nine years watching television. [1] This means that the role of the media in shaping the culture of information consumption is very important. In particular, professional journalists have a great responsibility to provide information to the audience working with the media. There are a lot of journalists working in media today, but very few journalists can analyze media

products! U.S. scientists are working to develop a media education system that will solve this problem. We can find various forms of media education in higher education institutions in Uzbekistan, such as “Online journalism”, “Media language and its methodological features”, “Fundamentals of TV journalism”, “Media management” “Open information psychology security ”,“ Advertising in the media ”,“ Public relations ”and so on. In Uzbekistan, in the training of journalists, special attention is paid to the specialization and universalization. However, in the process of globalization, it is necessary to increase media literacy in the training of future journalists by improving their information sorting skills. Journalism is an important priority in shaping the culture of information consumption of the public by providing accurate information to the audience. Today, the Internet is transmitting uncontrolled information as a source of information. Media products are also like a commodity. In other words, an intangible product. Spiritual nourishment requires even more attention in the process of consumption. Improper food spoils the stomach, poisons the owner. The "swallowing" of the media product, as it is, shakes the system of spiritual values that has been formed so far in the spirituality of young people. The problem is that in this case it is not possible to correct with medication. Young people are the segment that receives the most media products. This means that every modern young man and woman should grow up knowing the "inside" of the media market. This is a requirement of the intellectual information age, a condition of modernity. That is why UNESCO has identified media education as one of the priorities of cultural education in the XXI century. “Media is a virtual market of spiritual products. No one in this market says ‘my property is bad’. The perverts, the criminals, the ignorant also call their ideas "the best thing." There are many resources for creativity and development in the virtual world. The point is that one should not go astray when buying the products offered by this market. In today's language, it's about mastering media culture.”[2] First of all, in addition to courses in the education system, the role of medical literacy is very important in the training of deaf journalists. In this field, future journalists prepare media products based on the correct analysis of information and the negative and positive impact of information on the psychology of the audience. This is because a small aspect used in the media in any genre of journalistic material can have different effects on the human mind. Deeply aware of this, American scholar Joseph Pulitzer was one of the first to establish a system of education to improve media literacy.

## RESULTS

Joseph Pulitzer was one of the founders of the American model (system) of journalism training, ie professional journalism based on journalism standards

(requirements) developed at Columbia University in 1904 at his own expense and proposal. The first training school in the United States was established. Finland was the first Northern European country to introduce journalism education to higher education. In 1925, a social college was established in Helsinki, where journalists began to be trained. Journalism education is an active type of specialized professional media education aimed at training journalists after school. Journalistic education is formal, that is, university education, orientation, master's courses in editorials, and media education, such as non-formal education. [2] The competence of media and information literacy in the curriculum and system developed by UNESCO consists of two parts: media literacy and information literacy. When we combine them, “media and information literacy” (MAS) emerges. Each term has its own individual meaning. Basic elements of information and media literacy. Information literacy. [4] In 1982, UNESCO adopted the Declaration on Media Education. According to him, “Media education is closely linked with all types of media (print, graphics, audio, screen, etc.) and various technologies. It provides people with knowledge such as understanding how to use mass communication in the social consciousness, mastering the ability to use media while communicating with other people. The following skills will also be developed:

- Analyse, critique and create media texts;
- Identify the sources of media texts, their political, social, commercial or cultural interests in the context;
- Explain the media texts distributed by the media and their importance;
- Select other media texts that are suitable for creating your own media and find an audience interested in it;
- Achieving open access to the media. ”[4] UNESCO's efforts to cover the above-mentioned media education system have so far been effective in training journalists.

What kind of education system is needed in Uzbekistan to cover media education and information literacy?

Today, the Uzbek University of Journalism and Mass Communication is one of the leading educational institutions in the training of journalists in Uzbekistan. The Faculty of Journalism at the National University of Uzbekistan (then the Central Asian State University), the Uzbek State University of World Languages journalism faculties serve to train professional journalists. These universities also have specialized disciplines that partially cover media education, most of which are aimed at enhancing

theoretical knowledge related to professional development. But today, a media education program is very important in training journalists to develop their ability to select information. In order to increase the student's media literacy, it is necessary to introduce the subject "Information Psychology", which is included in the three-year curriculum, based on international experience. This subject, in turn, should be accompanied by practical training and strengthening practical lessons with foreign experience.

The general constructive mechanism of theoretical and practical training for one academic year in the field of "Psychological security in the information space":

For 1st year students. Analysis of the psychological significance of the means of communication, information and its types in an informed society;

For 2nd courses. An example of the analysis of information of international strategic importance in the media space is the press, radio, TV and online publications;

For 3rd courses. Types of media products in online publications and their psycholinguistic features.

## CONCLUSION

Initially, students will receive theoretical knowledge in the field of "Information Psychology" during the semester. During the second semester, students will find and analyze psychologically relevant journalistic materials based on national and international experience. To further strengthen the theoretical knowledge, it will be strengthened by holding seminars and trainings with strong journalists from the CIS countries. The system will serve as a basis for strengthening the information selection skills of future journalists through media education. Well-educated journalists will help to increase the audience's information consumption culture in the future.

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