



DEVELOPING MEDIA CULTURE COMPETENCE OF HIGH SCHOOL STUDENTS IN THE CONTEXT OF DIGITAL TECHNOLOGIES

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ABSTRACT

This article analyzes the essence, necessity, main directions and pedagogical conditions of forming media culture competence of high school students in the current era of rapid development of digital technologies. Effective methods of developing critical thinking skills, correct assessment of information and its conscious use in the conditions of the growing influence of the media space are highlighted.

Introduction

The 21st century is an era of rapid expansion of digital technologies, information communications, and new media tools. The integration of the Internet, mobile applications, artificial intelligence, virtual and augmented reality technologies into education introduces new requirements for students' culture of working with information. Today, high school students not only consume information but also independently create, analyze, and disseminate it. Therefore, developing media culture competence is becoming one of the priority directions of the educational process.

The transition to a digital society, the informatization and digitization of various spheres of human activity, increases the necessity of forming information culture in society. At the present stage, the issue of raising the information culture of society to the level of the individual's information culture is being put forward. The rapid introduction of digital technologies into modern societal life leads to the formation of an information space and the development of e-learning systems, the creation of a digital educational environment in educational institutions, the reconsideration of educational approaches and paradigms, as well as the emergence of new scientific and pedagogical ideas for improving the education system. The widespread integration of digital and information technologies into education and the learning process is becoming a global trend.

The essence of media culture and media competence

Media culture refers to an individual's ability to correctly perceive, analyze, evaluate, and consciously and responsibly use media products, as well as to create high-quality media content themselves.

Media competence includes the following core components:

1. Culture of searching and selecting information
2. Analyzing and filtering obtained information

3. Determining the purpose of media messages
4. Applying critical thinking
5. Adhering to information security rules
6. Skills in creating media products
7. Observing digital ethics

In the context of today's global media influence, high school students must undoubtedly possess these competencies.

The communicative environment of the digital society is highly diverse and open, allowing various sources — the nodes of the network — to combine codes and messages. When financial transactions, phone calls, internet or social media search queries, email, and communication data on social platforms are integrated into a single communication space, they become an obligatory element of digital surveillance. This reflects the nature of the digital society and demonstrates the need for information culture.

The emergence of digital technologies has led to fundamental changes in the telecommunications sector. Traditional voice communication services are being replaced by interactive services such as the Internet, data transmission, and mobile communication.

Digital technologies as a key factor in developing media culture

Digital technologies expand the media space and develop students':

- independent learning abilities
- creative thinking skills
- analytical approaches
- potential to create media content

The primary digital needs of modern learners include:

- quick access to information
- working with visual content
- communication through social networks
- creating multimedia

Therefore, the integration of media culture with digital technologies is considered a requirement of the modern era.

Pedagogical Conditions for Developing Media Culture Among High School Students

1. Teaching critical thinking.

Students must analyze any information with a degree of skepticism, evaluate its source, purpose, and reliability.

2. Special lessons on media literacy.

Topics such as identifying fake news, types of manipulative content, the psychological impact of advertising, and the algorithms of social networks should be taught systematically.

3. Practical activities.

Engaging students in creating their own video clips, podcasts, infographics, presentations, and blog posts helps enhance their media culture.

4. Developing information security skills.

Every student must learn to protect personal data, recognize dangerous links, prevent cyber threats, and follow online ethics.

5. Cooperation with parents.

If media consumption culture is not properly managed at home, school efforts will not be effective. Therefore, parents should be provided with methodological guidelines on media culture.

The role and significance of new information technologies in the education system have been examined by many researchers. In particular, scholars such as A.A. Abduqodirov [3,4], U.Sh. Begimqulov [5,6], and J.A. Hamidov [7] conducted scientific studies on the use of computer technologies in the educational process.

Foreign research on the digitalization of education covers various aspects, starting from organizational issues and technological infrastructure and concluding with pedagogical approaches. It also influences the organization of education at the international level by offering interactive and flexible learning programs. Almost all studies are associated with the idea that digitalization of education develops adaptive skills needed to adjust to social changes and the professional environment [8].

Digitalization creates new opportunities for teaching and educational management by simplifying data collection and analysis, collaboration, and communication. Its advantages include increased efficiency, greater learner engagement, personalized learning, and the use of innovative teaching methods. Additionally, digitalization facilitates the management of educational institutions, curricula, faculty, staff, and resources.

One of the main benefits of digitalization is the opportunity to enhance students' engagement. By using digital tools such as online learning platforms, social networks, and mobile applications, universities can create interactive and engaging learning experiences that motivate learners and support them throughout the process.

The transition of the education system to the stage of digitalization should ensure the reliable shift of society into the digital era and support the digital transformation of the economy by providing highly qualified specialists in information technologies, automated technological processes, and cybersecurity.

Due to digital transformation, the development of the higher education system today requires new approaches to the organization of the learning process. This includes creating a modern electronic information-educational environment using advanced learning technologies, implementing effective educational management strategies, and adapting learning materials to individual characteristics.

In the era of globalization, the field of education has the greatest influence on shaping an individual's information culture. For this purpose, an individual's information culture and its key elements must be formed within the educational process.

Conclusion

In the modern era, where digital technologies are rapidly advancing, developing media culture competence among high school students has become one of the most urgent tasks of education. Today's learners encounter a vast flow of information not only during the learning process but also in their daily lives. Therefore, acquiring skills to select, analyze, evaluate the

reliability of information, and use it safely has become a fundamental necessity for the modern individual.

Developing media culture fosters in students various essential competencies such as:

- critical and independent thinking,
- information security skills,
- the ability to analyze media texts,
- cultural communication in online environments,
- creative media content production.

Moreover, digital technologies create extensive opportunities for enhancing media literacy. Interactive platforms, artificial intelligence tools, graphic applications, video lessons, and educational content on social networks increase students' interest and make the learning process more effective.

Overall, a student with a well-developed media culture can navigate the information space independently, protect themselves from manipulation, and grow into a responsible media consumer and an active media creator. This ultimately contributes to nurturing conscious and competent citizens of the future digital society.

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