



## Factors of Development of Media Culture in the Modernization of the System of Higher Education in Uzbekistan

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**Annotation:** This article is devoted to the issues of modernization of higher education and educational programs based on innovative ideas and digital technologies in Uzbekistan. The authors analyze the main existing methods of education modernization. Particular attention is paid to the methods that are currently considered the most relevant: digitalization of education, the introduction of innovative ideas in education, systemic modernization of educational activities of universities in general.

**Keywords:** modernization, digitalization, innovative ideas, higher education.

As you know, modern life takes place in the world of media - an expanding system of mass communications, an "information explosion", the main characteristics of which are randomness, infinity and redundancy. In this regard, our social ties and models of post-modern identity become more complicated, forcing us to turn to the understanding of media culture, its role in the modern era.

Media (from the Latin "media", "medium" - means, intermediary) is a term of the 20th century introduced by the Canadian sociologist M. McLuhan to refer to the phenomenon of "mass culture" ("mass-media")<sup>1</sup>. As for the concept of "media culture", this is the brainchild of modern cultural theory, denoting a special type of culture of the information age, which is an intermediary between society and the state, society and power. Media culture can be defined as a set of information and communication tools, material and intellectual values developed by mankind in the process of cultural and historical development, contributing to the formation of public consciousness and socialization of the individual. Media culture includes the culture of information transmission and the culture of its perception; it can also act as an indicator of the level of development of a person who is able to perceive, analyze, evaluate media text, engage in media creativity, and acquire new knowledge in the field of media. The priority tasks of modernizing the socio-cultural environment of the developing countries of the world, including **Uzbekistan, in the 21<sup>st</sup> century are:**

- computerization of mass libraries, museums, archives;
- creation of public databases and databanks in the field of humanities and social sciences;
- Creation of a wide network of cultural and information centers in the regions of the country;
- creation and development of the national sector on the Internet;
- Ensuring information security of the individual, society and the state.

In this regard, the question of the role of media culture as a unique phenomenon of the information age, as a sign system, a "code" that transmits information about the world around a person and forms new thinking, becomes especially relevant. And this, in turn, poses new challenges for the theory and practice of media education as a factor in the socialization of the individual.



**Media education can be divided into the following main areas:**

- Media education for future professionals (journalists, filmmakers, media critics, editors, managers, producers, etc.);
- media education of future teachers in pedagogical universities and universities, in the system of the Institute for Retraining and Advanced Training;
- media education as an integral part of the general education of schoolchildren and students;
- media education in cultural and leisure centers;
- distance media education;
- Independent (continuous) media education, carried out throughout life.

The prospects for media education in Uzbekistan are directly related to the process of social modernization, the problems of forming the foundations of civil society and, accordingly, the media culture of the individual in the 21st century. Media education in Uzbekistan is developing as an independent direction and is becoming increasingly important in the educational process of general education institutions, while influencing the quality of the educational process. Today, every teacher is faced with the task not to protect the wards from massive flows of various information, but to teach how to use them, choosing the useful and reasonable<sup>4</sup>. Ultimately, this contributes to the disclosure of the talents of each person.

New opportunities for reorienting the vocational education system towards high quality were created by the Law “On Education in Uzbekistan”, which entered into force on August 7, 2020. It provided legal conditions for effective interaction between educational organizations and industrial enterprises. Universities and technical schools were able to break the vicious circle of the internal logic of development and move on to building programs that meet the requirements of the real sector of the economy. Basic departments at enterprises, joint educational programs, various forms of network interaction between educational organizations and companies should provide graduates with a high level of competencies to work in complex modern industries in accordance with international standards. Particular emphasis will be placed on a practice-oriented approach in the process of training highly skilled workers.

Due to the specifics of our university and the fact that the main backbone of its human resource potential is made up of healthcare workers, it is natural that from the very beginning of the introduction of quarantine, they were completely able to quickly reorganize all work to the requirements of distance learning. From the beginning of the 2020-2021 academic year, a completely new electronic platform of the Institute for conducting online classes began to function, all basic educational materials were transferred to electronic format and placed in specially created virtual resource bases, to which all teachers and students have access.

It should be noted that print publications do not lose their importance in the system of media education in Uzbekistan. A feature of the development of this segment was the increase in the number of specialized newspapers and magazines. Only organizations of the education system this year became the founders of four new journals. Showing interest in this niche and publishing houses of non-state form of ownership. Among them is the publishing house "Chinor", which systematically presents new projects in the field of pedagogy, ecology and the system of higher education.

The priority task for each of us is to learn to assess the quality and reliability of information, to be selective in its consumption, to select the necessary information<sup>9</sup>, systematizing it in certain areas of science, to fit it into the knowledge that an educational institution provides, to be critical of any



information, everything the foregoing will be the key to the formation of a modern educated personality.

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