

## **Analysis of the Development and Effectiveness of Media Literacy and Information Literacy in Society**

**Kholmiraev Khayitboy Dedahonovich**

Associate Professor, Ph.D. of Art Criticism of Tashkent State Pedagogical University named  
after Nizomiy

**Dadahonova Surayyo**

A Student of Tashkent State Technical University named after Islam Karimov

**Abstract:** Formation of "media literacy and information literacy" among citizens should be considered as an issue that cannot be postponed. This issue has arisen due to the development of the information society. However, considering it as a process related to modern information technology, there are many debates about representatives of which field should teach this subject. Specifically, as is typical, information technology teachers claim to teach this subject. Nevertheless, how correct is this? In fact, the science of "Media literacy and information literacy" is a cultural, historical, spiritual and social process in its essence. Because, in human evolution, communication, attitude, writing, knowledge, literature and visual arts are analyzed in terms of influence on personal thinking and worldview. Because the information society is rapidly developing, not only is its form changing, but its sphere of influence also is becoming more complex and determines the prospects of society.

**Keywords:** Media space, world, space, media literacy, information literacy, information society, tool, computer, internet, mobile communication, phone, social network, media culture, culture, spirituality, social network, process.

In the 70s of the last century, when computers, the internet and mobile phones had not yet been invented, the Canadian Marshall McLuhan, one of the founders of modern media studies, expressed the opinion that "Every new medium tests the people of its time." [1].

And every step and every moment of daily life and lifestyle of modern people proves how true this wise prediction is. In this regard, a logical question arises: to what extent have we mastered the culture and standards of using mobile communications and social networks? To what extent have we mastered the skill of using them in practice? Aren't we increasingly dependent on the media, a product of human ingenuity? Do we feel the need for new media, testing and examining our mentality, thinking and worldview? There are many questions, but how about the answers?

After assessing the science of media literacy and information literacy as a scientific, cultural, artistic, and social issue, UNESCO developed a proposal in 2007 to find solutions to these challenges and find solutions for the effective utilization of this tool. This covers all competencies associated with media literacy and information literacy, including digital or technological literacy [2].

The term "media literacy" may at first seem like an insignificant issue, because in early human evolution, the concept of literacy meant only the ability to read and write. However, in the current globalized era, this concept shows that it is necessary to pay attention to the processes

and phenomena occurring in the media space, the world, and social networks, in the era when words more powerful than a nuclear bomb. Media literacy is a creative process, creating, critically evaluating, interpreting and analyzing products related to media literacy and information literacy with appropriate and effective use of information technology and tools, high talent, skill and responsibility are required from the creator [3].

Media consumer, no less than creators, need to be able to respond. They should also have a deep understanding of the knowledge, skills, competencies and practices that enable them to acquire, analyze, critically evaluate and disseminate information. In this way, the person who creates a media product based on the demand and supply of the consumer, with a deep sense of his duty, begins to fulfill his task seriously.

In the 1980s, when the writer Asqad Mukhtar served as the editor-in-chief of the newspaper "Literature and Art of Uzbekistan, the newspaper was published five times a week with a circulation of 1 million copies. The newspaper was published four times on 16 pages and five times on 28 pages. Given that the population of our country at that time was 18 million people, one in every 18 people subscribed to this newspaper [4].

The newspaper published not only the works of creative figures of the Soviet Union, but also the works of foreign writers translated from the original. Presently, this newspaper is published once per week with a circulation of 1,000 copies. However, if we consider that the population has now doubled, so that our attitude to literature and art becomes even more clear. There are currently more than 10,000 schools in our country. Leading children's media outlets include the newspaper "Tong yulduzi," with a circulation of 2,056 copies, the magazine "Guncha," with a circulation of 3,200 copies, and the magazine "Gulkhan," with a circulation of 3,362 copies [5].

When the number of leading publications is compared to the number of readers, it becomes clear that the interest of children, who are the successors of our future, in the press is decreasing. Everyone who is not indifferent to the tomorrow and future of our children emphasizes that it is necessary to think seriously not only about the causes of this urgent issue, but also about the solution. As children's interest in reading books declines, it is necessary to find an acceptable solution to this problem by pedagogues and psychologists in order to work in cooperation between school, family and society.

As always, in finding a solution to this problem, it is not enough to spend a week or a month of reading and promote it in the media, but on the contrary, it is possible to achieve the positive result by regularly working with students who are not interested in books. In 2021, the issue of schoolchildren's indifference to their future in Japan did not only leave school, family, society, and even the parliament indifferent. Because if children are educated from a young age, it not only shapes their own future but also instills a sense of confidence in the country's prospects. [6].

"Social networks," which have swept into the lives of people worldwide like unexpected guests, have already managed to "conquer" the entire globe. Fostering a culture of responsible social media usage is preferable to completely banning these platforms. However, the question of who will take on this crucial initiative remains unanswered. Indicators of the use of social networks by the population of Uzbekistan in 2021:

Facebook has 7,604,100 users, and its features allow users to create profiles with or without photos, invite friends, exchange messages, leave comments, upload photos and videos, create groups, and advertise products.

There are 7,117,100 Instagram users subscribed, who primarily follow show business representatives, their partners, and people with common interests. A user posts various news, photos, video clips, and other content related to the activities of show business representatives as well as the user's personal life.

Twitter – this social network is used by 148,700 of our compatriots. It processes 1.6 billion queries and information about politics, economics and business on the social network every day.

Vkontakte, the largest social network in Russia, is used by 1,437,633 compatriots. This social network allows its users to create their own pages, receive or exchange audio, video, photos, messages and information, as well as earn and transfer money, play games [7].

The number of users of this type of social networks is low; the only reason is that there are few sources of entertainment, so that there are few applicants.

In 2006, the Russian social network 'Odnoklassniki (OK.ru) served as a historical memory platform and had 18,000,000 users.

Telegram was developed in 2013 by brothers Nikolai and Pavel Durov, the social network has been significantly improved compared to its predecessors. The number of fans of this social network in Uzbekistan is 30,639,544 people. The reason for the popularity of this network is its ease of use. Besides promoting products, earning money, being hired, etc., users of the network are often victimized [8].

Since 2016, UNESCO has annually held the 'Media Literacy and Information literacy' week in various countries, featuring a platform for young people, namely the youth agenda forum. The purpose of the forum is to promote the importance of youth participation in media literacy and information literacy programs, initiatives and events [9].

It is worth noting that the knowledge and experience of young people should be appropriately and effectively used in the creation and distribution of sources and resources related to media literacy and information culture. The teaching of 'Media literacy and information literacy' is established for students. "At first glance, this subject might seem relevant only to those aspiring to become journalists. However, according to the concept of the information society, it is equally necessary for all network users," emphasizes Yu. Ocheret [10].

According to the content and modern application of the concept of media literacy, this term has several meanings. First, the word "media" refers to mass media: newspapers, television, radio, news agencies and the Internet. Secondly, it is used to label media content such as news, commercials, electronic games, and movies. Thirdly, it refers to media content creators, journalists, photographers and media companies.

Everyone can combat misinformation and its consequences only if they have access to accurate and reliable information. Verified is a United Nations initiative that aims to identify trusted sources, provide real-life information, offer advice based on facts and laws, and share stories of real heroes. [11].

What is the purpose of organizing international days on "Media literacy and information literacy"? The international weeks organized in this field offer an opportunity to provide information on issues of public concern, to mobilize political will and resources to address global problems, and to acknowledge and strengthen human achievements.

If you are in doubt about information or the news on a website, first try to find sources about the author. Who is the author of this source? Do you have information about the author? Who is posting this? What if a friend or acquaintance has sent you the information? Then you should try to find the source of information to clear your doubts. What if the news or information is made up, fake, but taken from a news site? Nowadays, situations like this have become commonplace on social media. If you do not want to remain indifferent to such fake, unreliable news or information, you should definitely have knowledge in the field of information technology. To do this, it is important to learn how to determine the source of accounts.

If you approach the matter fundamentally, then it is worth finding the main source. Then pay attention to who spread the information: is it from a dubious account or website? To accomplish this, do one important thing, try searching for resources on the topic. We usually talk about this with students and schoolchildren. Yes, they are well-versed in social media, capable of posting and commenting, but for some reason they still seem to forget the existence of search engines:

Google and Yandex. Simply copy the information and enter it into an Internet search engine. The search engine finds a list of sites where this information was originally posted. This is how you can find an article exposing fake information [12].

The educational process of media literacy is carried out in the cross-section of various disciplines. Therefore, it uses different approaches depending on the situation and purpose. For example, media literacy focuses on learning skills related to safety, social-ethical, cultural and technological aspects.

Information literacy is one of the most urgent issues today, the rapid growth of the flow of information in the media space, sorting out the necessary and useful ones from the presented information is the most complicated process. In this regard, every person with a broad outlook, way of thinking and independent opinion should have the ability to separate what he/she needs from the ocean of information. There are several stages in the formation and development of information literacy. In particular, the cultivation of 'information literacy' contributes to an increased reading culture among young people.

Information is a product of human thinking, as a material and spiritual wealth of society, it is a form of various knowledge, it has its own "power" in personal and collective activities. Information analysis is approached from a political, psychological, military, pedagogical, technical, and legal or medical perspective. However, this information is not a basis for judging that it is of social importance. When the information embodies the protection of the interests of the nation, people and humanity, it acquires socio-cultural content.

Information literacy (infoethics, media ethics, media education, etc.) has reached the level of a separate science, problem, educational process and policy in countries with high technical development. It is not for nothing that specialists and scientists at the scientific center in the field of information literacy conduct a specialized research and analysis of the situation surrounding these problems.

American sociologist E. Toffler writes in "Third Wave" that the path left behind by humanity consists of three stages: agriculture, industry, and the current information civilization. Naturally, the question arises: what lies ahead? Will humanity encounter a fourth wave? What will it be called? Where will the rapid pace of development lead us? If an individual matures through knowledge, skills and research, he must acquire more knowledge, skills and experience to stay longer at the peak of conquest. [13].

Formation of information literacy among the younger generation is considered a matter of urgency. However, the concept of the information society is still often viewed as a purely technological process. In fact, according to its essence, this phenomenon represents a profound social process. As the information society constantly evolves, changing not only the form but also the content and essence to a more complex form, defining the perspective of the society. Based on common sense and logic, it shows that it is the only correct and reasonable measure to call the fourth wave information literacy, culture, and civilization.

The deputy of the Oliy Majlis, writer Khurshid Dostmuhammad in his interview on the topic of "Information literacy is a matter of life and death" says,-"Yes, now the national values of people and families, the development, leisure and prospects of humanity will be directly dependent on this liberating "information literacy." [14].

Today, information literacy requires a person to acquire new competences, including the ability to organize information and communication interaction, to interact with the media and information space, and to acquire the skills of using modern information technologies.

In modern society, there is a need to increase the skills and competencies in the selection, evaluation, processing and transmission of information, and for this, the importance of information literacy, information ownership, its evaluation and ethical use is becoming more relevant than ever. Today, examples of modern innovation and technical progress penetrate into

all spheres of society and become an important factor of socio-economic development, as well as a factor of resocialization of young people.

Young people should have the knowledge of "healthy" consumption of news, and information on the Internet, that is, the effective and efficient use of resources. For this, a person needs to acquire spiritual, cultural, psychological and information technology skills for working with information. If some news or information arouses doubt in a person, they should first look for the source of the information, or if it has been published in other sources, the truth can also be reached by comparing the information. Because now, along with the increase in the flow of information, the level of determining its impartiality, fairness and justice is also increasing and improving. For this reason, in order to live in sync with the times, it is necessary to constantly study, learn and research.

The level of information literacy of young people is formed at the point of information use, this task is performed by libraries, and it is at this point that the media paves the way for the effectiveness of development of information literacy and competence.

All the main features of public information, including its dynamics, are significantly dependent on the level of media literacy and information literacy. In particular, today the information literacy of young people has become a set of worldviews and a system of knowledge and skills that provide purposeful and independent activities in order to meet the needs for information using not only traditional but also new information technologies.

**In conclusion**, the guidelines adopted in the USA called "Standards for the 21st century student" stipulate that students should direct their skills, resources and means of obtaining knowledge to the following goals. These are seeking information, thinking critically, acquiring knowledge, making conclusions, making decisions based on relevant information, applying knowledge to new situations, creating new knowledge, sharing knowledge, and striving for personal improvement and aesthetic growth. These standards have gained decisive importance in the debates on the issues of information literacy in the field of higher education.

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