

Mass Media: A New Innovation In The Education System

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Abstract: *This article is about increasing the innovative activity of young people, students in the education system, raising their morale, and developing their ability to use information and communication technologies, as well as ensuring their active participation in the life of a democratic society and the global information network.*

Keywords: Mass media, information, education, modern technology, pedagogue, students, communication.

Introduction

The term “media” (Latin - medium, i.e. medium, mediator, method) refers to various forms of communication and media. The concept of media includes the means of creating, copying, and disseminating information, as well as the technical means of exchanging information between authors and the general public. Today, the term media is used as a synonym for the term media (mass media) or mass media. The influence of the media on the development of modern society is growing every year, through which people understand and evaluate the social and spiritual environment. Researchers are incorporating creativity, ingenuity, and innovation into key aspects of modern media. At the same time, the role of the media in the education system is also invaluable. According to modern educational theories, the study of media and information literacy in the context of broad communication is a topical issue today.

Methods

The integration of media (radio, television, newspapers, Internet, digital technologies) in the educational process in the classroom contributes to the development of the educational process and encourages creative thinking. The acquisition of MAS skills by educators, and especially students, creates new opportunities to enrich the learning environment and to make teaching and learning more active. The advantages of mass media can also be seen in:

1. The process of teaching and learning MAS equips educators with a wide range of knowledge to pass on their knowledge to the next generation.
2. Where and how to obtain, evaluate, disseminate and use information in the performance of tasks assigned to them by students in a wide range of information, in the preparation of "Independent Works" and "Abstracts", in conducting research provides an understanding of how to create.
3. A society with media and information literacy encourages the development of free, independent and pluralistic media and open information systems, so that the integration of media and information literacy into educational processes enables learners to solve problems and think critically. forms.

From the above data, it can be seen that at the same time, the whole world is taking measures to protect against the COVID-19 pandemic, and, of course, the education system (mainly for students) has moved from traditional to remote (online) form. It has become a prerequisite for learners to know media and information literacy. Students should be able to understand and analyze how media content and other information is created, how to evaluate the information provided by these services, and be able to use media and information for a variety of purposes. In addition, students should be able to present information in a variety of media and information systems, as well as analyze the diversity and diversity of information provided by local and global media. Only then will the innovative activity of students increase and their morale will rise. For example, teaching based on an independent search for information on a particular topic is a student-centered approach to education in which the topics sought are related to media and information literacy in modern society. This approach involves actions related to teaching information retrieval, problem identification, and decision-making processes. At the same time, students gain new knowledge and skills through the following stages of searching: asking questions; identify ideas and concepts related to it; explain the facts and criteria related to this question; data search, organization and analysis; allows you to interpret data and solve problems. This is a

great achievement for every student on the path to a future life. If learners master all the skills, apply them widely, become active in the global information network, the measures for the application of MAS in educational institutions will bear fruit!

Results and Discussion

In addition, as we live in a developed country, we can use various ways to teach mass media to students at schools, colleges or universities. Here there are ways that can give a help those who want to use innovative methods in education:

1. Cross over Teaching - While this form of teaching does not include technology, it is an enriching experience for the student as well as the faculty. Here, the learning happens in an informal setting such as after-school learning clubs, or trips to museums and exhibition. The teacher can link the educational content with the experiences that the students are having. This teaching is further enhanced and deepened by adding questions related to the subject. The students can then add to the classroom discussions through field trip notes, photographic projects and other group assignments related to the trip.

2. Teaching through Smart Boards - Smart boards are an effective way to bring the classroom to life while helping students experience a deeper level of engagement and understanding. This is done by making the course content interactive and visual. The smart boards transform the teaching experience into an interactive and collaborative experience as the teachers use dynamic multimedia content, to help convey the topic more effectively to the students and making it a visual, engaging experience.

3. Teaching through Flipping Classrooms - Flipping the classroom is becoming an increasingly popular effective teaching method. In this technique, the students are made active participants of the learning process by passing the onus of learning on them, it requires the teachers to relegate to the role of resource providers and the students take the responsibility of gathering concepts information. Using various tools of technology the students are encouraged to constructing knowledge, fill in the information gaps and make inferences on their own as and when needed. While many may question if giving students the responsibility of learning may world, it has been seen by teachers across the world that when put in charge of their own learning they immerse themselves more in the subject, taking more interest and learning better. This method of teaching is one of the best ways to lay the foundation in independent learning.

4. Teaching through collaboration - Another innovative method of teaching involves encouraging student collaboration for various projects. Today, we live in a globalized world and collaboration is an essential life skill that is important for all careers and enterprises. Teachers can help foster this skill in the classroom by allowing students to learn, study and work in groups.

5. Teaching through Virtual Reality - Virtual Reality technology involves helping students learn through interactions with a 3D world. For instance, instead of taking the students through a boring history class, the teachers can use 3D technology to explore ancient civilizations, travel to distant countries for a class in geography or even take a trip to outer space during a class on science.

Virtual Reality technology offers students a valuable opportunity to learn in an immersive manner that creates a lasting impression on their minds. It makes learning fun and helps the students retain the material for a longer time – all the essential points when considering effective teaching methods in a classroom

6. Teaching through 3D printing technology - Teachers looking for innovative methods of teaching can also look at 3D printing as a means of teaching. This method is fast gaining global acceptance, especially in higher educational institutes where 3D printers are used to create prototypes and make complex concepts easy to understand. In the lower level classrooms, teachers can use the 3D printers to teach content that was previously taught via textbooks, thus helping students gain a better.

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