

## DEVELOPMENT OF MEDIA CULTURE IN PROSPECTIVE PEDAGOGUES

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**Abstract:** This article examines the issues related to the formation and development of media culture among prospective pedagogues. The rapid expansion of the media environment and the deep integration of information technologies into the educational process require educators not only to use media tools effectively, but also to acquire skills such as analyzing information, thinking critically, and evaluating media products. The study also highlights the role of educational technologies, interactive methods, and practical activities aimed at cultivating media culture in higher education institutions. The research findings contribute to strengthening the professional preparation of future teachers and guiding them toward responsible engagement within the contemporary media environment.

### Introduction

It is no coincidence that the twenty-first century is widely characterized as the era of information technologies. Owing to scientific and technological progress, unprecedented opportunities have emerged to meet the material needs of humanity and society. Newly developed high technologies have enabled the provision of virtually any desired goods to improve the quality of life, while also creating the necessary conditions for the accelerated advancement of industrial and service sectors.

In the sphere of information production and dissemination as well, developments have reached previously unimaginable speed and scale. Over the past fifty years, the volume of information transmission has increased nearly three hundred thousand times, while its cost to consumers has decreased a thousandfold. Such rapid expansion and affordability have laid the groundwork for the emergence of a unified global information space. In parallel, as an integral component of this technological progress, a non-state sector of mass media has taken shape in our country, and the number of Internet users continues to grow steadily.

Another dimension of the issue is that the mass media today are transforming from mere conveyors of information into potent instruments of influence. Whereas in the recent past a state relied on military equipment and other weapons to conquer another, the significance of such traditional arms is diminishing day by day. Their place is increasingly being occupied by media instruments—television, radio, newspapers, and the Internet—that disseminate information to the public. In the contemporary world, forces seeking to subjugate a nation or a country no longer need to annihilate its people by physical means; it is sufficient to dominate their consciousness.

The second half of the twentieth century is recognized as a period marked by the rapid and expansive development of information systems and telecommunication technologies—advancements that penetrated nearly all spheres of life and human activity, and that facilitated the globalization of the information space, thereby influencing and continuing to influence global development. A noteworthy aspect of this process is the significant rise in society's demand for active information exchange, both domestically and with the external world.

The accelerated evolution of the information sector, the expansion of its potential and capabilities, and its broad application across diverse domains of public and state life constitute



one of the defining factors shaping human development in the new twenty-first century. Moreover, in recent years, information resources have increasingly been employed as strategic platforms for interstate confrontation and the pursuit of geopolitical objectives. This phenomenon is particularly characteristic of technologically advanced nations possessing modern information technologies that provide substantial strategic advantages.

At present, nearly all nations have intensified efforts to foster conditions that ensure the functioning of the information sphere amid both gradual development and various external pressures. For this reason, it is no exaggeration that the twenty-first century is described as the age of information technologies. In this context, it is appropriate to recall the Global Information Society Charter, signed on 22 July 2000 in Okinawa by the leaders of the world's eight most developed countries. This charter clearly demonstrates that information and communication technologies constitute a crucial determinant of global development in the new century.

Scientific and technological progress has created vast opportunities to meet the material needs of humanity and society. Advanced, high-level technologies have made it possible to supply members of society with virtually any desired product and to cultivate favorable conditions for the rapid development of industrial and service sectors. In the field of information creation and dissemination as well, unprecedented speed and scale have been achieved. Computing technologies, information and communication systems, the Internet, and other information technologies capable of facilitating communication among individuals have drastically increased the significance of information in human and societal life.

Today, only a society that maintains proportionality between socio-technical development and socio-political development can ensure comprehensive and harmonious progress. Consequently, every society seeks to satisfy as fully as possible its social, economic, political, and other information-related needs and demands. As noted above, the contemporary scale of scientific-technological, productive, and social development is determined by the volume of information accumulated and exchanged in these spheres, as well as by the pace of its circulation and the speed with which it is assimilated.

## Methods

- leads to the expansion of remote work, a reduction in transportation flows, and consequently a sharp decrease in the ecological “burden” placed on nature;
- the shortening of the working day increases the amount of time people spend at home, thereby creating favorable conditions for the stability of the family environment;
- over the past centuries, people have come to the conclusion that cities constitute the most convenient spaces for living and working. However, the process of informatization enables individuals to communicate with the entire world even from rural areas, to work in the most prestigious institutions, and to benefit from cultural achievements previously accessible only to urban residents. This, in turn, creates the conditions for returning to—or permanently remaining in—rural spaces, which are comparatively calmer, more peaceful, and closer to nature;
- as distance education becomes the most convenient form of learning, it simultaneously opens the doors of even the most elite universities to broad segments of the population. Put simply, attaining an education increasingly depends on an individual's motivation and willpower. At the same time, the process of informatization also gives rise to a number of challenges: issues associated with content ranging from “soft erotica” to explicit pornography are among them. Such situations cannot be prevented entirely, for the uninterrupted functioning of information



networks is considered one of their essential qualitative features, and this system is undergoing continuous improvement.

Thus, regardless of how many barriers are erected to restrict such “problems,” there will always remain possibilities to circumvent them. Another persistent issue concerns violations of copyright and intellectual property rights. Consequently, it is natural that within the information network there will emerge domains that many users cannot access. This also explains why companies today spend substantial resources to safeguard their data and prevent unauthorized intrusions. At the same time, various forms of misuse may arise—ranging from the concealment of certain information to its unlawful disclosure.

Information exerts different effects on various social strata and on members of professional or ethnic groups; likewise, patterns of misuse differ sharply among these groups. This is primarily because, for some individuals, the sources of information are limited (television, radio), whereas others enjoy extensive access (the Internet and modern telecommunications systems). According to experts, contemporary society is experiencing a deepening division and stratification precisely in regard to access to—and acquisition of—information. Young people, due to their mobility, openness to innovation, and possession of greater time resources, demonstrate high levels of communicative activity. In other social groups, comparatively lower levels of engagement are observed. Such characteristics can produce negative consequences: the first group is increasingly vulnerable to aggressive political influence, while the second group may remain excluded from the positive and constructive potential of information.

The circulation of information in economic, political, cultural-educational, and other spheres constitutes an essential factor in enriching and advancing social life. From this perspective, information exchange today can justifiably be regarded as a key condition for human development. In earlier periods, the emergence of oral speech significantly expanded the possibilities for transmitting information, while the evolution of written language marked a distinct new stage in this process. In the contemporary era—defined by scientific and technological progress, integration, and globalization—a qualitatively new transformation is taking place in the information sphere. Information transmission now differs not only in its diverse forms (radio, television, print media, telephone, fax, post, Internet, etc.), but also in its unprecedented speed compared to previous historical stages of societal development. Under such conditions, new tendencies are likewise emerging in the patterns of information consumption.

The emergence of the idea that “*whoever possesses information, possesses the world*” is itself a consequence of the characteristics of information outlined above. Social space is, at the same time, an information space. Under conditions of globalization, the vast volume of information and its dissemination through modern, highly efficient means fundamentally distinguish the information sphere from other forms of social space. In particular, messages and data transmitted through contemporary mass media—especially the Internet—are no longer constrained by political restrictions or state borders.

Information consumption is, more precisely, a phenomenon directed toward the satisfaction of spiritual and intellectual needs. It represents a distinct form of the consumption of services. As is well known, before any service is consumed, its quality, cost, usefulness, convenience, and similar properties are taken into consideration. For example, when the supply of a service decreases, its consumption level rises, and demand increases accordingly. These characteristics are also inherent to the process of information consumption.



However, it should be emphasized that the consumption of information—being a form of spiritual value—possesses its own specific features. Information is consumed by individuals, social groups, nations, societies, and states, and the consumption processes at these various levels differ significantly. For instance, information that is interesting to an individual may be entirely irrelevant to a particular social group or stratum. Likewise, information is shaped by spatial and temporal factors: content highly popular in the West may be consumed far less by Eastern societies. Furthermore, information that once attracted great interest in a particular historical period may, over time, become ordinary and cease to have an impactful reflection in social life.

Regardless of who consumes it, information consumption unfolds through interrelated stages such as reception, comprehension, and interpretation. Today, the process of consuming information requires its own specific culture—one that must become a constituent element of humanity's broader spiritual culture. The culture of information consumption acquires particular importance in the current environment, where the Internet—one of the defining features of globalization—is rapidly expanding. Therefore, the modern individual has access to such a wide range of information that any content failing to meet their needs promptly loses its value.

## Results

The information and communication system and its transformations, as well as the emergence of the Internet and electronic portals, have become fundamental components of contemporary socio-political and administrative processes. Today, the “E-Government” system is widely developing across the world, including in Uzbekistan. This system envisions the use of modern information and communication technologies to provide citizens, business entities, and state authorities with established public services in an efficient and technologically advanced manner. In our country, the introduction of information and communication technologies for delivering interactive public services to individuals and legal entities through the websites of state bodies and the national government portal has been extensively implemented. To date, a number of projects within the “E-Government” framework have been successfully carried out. In particular, the Government Portal of the Republic of Uzbekistan, “Gov.uz,” serves as an effective instrument for electronic information exchanges among institutions, legal entities, and individuals. Every citizen or representative of a legal entity may use this portal to obtain comprehensive information regarding the state authorities of Uzbekistan, as well as to submit an official electronic request directly to the relevant governmental institution.

Since 2013, the Unified Portal of Interactive Public Services of the Republic of Uzbekistan has been operating on the Internet within the framework of the Government Portal of the Republic of Uzbekistan, including in a “one-stop-shop” mode. The Unified Portal constitutes a single access point enabling unrestricted use of interactive public services provided by state bodies, including those rendered on a paid basis. The principal functions of the Unified Portal include enabling users to directly address state authorities; integrating users with other projects in the field of information and communication technologies; enhancing the efficiency of user interaction with state institutions; reducing and eliminating bureaucratic barriers encountered when applying to governmental bodies; and assisting in the further development of “e-government” and the introduction of modern information technologies into public administration.

The Unified Portal is designed to enhance user convenience and expand opportunities for obtaining interactive public services through the application of modern information technologies. Through this portal, users are provided with both one-way and two-way interactive public services, as well as transactional services delivered by governmental bodies. As of 1 February 2017, the total number of requests submitted to the portal amounted to 1,036,278.



In 2013, another portal, “E-kommunal.uz,” was launched. This portal functions as an integrated information infrastructure in the sphere of housing and public utilities, simplifying the exchange of information among the population, supervisory authorities, homeowners’ associations, and utility service providers.

Through the portal, users may utilize an electronic calculator to determine service costs based on current utility tariffs, enter their personal account numbers to check their balance, and, in cases of outstanding payments, settle their obligations online. As of 2016, the website had received 2,518 inquiries.

At present, the system for collecting and processing statistical, tax, and other financial reports from business entities in electronic form is steadily developing. In particular, through the website of the State Tax Committee, “solliq.uz,” any taxpayer—whether a legal entity or an individual—may obtain consultations, submit tax reports or income declarations electronically, and verify their taxpayer identification number. Today, the official website of the State Committee on Statistics, [www.stat.uz](http://www.stat.uz), provides 11 types of interactive public services. These include the electronic submission of state statistical reports; the provision of information on the key macroeconomic indicators underpinning the socio-economic development of the Republic of Uzbekistan; the provision of data from the unified state register of enterprises and organizations; the supply of state statistical report forms; the dissemination of information based on statistical classifiers; and other similar services.

Currently, government agencies possess vast arrays of information resources that may be of interest to users. The publication of socially significant information held by state bodies as open data constitutes the foundation of open public administration. The release of open data and the creation of opportunities for their use ensure greater transparency in the activities of government agencies, enable the exercise of public oversight, and facilitate the development of new services for individuals and entrepreneurs.

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