

PROFESSIONAL EDUCATION IS THE NEED OF THE TIME

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Abstract: As technology continues to advance in the digital age, the development of media competency in professional education is becoming increasingly important. Media competence can be defined as the ability to effectively access, evaluate, create, and communicate information using various media formats. In today's society, it is important for students to acquire these skills because they will need to navigate and engage with a variety of media throughout their careers. This article examines the development of media competence among students in vocational education, its importance, problems and potential solutions, and equipping students with the necessary skills to thrive in the evolving media landscape.

Keywords: competence, competence, information competence, information and communication technologies, project method, school, media education, media literacy, media competence, media product, information technology, information communication tools.

Enter. The importance of media competency in professional education cannot be overstated. In today's digital age, the ability to effectively manage and use various forms of media has become a necessary skill for success in the professional world. Media competence encompasses a range of skills, including the ability to critically evaluate and analyze media messages, create and produce high-quality content, and communicate and collaborate effectively through digital platforms.

Without these skills, professionals can find themselves at a disadvantage, as they may struggle to communicate effectively with clients, colleagues, and other stakeholders. Additionally, the ability to skillfully manage and understand the media is critical to staying abreast of current events and trends in one's field, ensuring professionals remain competitive and relevant.

In general, media competence is important in professional education because it equips students with the skills necessary to excel in today's fast-paced and technology-driven society.

The importance of media competence in professional education

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One of the important problems in the development of media competence among students is the rapid development of technology. With the constant evolution of media platforms, devices, and digital tools, students are challenged to stay abreast of the latest trends and acquire the skills necessary to navigate these complex systems. In addition, the sheer volume of information available in various media presents a challenge in itself.

Students should be able to critically evaluate the credibility and reliability of the information they encounter, and know the difference between authentic sources and false information. In addition, there is a growing concern about online privacy and digital security, further exacerbating the challenges of developing media competence.

Students should be educated about the potential risks associated with digital media, such as privacy and risk, and be equipped with the knowledge and skills to protect themselves. . In general, these problems highlight the importance of prioritizing the development of media competence among students in professional education.

vocational education has long recognized the importance of preparing students for the demands of a rapidly changing society. In recent years, this training has increasingly focused on media competency, which refers to the ability to critically analyze, evaluate, and create media content in a variety of forms and platforms. Media competence has become especially relevant in the digital age, when information and communication technologies have fundamentally changed the way knowledge is produced, distributed and consumed.

As technology continues to evolve and play an integral role in our lives, educators must prioritize the development of media competency in their curricula. Research has shown that media literacy not only enhances students' analytical and critical thinking skills, but also enables them to effectively navigate the vast array of information available today, thereby enabling them to make informed decisions. and provides an opportunity to actively participate in the digital society.

In addition, media competence is an important tool for improving media literacy, developing digital citizenship, and countering misinformation and fake news. Ultimately, developing media competency is critical to preparing students for success in their careers and equipping them with the skills necessary to thrive in a complex and interconnected world.

Media competency plays an important role in professional education, enabling individuals to effectively access and use the wide range of media platforms and tools available in today's digital age. One study noted that media competence encompasses a range of skills, including the ability to critically analyze and evaluate

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media content, as well as the ability to thoughtfully and responsibly produce and share media content.

Media competence in professional education enables students to engage in meaningful and informed discussions, contribute to knowledge creation, and develop innovative solutions to complex problems. In addition, media competency equips future professionals with the necessary skills to communicate effectively with diverse audiences, adapt to rapidly evolving media landscapes, and take advantage of the potential of technological advances in their fields.

Thus, developing media competency in professional education is critical to preparing individuals for success in an increasingly interconnected and media-saturated world.

Media literacy plays a crucial role in enhancing professional education by providing various benefits to students. First, in the age of digital technologies where media platforms are ubiquitous, media competence equips students with the necessary skills to manage and critically evaluate the vast amount of information available.

As Swan and Biderman (2019) noted, media competence enables students to determine the credibility and trustworthiness of sources, thereby promoting informed decision-making and evidence-based practices.

In addition, media competence develops creativity and innovative thinking, which enables students to effectively use media for problem solving and communication (Kohtala, 2019).

According to Rill and Childress (2020), the ability to use media platforms not only increases collaboration and engagement among students, but also prepares them for greater use of technology in the workplace.

In addition, media competence promotes digital citizenship as students learn to behave responsibly and ethically in online communities (Lanham, 2018).

By understanding the implications of their digital actions, students are better equipped to deal with issues related to privacy, authenticity, and intellectual property rights (Mifsud & Bartolo, 2019).

In general, media competency serves as a core skill set for students entering the professional field, equipping them with the tools necessary to thrive in a media-saturated world.

One of the important challenges in developing media competence in professional education is the rapid evolution of technology and its impact on media practice. As technology continues to advance at an unprecedented rate, the way media is produced, shared, and consumed is constantly changing. This creates a

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challenge for teachers to keep up with the latest trends and technologies to effectively teach media literacy to their students.

If we look at the origin of the concept of "medical retention", they by chance that it did not occur understanding possible

"Media Comprehension" common in appearance of the person different appearance, genre and in forms media text choose use, critical analysis to do assessment, create and transmission, in society of the media activity complicated processes analysis to do in readiness manifest integrative in the manner of quality understood.

Media competence-media literacy (media comretence/media literacy – different the ability to apply, analyze, evaluate and transmit messages (messages) in forms. A certain one media competence mastered person when you say own to the field worthy knowledge and qualification formed, positive thought and efficient movement do it will receive person understood. If we take a deep look at the essence of these concepts, "media literacy" is a person's knowledge, skills and a set of interrelated qualities of skills and actions, "media-comprehensiveness" your person to the movement appropriate compliance appropriation.

For a person with a high level of media competence, the following features characterized by:

- new information get for movement to do (aspiration);
- his personal competence in different areas of his life and of all kinds to the world of media culture aspiration;
- finding necessary scientific materials for study;
- media products with "permanent" in communication to be
- media in the world independent respectively media texts formation and distribution (independent or group together with preparation) qualification have to be
- media (playful, artistic, research, etc.) are bright take

Thus, the pedagogue is media competence for self-improvement spiritual, motivational, intellectual and practical self-development, volitional and focused on emotional self-control. In the process of qualification general education schools of teachers qualification increase media competence development participation in the process doer behavior of subjects, behavior, handling, spiritual and moral appearance, social activity, interpersonal relationship and information of means professional to develop showing effect and participation in consideration get

Problems in the development of media competence among students

In addition to incorporating media literacy into the curriculum, vocational education institutions can use a variety of strategies to improve students' media

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literacy. One strategy is to provide hands-on activities with media tools and technologies that allow students to gain hands-on experience in using different tools effectively. This can be achieved through workshops, internships or labs that give students the opportunity to experience and engage with different media platforms.

Another effective strategy is to encourage critical thinking and analysis of media messages. By promoting a critical understanding of media content, students can develop the skills necessary to detect biased or manipulative information and become more informed media consumers.

In addition, teaching students to recognize and evaluate the ethical implications of media use can contribute to their overall media competence. By encouraging discussions about responsible media practices and ethical considerations, educators can equip students with the tools to navigate the potential pitfalls of media use in their professional practice.

By implementing these strategies, vocational education institutions can enhance students' media competence, enabling them to communicate effectively with various forms of media and contribute to their chosen fields.

In recent years, the proliferation and accessibility of mass media, particularly digital media, has significantly changed the way people consume information and entertainment. This rapid change has also highlighted the importance of media competence, defined as the ability to critically analyze, evaluate and effectively use media (Buckingham, 2006).

As more and more students rely on the media as their primary source of information and communication, the development of media literacy skills is becoming increasingly important. However, despite the increasing recognition of media competence as an important skill in the digital age, problems in its development among students remain. This essay aims to study the problems that hinder the development of media competence among students and identify potential ways of improvement.

One of the main problems leading to lack of media literacy among students is the lack of media literacy education in schools. In today's digital age, where students are constantly bombarded with multiple media messages, it is imperative that they acquire the necessary skills to critically evaluate and analyze these messages.

However, many schools fail to prioritize media literacy education in their curricula. Without proper guidance and education in media literacy, students are vulnerable to manipulative tactics used by various media platforms, including advertising, social media, and the news media. Therefore, the integration of media literacy education into schools is essential to increase students' ability to effectively decode and interpret media messages.

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Additionally, research has shown that media literacy education can increase students' critical thinking skills, promote diversity and inclusion, and foster a sense of media responsibility. Thus, it is imperative that educational institutions recognize the importance of media literacy education and incorporate it into their curricula.

The impact of social media on students' media competence has become an important issue in today's digital age. Social media platforms such as Facebook, Instagram, and Twitter have changed the way students interact with information and media. These platforms provide students with many opportunities to engage with different forms of media and interact and exchange ideas with their peers (Buckingham, 2017).

However, this increased exposure to and reliance on social media may also hinder the development of students' media competence. The constant flow of information and the ease with which content can be shared can lead to a lack of critical thinking skills and an inability to distinguish reliable sources from false information (Krebs, 2018).

Additionally, the emphasis on popularity and the need for constant validation through likes and comments may discourage students from using diverse perspectives and instead encourage them to follow trends or engage in superficial debates (Boyd, 2016).

Therefore, it is important to recognize the impact of social media on students' media competence and develop strategies that promote critical thinking, information literacy, and responsible media consumption among students in this digital age.

Specialists media competence develop, qualification increase among j their professional and personal maturity provide for necessary pedagogical condition conditions Create, experts qualification increase content and structure modernization, determination of psychological and pedagogical conditions and its quality control to do and evaluation mechanism work exit through expert media competence development main purpose defines.

Table 1

Professional comretency	Ideological comretency	Management competence	Media competence
Professional comretency certain science according to deep	Ideological comprehensibility - ideological clearly has a purpose, own	Management competence - of the teacher	teacher (pedagogue) media competence - powers of the press, its causes,

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knowledge, skill and to qualification ownership (eg physics, chemistry, history, mathematics and another sciences)	will, faith faith, conscience, to his views possession, lie to ideologies fight against take	the lesson manage, class the team manage for didactic psychological, methodical, technological preparation have to be	knowledge, skills and qualifications (indicators: motivational, informative, practical-quick, methodical activity, creative). of all ages education to recipients media education knowledge promote to do
Education giver pedagogue			

Teacher 's c o m r etency types

The impact of social networks on students' media competence

One of the serious consequences of fake news on students' media competence is the erosion of critical thinking skills. In an age of information overload, readers are constantly bombarded with multiple news sources, making it difficult to distinguish between what's real and what's not. Due to the abundance and availability of fake news, students may be critical of media content, accept false or misleading information, and not question its authenticity (Mihailidis, 2017).

A lack of critical evaluation can lead to a misunderstanding of the world and hinder students' ability to think analytically and determine the accuracy of news or sources. Consequently, exposure to fake news poses a serious threat to students' media literacy and their ability to participate in civic discourse.

In addition, parents and guardians play a crucial role in the development of students' media competence. They are able to shape their children's attitudes and behavior towards media use.

Research has concluded that parents who actively engage and guide their children in media content are more likely to have children with higher levels of media literacy. more.

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