

MEDIA CULTURE AND INNOVATIVE PEDOGICAL TECHNOLOGIES AND THEIR USE

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Abstract:

This thesis highlights the essence of the use of media culture and innovative pedagogical technologies in education, their role and significance in improving the quality of education. This thesis also examines the effectiveness of using innovative pedagogical technologies in the educational process.

Keywords: media culture, innovation, educational technology, quality of education, IT specialists, innovative approach.

MEDIA MADANIYAT VA INNOVATSION PEDOGOGIK TEXNOLOGIYALAR HAMDA ULARDAN FOYDALANISH

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Annotatsiya:

Mazkur tezisda ta'limda mediamadaniyat va innovatsion pedagogik texnologiyalardan foydalanishning mohiyati va ta'lim sifatini oshirishdagi o'rni hamda ahamiyati yoritib berilgan. Shuningdek, mazkur tezisda ta'lim jarayonida innovatsion pedagogik texnologiyalarni qo'llash samarasi haqida fikr yuritilgan.

Kalit so'zlar: media madaniyat, innovatsiya, pedagogik texnologiya, ta'lim sifati, IT mutaxassislari, innovatsion yondashuv.

МЕДИАКУЛЬТУРА И ИННОВАЦИОННЫЕ ПЕДОГОГИЧЕСКИЕ ТЕХНОЛОГИИ И ИХ ИСПОЛЬЗОВАНИЕ

Аннотация:

В данной тезисе освещена сущность использования медиакультуры и инновационных педагогических технологий в образовании, их роль и значение в повышении качества



образования. Также в данной тезисе рассматривается эффективность использования инновационных педагогических технологий в образовательном процессе.

Ключевые слова: медиакультура, инновации, педагогическая технология, качество образования, ИТ-специалисты, инновационный подход.

Introduction

The current educational development has brought a new direction - innovative pedagogy to the field. The term "innovative pedagogy" and researches related to it appeared in Western Europe and the USA in the 60s. The socio-psychological aspect of innovation was developed by the American innovator E. Rogers. He studies the classification of categories (types) of the participants of the innovation process, their attitude to the innovation, their readiness to perceive it.

Pedagogical technology is a system of modern organization of the educational process, which ensures the necessary quality of education and meets the requirements of accelerated scientific and technical development, aims to improve educational forms, and It is a consistent method of creation and implementation in human factors, through their joint actions. The use of innovative pedagogical technologies in the educational process is the demand of the times. A systematic method of creation, application and determination of all processes of teaching and knowledge acquisition, with the task of optimizing educational forms, taking into account pedagogical technological and technical resources, people and their interaction (UNESCO)

In cultural studies, media culture means the modern term that appeared and was formed under the influence of mass media in the 20th century. This term refers to the general and intellectual influence that mass media (primarily television, but also press, radio, and movies) exert not only on public opinion, but also on tastes and values. Mass media is a 20th-century term coined to denote the technical production of "mass culture", so researchers have the opportunity to revise the history and theory of culture using the experiences of sociology, economics and other disciplines. The emergence of this phenomenon led to the formation of the modern media environment, media market, media management, media criticism, whose status and field of activity are becoming more diverse than before.

Despite the fact that the information revolution is recognized as a factor that fundamentally changes the foundations of society, the problems associated with new telecommunication and computer technologies and the "new media" based on them are mainly different types of professional problems, information activities and, in rare cases, personal life of a person. discussed in terms of psychological problems that pose a threat to At the same time, the communication component plays a huge role in any type of activity, and failure to properly assess this factor can lead to several negative consequences.

The media culture of the 21st century is provided not only by the dominance of new technical communicative media, but also by the density of information flows, the increase in the speed of information and communication processes, the convergence of all spheres of activity, as well



as the convergence of all telecommunications based on a new model of media interaction. shows a change in the configuration of communication links according to the principle. The specific features of the current situation provide new opportunities for creating innovative models of human habitat. Media expands opportunities for cultural communication, narrows the distance, creates a feeling of closeness to any point of the modern world space.

The main goal of innovative technologies is to achieve cooperation between the teacher and the student, to make students interested in science, to change the attitude to education, to acquire the ability to apply the learned knowledge in social conditions, information communication technologies and didactic materials can be combined with the subject. Today, the interest and attention to the use of interactive methods, innovative technologies, pedagogical and information technologies in the educational process is increasing day by day, one of the reasons for this is that until now, traditional education If students are taught to acquire only ready-made knowledge in lim, modern technologies teach them to search for the acquired knowledge on their own, to study and analyze independently, and even to draw their own conclusions. Knowledge, experience, and interactive methods of pedagogical technology and pedagogical skills ensure that students acquire knowledgeable, mature skills. Innovative pedagogical technologies are very important in the educational process for training modern specialists who will be in demand in the labor market in the future. For the training of modern personnel, the pedagogue himself needs to be aware of the latest scientific achievements, innovations in the field he is teaching, and to conduct classes based on the latest pedagogical technologies, using modern ICT tools.

Conclusion

Based on the above, we have the right to give the following definition to the new phenomenon: Media culture is a set of individual information and communication tools developed by mankind in the course of cultural and historical development, contributing to the formation and socialization of social consciousness. It includes the culture of information transmission and the culture of its perception; it can also be considered as a system of levels of personality development capable of perceiving, analyzing, evaluating one or another media text, engaging in media creativity, assimilating new knowledge through mass media. All of the above proves that media culture is a dynamic phenomenon that develops together with society in the context of its socio-cultural modernization.

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