
MEDIA COMPETENCE IN EDUCATORS AND INFORMATION CULTURAL FORMATION

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Abstract

This article describes the formation of media competence and information culture in future pedagogues, the content of professional-pedagogical competence of future teachers and their essence. In order to achieve success in everyday life, the issues of media competence of the teacher in the formation of the skills to search for information, analyze it and use it to solve problems encountered in everyday life were discussed in detail. Proposals and recommendations on media competence and information culture were developed, conclusions were presented.

Keywords: future teachers, practical activity, professional competence, motivational actions, pedagogy, psychology, competence, profession, innovation, information search.

Comprehensive reforms in the educational system of our country require the study, analysis of advanced foreign educational experience and the development of socio-pedagogical and didactic features of adaptation to the conditions of educational institutions. Today, teaching elementary subjects using new information and communication technologies and at the same time, bringing students into their complex world and training teachers who are capable of forming information culture are urgent issues.

In the conditions of market relations, being able to withstand strong competition, which takes priority in the labor market, requires every specialist to have media competence and to improve it consistently.

Information is considered as a scientific category and records not only the general forms of existence or their causal relationship, but is also considered one of the main factors of bottom-up development in the knowledge (study) of phenomena expressed in nature and society. In terms of historical time, until this day, information has been collected in society in such a volume and scope that it is possible to divide them into social, economic, cultural, political, military,

technical, scientific, medical and legal fields according to their content, sectoral, regional and periodic characteristics possible.

They considered the representation of information-communicative competence as a unity of systematic components, that is, "the quality of an integral person necessary for mastering the methods of working with information."

It is important to introduce future teachers to innovative educational technologies, new, innovative forms, methods and tools of teaching, to familiarize them with the qualities of professional competence and creative ability of pedagogues in order to increase the intellectual potential of future teachers and enrich their outlook.

Nevertheless, the need for information is growing rapidly and "information races" are organized in a unique way to obtain it.

Information is a form of various knowledge created in the human mind and turned into the material and spiritual wealth of society considered to have "power" that can influence the direction of personal and collective activities.

Information culture is manifested in sorting messages, defining their important aspects, dividing them into areas, reacting with attention to their purity, determining their ideological basis and finding the source of the message.

Acquiring information culture depends on various factors and it can often be expressed in the context of professional culture.

After all, a specialist who is rapidly growing in the professional ranks can see information culture as a product of professional culture. With the increasing importance of human production activity in the society, the information culture can have a great impact on the universal development.

Y.Ocheret "It is impossible to imagine any development in society without information culture. In addition, the role and place of information culture in every sphere of life has increased with the expansion of technical support capabilities of information Implementation of modern teaching methods and tools is one of the urgent tasks of today. Along with the positive aspects of globalization processes, its negative consequences are entering our lives in a rapidly changing world.

In order to protect our lives from such dangers, to avoid a spiritual vacuum, first of all, life itself demands to educate young people who will be able to compete in the intense competition of intelligence and talent that is happening on the world stage today, through noble human ideas and works created with high skill. The



teacher, who is teaching and working in the institutions, is assigned the task and great responsibility of keeping up with the times, working at the level of demand, and providing education and training to students and young people media.

Information culture as a part of the general culture is considered as a product of the creative ability of a person and is visible in the following:

- having specific skills in the process of using information technology tools;
- using computer technologies during activity;
- knowing how to enter information from electronic sources, present it in an acceptable form and use it effectively;
- selecting information of social and professional value from various information sources.

Based on the above considerations, based on the definition of the concept of information-communicative competence and its structural components, it was concluded that it is important to implement the innovative activity complex of the pedagogue for the successful development of students' information-communicative competence in the educational process.

In conclusion, it should be said that in the individual development programs aimed at improving the pedagogical competence of the future teacher, it is recommended that the current level of pedagogical knowledge, skills and personal qualities and prospective tasks aimed at the development of this competence are mentioned.

This, in turn, is a product of effective activity in constantly monitoring the dynamics of professional development of future teachers at various levels, as a result of which the parts of competence that need to be paid attention to the professional competence of the pedagogue are clearly visible and this gives an impetus to its development.

In educational processes conducted by a teacher with high pedagogical competence, focusing the process of learning each subject and topic firstly on the formation of high-level knowledge and professional competence of the learner will help students to become high-potential and competitive personnel in the future. First of all, this serves as the main factor for the development of the society, since the training of highly qualified pedagogic personnel ensures the development of intellectually capable people in the future.

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