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DEGREES, CRITERIA AND INDICATORS OF THE DEVELOPMENT OF MEDIA LITERACY COMPETENCIES OF FUTURE DOCTORS

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Annotation:

This article reflects on the level, criteria and indicators of development of media literacy competencies of future doctors in the educational activities of students of medical higher education institutions.

Keywords: media, online, offline, visual and communicative, media literacy.

In our country, incomparable opportunities are being created for the training of specialists with high intellectual potential, modern knowledge and skills, a new worldview and independent thinking in accordance with the demand of the time. In this regard, the means of information and communication technologies are considered-the widespread use of promising areas of use of the media in the educational process is being established. In the educational process, media, namely, the internet, television, radio, film, video, telephone and other means of communication pay off.

Experts believe that media literacy teaches students to think independently, further develop creative activities, receive information, process it, generalize it, draw conclusions. The more perfect the media literacy competence of future doctors, the more their worldview, intellectual potential will serve to develop. So, today it is advisable for future doctors to study the competencies of mediasavodkhanism in theory thoroughly and apply it adequately in practice.

In the context of the globalization of ICT, specific requirements appear in the educational process. These requirements are closely related to direct mediation.

Media Education serves to raise the entire educational sphere even higher in quality, to raise the culture of information. That is, with the provision of theoretical knowledge to the student in the educational process, he will be able to demonstrate materials through a high level of modern technology. This is a novelty, and if it is permissible, then the advanced method is of interest to students. They serve to thoroughly master those subjects in the course of the lesson. Sources note that the International Council on film and television under UNESCO defined video education as such on March 1, 1973: " Media literacy should be understood as the



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formation of theoretical and practical skills to master the means of Mass Communication, which are regarded as a special field of knowledge in the theory and practice of pedagogy."

When it comes to the mediation of future doctors, the question arises, Does this mean the mediareality of each individual person, or does the role of the media in this retain its primary importance? In other words, will prospective doctors be protected from the media by having a competence in media literacy, or will they become partners of students in obtaining, preparing and disseminating information? In this case, it is necessary to focus on the critical thinking skill, which is considered the main trait of a mediocre student.

Critical thinking is a category that refers to the process of consuming information and knowledge. This means the ability to analyze, compare data, suspect and ask questions in relation to the object and subject of what is happening.

This means the ability to associate mediamatn with similar topics and events. As a result of the development of critical thinking, the person is based it will be able to express conclusions, Make a based assessment, comment, and appropriately apply the results obtained in relation to situations and problems. This is an active position of the audience, which does not allow the reception of information to be treated as a consumer. Critical thinking does not allow manipulations by informants and presupposes reasonable suspicion.

Not everything related to media can be viewed separately from such a concept as mediatext. This is the main tool for the formation of mediasavodkhanate. Mediatext includes medical text, PR-text, publicist text, newspaper text, tele - and radio text, advertising text, internet media text, social networks, blog text, etc. It is analyzed as a product of mass communication, covering them. Mediatext implies the existence of categories such as publicity (both in the field of media product creation and in the field of their consumption), integrativity and openness thus, mediaism means the beginning of a conscious relationship with the media, the final result of which will be mediaism. In this process, a person becomes involved in and affects information.

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