



PEDAGOGICAL TECHNOLOGY AND THE ROLE OF MEDIA EDUCATION IN THE TEACHING AND LEARNING PROCESS

Mutalova Mohinur Tolibjon kizi

Teacher of the department of Languages

Tashkent Institute of Chemical Technology

mokhinur9925@gmail.com

xtk@tkti.uz

+998 77 076 52 76

Abstract: This article analyzes the role of pedagogical technologies and media education in modern teaching. The study examines ongoing educational reforms in Uzbekistan, current issues in utilizing information technologies, and highlights the significance of media tools in developing students' independent thinking skills. The paper explores how modern pedagogical approaches combined with media education can enhance the learning experience and improve educational outcomes.

Keywords: Pedagogical technology, media education, innovative methods, global education, information technologies, learning process, student independent thinking, modern communication, interactive methods, national values

"Today, only highly educated, modern-thinking, intellectually developed, and professionally trained young people can become the driving force behind quality, rapid, and innovative development. There is no need to convince anyone that they are the ones who will ensure the great future of our country."

— Sh.M. Mirziyoyev

In recent years, as globalization accelerates, special attention has been paid to **media education** in our country. Modern communication technologies play a crucial role in improving the education system. Today, almost all educational institutions in Uzbekistan are equipped with computers, capable of performing millions of tasks per second. Among these, numerous software applications serve media education. Therefore, effectively utilizing these technologies in education is a demand of the times.

It is difficult to imagine modern life without information technologies. They allow us to manage processes and phenomena in practical activities while providing optimal solutions. At the same time, today's intellectually capable generation must be continuously introduced to scientific and technological progress. Fortunately, our country offers vast opportunities for this, and the attention given to this field is higher than ever.

The Role of Pedagogical Technology in Education

The proper implementation of pedagogical technologies in the educational process positions the teacher as an organizer or advisor, requiring students to demonstrate greater independence, creativity, and willpower. The choice of pedagogical technology depends on the teacher's and students' personalities, their goals, and the learning environment.

Pedagogical technologies encourage students to:

- Express their views on important life achievements and problems.
- Develop critical thinking and the ability to justify their opinions.

The Need for Media Education

Media education (from the Latin *media* – "medium") requires innovative teaching methods. Scholars recognize that media education ensures faster, more comprehensible, and memorable learning. Students are more influenced by visual aids than by oral lectures, allowing them to retain topics longer and maintain higher interest.

Media pedagogy, a new pedagogical technology, fosters creative thinking and upbringing through mass media. Its resources include:

- Internet materials, TV, radio.
- Films, audio-visual aids.
- Libraries, museums, art exhibitions.

Globalization and Information Technology

Globalization brings many positive aspects, facilitating worldwide communication, scientific exchange, and cultural enrichment. However, some malicious forces exploit information technologies for harmful purposes, threatening peaceful life. In this context, finding ways to use modern communication technologies for positive goals—such as improving education through media technologies—is essential.

Choosing the Right Technology

Teachers and students must select appropriate technologies based on:

- Students' knowledge levels.
- Group dynamics.
- Available resources (computers, films, handouts, literature).

Lesson planning is crucial. Teachers must consider:

- Subject specifics.
- Learning environment.
- Students' capabilities and needs.

Only then can effective results be achieved.

Conclusion

Media education not only enhances students' intellectual abilities but also protects them from ideological threats. Its role in society and its integration into education help shield youth from the negative effects of globalization, instilling national values and fostering respect for cultural heritage.

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