

O'ZBEKISTON RESPUBLIKASI
OLIY TA'LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
FARG'ONA DAVLAT UNIVERSITETI

**FarDU.
ILMIY
XABARLAR-**

1995-yildan nashr etiladi
Yilda 6 marta chiqadi

2-2025
PEDAGOGIKA

**НАУЧНЫЙ
ВЕСТНИК.
ФерГУ**

Издаётся с 1995 года
Выходит 6 раз в год

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INTRODUCTION

In the 21st century, the rapid evolution of technology and the proliferation of digital media have significantly transformed how individuals access, process, and share information. This shift has profound implications for the educational landscape, necessitating that teachers adapt their methodologies and skills to meet the needs of a digitally connected generation. One of the most critical competencies for educators in this context is "media competence," defined as the ability to effectively use, analyze, evaluate, and create media content. Media competence has transitioned from being a supplementary skill to a core component of a teacher's professional toolkit, enabling educators to navigate the complexities of modern education while fostering critical thinking and digital literacy among their students.

LITERATURE REVIEW AND METHODOLOGY

Understanding media competence.Media competence encompasses a broad range of skills, including digital literacy, information literacy, and the responsible and ethical use of media tools. For educators, media competence extends beyond personal proficiency; it involves the capacity to integrate media into the learning process, guide students through digital environments, and teach them to engage critically with media content. As defined by Hobbs [4], media literacy is not merely about technology usage; it entails understanding the implications and contexts of media in society, which is vital for educators tasked with preparing students for the challenges of the digital age.

THE IMPORTANCE OF MEDIA COMPETENCE IN TEACHING

Enhancing student engagement. Modern students, often referred to as digital natives, are accustomed to interacting with various media formats daily. Teachers equipped with strong media competence can leverage this familiarity by incorporating multimedia resources such as videos, podcasts, infographics, and interactive platforms into their lessons. Such integration not only enhances student engagement but also caters to diverse learning styles, thereby aiding students in grasping complex concepts more effectively [5].

Promoting critical thinking.The internet serves as a vast repository of information; however, not all content is accurate or reliable. Media-competent teachers are instrumental in guiding students to evaluate the credibility of sources, identify bias, and distinguish between fact and opinion. These analytical skills are essential for fostering critical thinking and ensuring that students become informed, responsible consumers of information [1].

Fostering Digital Literacy.As technology becomes increasingly integrated into all aspects of life, digital literacy emerges as a fundamental skill for success in the modern world.[9] Educators with media competence are well-positioned to help students develop the technical skills necessary to navigate digital tools, as well as the ethical considerations required for responsible online behavior. This includes instruction on online safety, privacy, and the ethical use of digital content, aligning with contemporary educational outcomes [4].

Preparings students for the future.The ability to effectively use and create media is a key competency in many professional fields. By integrating media into their teaching practices, educators can prepare students for workforce demands that prioritize digital communication, collaboration, and creativity. Media-competent teachers can also inspire students to explore careers in media, technology, and related fields, thereby expanding their future opportunities [7].

Addressing misinformation and fake news.In an era characterized by rampant misinformation and "fake news," media competence is crucial for equipping students to navigate the digital landscape effectively. Teachers play a vital role in providing students with the skills needed to identify misleading content, understand the motives behind it, and respond appropriately. This capability is particularly important in fostering informed and responsible citizenship [3].

Developing media competence in teachers.To effectively integrate media competence into their professional practice, teachers must first develop these skills. This can be achieved through:

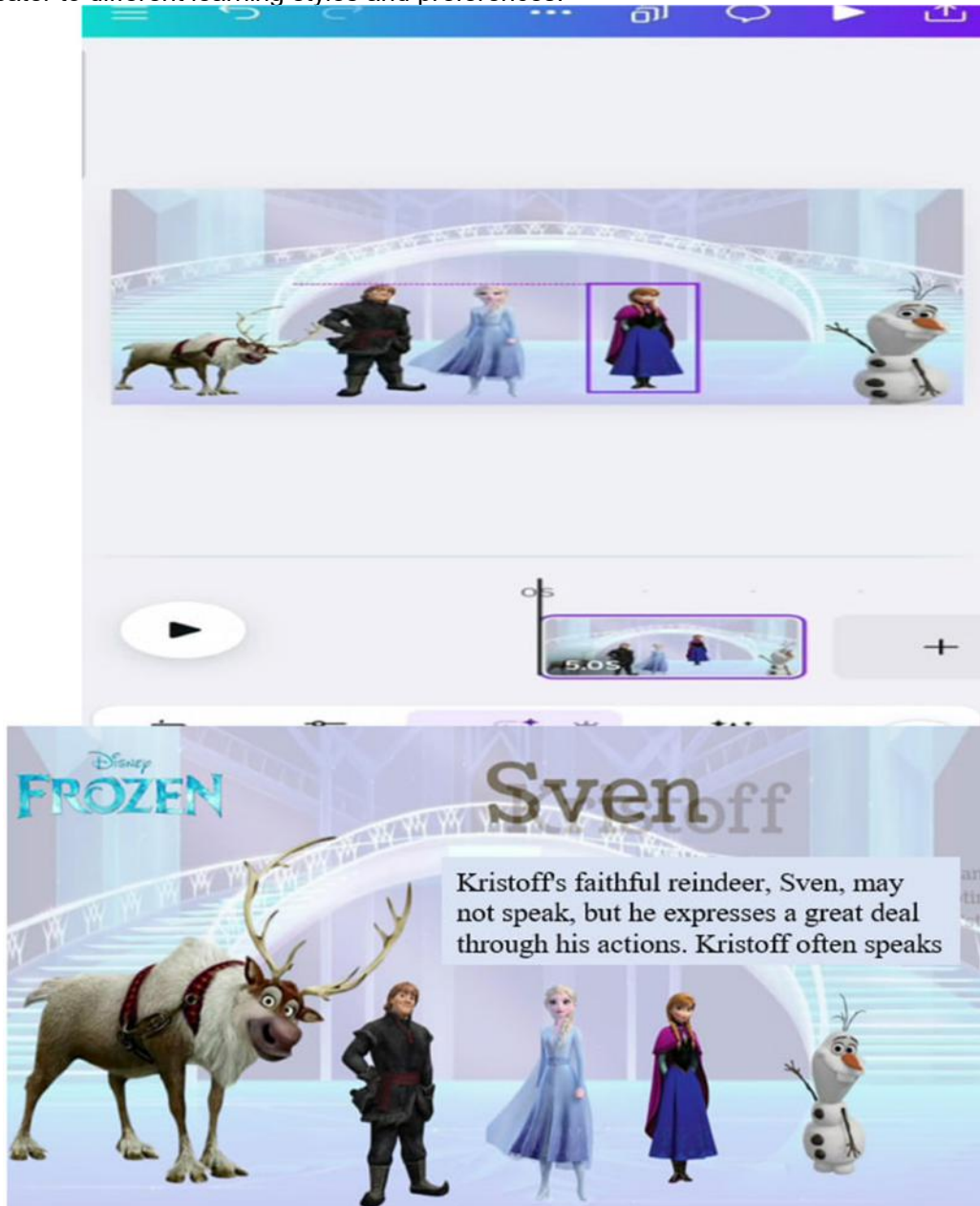
1. **Professional Development:** Educational institutions should offer training programs and workshops focused on media literacy, digital tools, and innovative teaching methodologies [6].
2. **Collaboration:** Teachers can benefit from collaborative learning environments where they share best practices and resources for integrating media into their classrooms.

3. **Continuous learning:** Given the rapid pace of technological change, educators must commit to lifelong learning to stay current with new media trends and tools.

4. **Curriculum integration:** Media competence should be embedded within the curriculum, with clear learning objectives and assessments that reflect its importance [5].

RESULTS AND DISCUSSION

Teachers are instrumental in the successful integration of IT within their respective subjects. They can leverage various digital tools to create educational materials that reinforce knowledge and promote active learning. By utilizing platforms such as Canva, educators can develop interactive textbooks and other resources that make learning more engaging for students. These materials can include multimedia elements, such as videos, infographics, and quizzes, which cater to different learning styles and preferences.



Picture1. Creating interactive content using photos, a suitable direction for primary school teachers

Future teachers should be trained to design curricula that integrate media literacy across subjects. This approach not only enhances students' media competence but also reinforces the relevance of media literacy in various contexts [8].

Challenges and considerations. While the benefits of media competence are substantial, several challenges may arise. Teachers may encounter resistance from students, parents, or colleagues who are skeptical of new technologies. Additionally, the digital divide—characterized by unequal access to technology and internet resources—can exacerbate educational inequalities. To address these challenges, schools must ensure equitable access to digital tools and provide ongoing support for teachers as they develop their media competence [2].

CONCLUSION

In today's media-driven world, the role of media competence in the work of teachers cannot be overstated. It is a vital skill that empowers educators to engage students effectively, promote critical thinking, and prepare them for the demands of the digital age. By embracing media competence, teachers can transform their classrooms into dynamic, interactive learning environments that empower students to navigate the complexities of the modern world with confidence and responsibility. As education continues to evolve, media competence will remain a cornerstone of effective teaching, ensuring that students are not only consumers of media but also informed, ethical, and creative participants in the digital world.

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