

**WHAT IS MEDIA AND INFORMATION LITERACY?*****Dilfuzakhon S. Saidqodirova****Doctor of Philological Sciences (DSc)**Uzbekistan State World Languages University**Tashkent, Uzbekistan***ABOUT ARTICLE****Key words:** print media, broadcast media, digital media, and social media.**Received:** 26.04.24**Accepted:** 28.04.24**Published:** 30.04.24

Abstract: Media and Information Literacy (MIL) encompasses the essential competencies required to effectively access, analyze, evaluate, and create information and media content in various forms. In today's digital age, MIL is crucial for empowering individuals to navigate the complex landscape of information, fostering critical thinking and informed decision-making. This literacy enables users to discern reliable information from misinformation, understand the ethical implications of media consumption and production, and participate actively in democratic processes. The concept integrates media literacy, information literacy, and digital literacy, promoting a holistic approach to education that prepares individuals for responsible and productive engagement in the information society. This article explores the definitions, components, and significance of MIL, highlighting its role in enhancing personal, professional, and civic life.

MEDIA VA AXBOROT SAVODXONLIGI NIMA?***Dilfuzaxon S. Saidqodirova****Filologiya fanlari doktori (DSc)**O'zbekiston davlat jahon tillari universiteti**Toshkent, O'zbekiston***MAQOLA HAQIDA****Kalit so'zlar:** bosma ommaviy axborot vositalari, radioeshittirish vositalari, raqamli media va ijtimoiy media.

Annotatsiya: Media va axborot savodxonligi (MIL) turli shakllarda axborot va media kontentiga samarali kirish, tahlil qilish, baholash va yaratish uchun zarur bo'lgan muhim vakolatlarni o'z ichiga oladi. Bugungi

raqamli asrda MIL odamlarga axborotning murakkab landshaftida harakat qilish, tanqidiy fikrlashni va ongli qarorlar qabul qilishni rivojlantirish uchun juda muhimdir. Ushbu savodxonlik foydalanuvchilarga ishonchli ma'lumotni noto'g'ri ma'lumotdan ajratish, ommaviy axborot vositalarini iste'mol qilish va ishlab chiqarishning axloqiy oqibatlarini tushunish va demokratik jarayonlarda faol ishtirok etish imkonini beradi. Konsepsiya media savodxonligi, axborot savodxonligi va raqamli savodxonlikni o'zida mujassam etgan bo'lib, shaxslarni axborot jamiyatida mas'uliyatli va samarali ishtirok etishga tayyorlaydigan ta'limga yaxlit yondashuvni ilgari suradi. Ushbu maqola MILning ta'riflari, tarkibiy qismlari va ahamiyatini o'rganadi, uning shaxsiy, professional va fuqarolik hayotini yaxshilashdagi rolini ta'kidlaydi.

ЧТО ТАКОЕ МЕДИЙНАЯ И ИНФОРМАЦИОННАЯ ГРАМОТНОСТЬ?

Дилфузахон С. Саидкодирова

доктор филологических наук (DSc)

Узбекский государственный университет мировых языков

Ташкент, Узбекистан

О СТАТЬЕ

Ключевые слова: печатные СМИ, вещательные СМИ, цифровые СМИ и социальные сети.

Аннотация: Медийная и информационная грамотность (МИГ) включает в себя основные компетенции, необходимые для эффективного доступа, анализа, оценки и создания информации и медиаконтента в различных формах. В современную цифровую эпоху МИГ имеет решающее значение для расширения возможностей людей ориентироваться в сложном информационном пространстве, содействия критическому мышлению и принятию обоснованных решений. Эта грамотность позволяет пользователям отличать достоверную информацию от дезинформации, понимать этические последствия потребления и производства средств массовой информации и активно участвовать в демократических процессах. Концепция объединяет медиаграмотность, информационную грамотность и цифровую грамотность, продвигая целостный подход к образованию, который готовит людей к ответственному и продуктивному участию в информационном обществе. В этой статье исследуются определения, компоненты и

значение МИГ, подчеркивая ее роль в улучшении личной, профессиональной и гражданской жизни.

INTRODUCTION

The concept of media literacy.

What is the Media?

*Media refers to various means of communication used to reach and influence a large audience. This can include newspapers, television, radio, the internet, social media, and other forms of mass communication. Media plays a crucial role in shaping public opinion, disseminating information, and influencing society. It can take many forms, such as **print media**, **broadcast media**, **digital media**, and **social media**.*

The forms of media
Media can be categorized into various types based on different criteria. Here are some common types of media:
1. Print media: This includes newspapers, magazines, newsletters, brochures, and other printed materials that are distributed in physical form.
2. Broadcast media: This includes television and radio, where content is transmitted over the airwaves and reaches a wide audience.
3. Digital media: This encompasses online content such as websites, blogs, podcasts, videos, and online news outlets that can be accessed through the internet.
4. Social media: This refers to online platforms and websites that allow users to create and share content, interact with others, and participate in online communities. Examples include Facebook, Twitter, Instagram, and TikTok.
5. Outdoor media: This includes advertising and messaging displayed in public spaces, such as billboards, bus shelters, digital signage, and transit advertising.
6. Interactive media: This type of media allows users to interact with and participate in the content, such as video games, virtual reality experiences, and interactive websites.
7. Mass media: This refers to media channels that reach a large audience simultaneously, such as television, radio, and newspapers.

THE MAIN RESULTS AND FINDINGS

Media literacy is the ability to access, analyze, evaluate, and create media content in various forms. It involves understanding how media messages are constructed, distributed, and consumed, as well as being able to critically assess the information presented in media sources.

The concept of media literacy includes the following key components:

1. Media literacy involves the ability to access and use different media platforms and technologies effectively. This includes knowing how to navigate websites, social media platforms, and other digital tools to find information.

2. Media literacy requires the skill to critically analyze media messages, including identifying the purpose, bias, and techniques used in creating the content. This involves questioning the credibility of sources and understanding how information is framed and presented.

3. Media literacy involves evaluating the accuracy and reliability of media content. This includes assessing the credibility of sources, fact-checking information, and recognizing misinformation or propaganda.

4. Media literacy also includes the ability to create media content responsibly and ethically. This involves understanding copyright laws, ethical guidelines for content creation, and the impact of media messages on the audience.

By developing media literacy skills, individuals can become more informed and critical consumers of media, better able to navigate the complex media landscape, identify misinformation, and make informed decisions about the media they consume and create. Media literacy is essential in today's digital age to help individuals engage with media content thoughtfully and responsibly.

2. Media Culture

Media culture refers to the collective beliefs, values, practices, and behaviors that are influenced by and reflected in the media environment of a society or community. It encompasses the ways in which media content, technologies, and institutions shape and are shaped by the cultural norms, attitudes, and practices of a given society.

Media culture plays a significant role in shaping public perceptions, attitudes, and behaviors by presenting and reinforcing certain ideas, narratives, and representations through various forms of media such as television, film, music, advertising, social media, and more. It influences how individuals perceive themselves, others, and the world around them.

Media culture is dynamic and constantly evolving, influenced by factors such as technological advancements, globalization, social trends, political climates, and economic forces. It reflects the values, interests, and priorities of a society while also having the power to challenge and reshape cultural norms and practices.

Understanding media culture involves critically examining the messages and representations presented in media content, analyzing the impact of media on society and individuals, and exploring how media shapes and reflects cultural identities, values, and ideologies. By studying media culture, researchers and scholars can gain insights into the complex relationship between media, culture, and society.

How to develop media culture?			
1. Promote Media Literacy: Educate individuals about media literacy, including how to access, analyze, evaluate, and create media content.	2. Encourage Diverse Representation: Advocate for diverse and inclusive representation in media content, including diverse voices, perspectives, and narratives.	3. Support Independent Media: Promote independent and alternative media sources that provide diverse viewpoints and challenge mainstream narratives.	4. Foster Ethical Journalism: Advocate for ethical journalism practices, including accuracy, fairness, transparency, and accountability.
5. Combat Misinformation: Raise awareness about misinformation, fake news, and propaganda. Encourage fact-checking, critical analysis, and responsible sharing of information to combat the spread of false information.	6. Engage in Media Creation Encourage individuals to create their own media content, such as blogs, podcasts, videos, and social media posts. Empower people to share their stories, perspectives, and experiences through different media platforms.	7. Promote Media Literacy in Education Integrate media literacy education into school curricula at all levels. Teach students how to critically evaluate media content, understand media influence, and create media responsibly.	8. Support Media Diversity: Advocate for policies and initiatives that promote media diversity.

3. The importance of media literacy and the science of information culture

1. Critical Thinking: Media literacy helps individuals develop critical thinking skills to analyze and evaluate media messages, discern fact from fiction, identify bias and misinformation, and make informed judgments about the information they encounter.

2. Empowerment: Media literacy empowers individuals to navigate the complex media landscape effectively, enabling them to be active and informed participants in the digital age rather than passive consumers of information.

3. Responsible Citizenship: Media literacy fosters responsible citizenship by equipping individuals with the skills to engage with media content thoughtfully, participate in democratic processes, and hold media outlets and creators accountable for their content.

4. Protection Against Misinformation: In an era of fake news, misinformation, and propaganda, media literacy helps individuals recognize and resist manipulation and deception in media content, thereby safeguarding against the spread of false information.

5. Promotion of Media Diversity: Media literacy promotes the appreciation of diverse viewpoints, voices, and perspectives in media content, contributing to a more inclusive and representative media landscape that reflects the complexity of society.

Regarding the science of information culture, this field focuses on the study of how information is created, shared, disseminated, and consumed in various cultural contexts. Here are some reasons why understanding information culture is important:

1. Cultural Impact: Information culture influences and is influenced by cultural norms, values, beliefs, and practices. Studying information culture helps researchers and practitioners understand how information shapes and reflects cultural identities and expressions.

2. Social Dynamics: Information culture plays a significant role in shaping social interactions, relationships, and communities. By studying information culture, we can gain insights into how information flows within and across social networks.

3. Technology and Innovation: Information culture is closely linked to technological advancements and innovations in information and communication technologies. Understanding information culture can help drive technological development and adoption.

4. Ethical Considerations: Information culture raises ethical considerations related to information sharing, privacy, access, and ownership. By studying information culture, we can explore ethical implications and promote responsible information practices.

5. Global Perspectives: Information culture varies across different cultures and societies. Studying information culture from a global perspective helps promote cross-cultural understanding, collaboration, and communication in an

4. International and local laws on media literacy and information culture

In today's interconnected and information-driven world, the importance of media literacy and information culture cannot be overstated. As individuals grapple with a deluge of information from various sources, understanding the legal frameworks that govern media content, information dissemination, and cultural expression is essential for promoting responsible information practices and fostering a more informed and empowered society.

While there may not be specific laws dedicated solely to media literacy and information culture, various international and local laws touch upon aspects related to these concepts. From data protection regulations to intellectual property laws, a diverse array of legal frameworks influences how information is created, shared, and consumed. By examining these laws, we can gain insights into how legal considerations shape the media landscape and impact cultural expression.

One key area of concern is data protection laws, which regulate the collection, processing, and sharing of personal data. In an era where personal information is increasingly valuable and

vulnerable, understanding data protection regulations is crucial for promoting media literacy and responsible information practices, particularly in the digital age.

Media regulations also play a critical role in shaping the quality and diversity of information available to the public. Broadcasting standards, content restrictions, and advertising rules are just a few examples of regulations that impact media content and influence the cultural landscape. By adhering to these regulations, media organizations can contribute to a more informed and culturally rich society.

Intellectual property laws are another important legal consideration, protecting the rights of creators and owners of media content. Understanding these laws is vital for promoting ethical media creation, respecting copyright and licensing agreements, and fostering a culture of innovation and creativity.

Education laws and policies may include provisions related to media literacy education in schools and educational institutions. By integrating media literacy into formal education settings, policymakers can equip students with the critical thinking skills needed to navigate the complex media landscape and engage with information thoughtfully and responsibly.

Freedom of information laws guarantee the right to access public information held by government agencies, promoting transparency, accountability, and access to information. These laws are essential for an informed citizenry and play a crucial role in promoting democratic values and civic engagement.

Cultural heritage laws protect and preserve cultural artifacts, traditions, and expressions, contributing to the promotion of cultural diversity and the preservation of information that reflects a society's cultural identity. By safeguarding cultural heritage, these laws help enrich our understanding of different cultures and promote cross-cultural dialogue and appreciation.

INTRODUCTION

In conclusion, while there may not be a single set of laws dedicated exclusively to media literacy and information culture, existing legal frameworks play a significant role in shaping how information is created, shared, and consumed. By understanding and navigating these legal landscapes, policymakers, educators, and stakeholders can promote responsible information practices, protect cultural expression, and foster a more informed and empowered society in the digital age.

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