THE GROWTH OF THE GLOBAL IMPORTANCE OF INFORMATION TECHNOLOGY AND MEDIASAVODKHANISM SENIOR LECTURER OF THE DEPARTMENT "JOURNALISM"

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Annotation: this article analyzes the global importance of Information Technology, the role of mediasavodkhanism in the development of society and current problems in this area. International experience and practical recommendations are also explored.

Keywords: Mediasavodkhanism, information, communication, philosophy, information technology, artificial intelligence literacy. manipulation, digital technologies

Today, information has become one of the most valuable resources in the world. The rapid development of information technology requires every person the ability to work with information, the responsibility for its correct assessment and dissemination. This process shaped the concept of" Information Culture". Information Culture is the skill of ethical and effective use of information, not just technology acquisition. In particular, the importance of Information Technology and mediasavodkhanism in the world is growing sharply. The digital economy, artificial intelligence, the expansion of internet networks, and media transformation are further accelerating this process. Today, access to information in a fast and reliable way, its analysis and proper use are important for every person and society. Information Culture is of great importance not only in personal, but also in social life. In every area, from the educational system to professional activities, Information Culture is an important condition for success. The prevalence of the internet and social networks is further increasing the need to develop an Information Culture. False reports, cybersecurity problems and conclusions based on false information threaten the stability of society. The main directions of the technological revolution:
• Numerical data-making effective decisions by analyzing large volumes of information. * Artificial intelligence is the foundation of innovation in the fields of finance, medicine, industry and education. * Blockchain and cybersecurity – ensuring data protection and transparency. * Expansion of 5G and foreign internet networks and automation through networked devices. In the world, IT companies, in particular corporations such as Google, Microsoft, Amazon, Tensent, are actively introducing these technologies and playing an important role in economic growth. Digital technologies have a positive impact on various sectors of society. In particular, distance learning platforms, virtual learning laboratories and artificial intelligence-based personal learning systems are being introduced in education. In the direction of health, telemedicine, automation of diagnostic systems, bioactive technologies are used in practice. In business and entrepreneurship, e-commerce is being developed, IT startups are expanding. And in government and management, the existing problems are slowly being overcome on the basis of full-fledged digitalization of e-Government, Digital Document Management and anti-

corruption tools. Today, states are implementing various strategies for digital development. For example, Singapore and Estonia are among the leading countries that have fully introduced e-government. Today, akholi mediasavodkhan is a requirement of the era. Mediasavodkhanism is the ability to correctly understand, analyze and effectively use information. In addition to the increasing flow of information in the world, false information (fake news) and manipulative media content are also expanding. According to UNESCO, false reports affect the human mind 6 times faster than real data. Therefore, mediasavodkhanism plays an important role in increasing the critical thinking capacity of citizens. The strategies for increasing mediasavodkhanism in the world are explained as follows: A number of states are implementing various programs to increase mediasavodkhanate. For example, Finland included mediasavodkhanism in its school programs. Such an approach was introduced with the aim of keeping the younger generation from various informational influences, directing their time as an expensive resource towards correct and useful practices, as well as ensuring that readers are away from a false data attack. The U.S. has also increased its response to false information through fact-checking platforms. Of course, such an action reduces the risk of the spread of dysinformasia, eliminates such probable problems as official information on socio-political issues or forgery of internal documents. In addition, Japan has also developed automated systems to counter false media reports. We know that Japan retains world attention for its technological progress, projects and innovations. Naturally, in such a technologically advanced state there is an opportunity to quickly eliminate any suspicious dysinformations. Nevertheless, new and promising projects are being developed in the media with the aim of self-defense against risks such as the provision of false fiction. It can be said that Uzbekistan is also actively involved in this process. In 2023, the state program on" information security and mediasavodkhanate " was adopted. Thanks to this, such risks as problems as above, various threats, alien ideas that poison the minds of young people, the spread of unreasonable messages are obtained. In the future, the main place is occupied by the directions of development of Information Technology and mediasavodkhanate. Analyzing global trends in technology and information, one can expect further development of the following areas:

• Intellectual information analysis and fact-checking mechanisms – to effectively combat false messages using artificial intelligence. * Cybersecurity and personal data protection – strengthening digital identity protection.

• The popularization of digital knowledge is the expansion of online educational platforms.

• IT-infrastructure improvement-the use of 6g technologies and metaolam (Metaverse) capabilities. Such technological progress will not only have a positive impact on the future goals, rise of any society, but will also be useful in solving such likely situations as the suppression of the media in a sense in the era of globalization, the leakage of risky and false information that can undermine the political development of the country. Information technology and mediasavodkhanism are decisive in the sustainable development of society. States and public organizations should focus on strategic approaches to the development of this area. There are the following areas that should be paid attention to:

• Strengthening mediasavodkhanism and IT education in the educational system. •The use of innovative technologies to combat false information.

• Ensuring information security and strengthening cyberbullying. * Development of cooperation between the public and private sectors. With the world changing rapidly, focusing on information technology and mediasavodkhanism is not only a national, but also a global priority. The formation of an information culture begins first of all with the educational system. Modern schools and institutions of higher education should teach the ethical and responsible use of information, as well as the formation of skills for the effective use of Information Technology. Information Culture is a vital necessity for modern society. Stability and progress in society can be achieved by building clarity, morality and responsibility when working with information. It is necessary for everyone to adhere to the Information Culture, realizing their responsibility in receiving and disseminating information.

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