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THE ROLE OF DIGITAL EDUCATION AND MASS MEDIA IN STUDENT EDUCATION

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Abstract

This article discusses the role of digital technologies and mass media in the educational process in the 21st century and their importance in developing students' knowledge, skills and competencies. The formation of a digital learning environment, the advantages of distance learning platforms, the possibilities of effective organization of the teaching process through multimedia and interactive methods are analyzed. The advantages and disadvantages of digitalization, the need to form media literacy in students are also highlighted. The role of mass media in education is assessed as a factor in expanding students' worldview, developing critical thinking and social responsibility.

Keywords

Digital education, mass media, distance learning, multimedia, teaching methods, digital competence, media literacy, information technology.

In the 21st century, digital technologies and media have become the main assistants of the teacher in the educational process. Digital education is an innovative form of teaching, which involves the effective use of tools such as the Internet, computers, tablets, interactive whiteboards, and online platforms.

Today, the concept of "Digital Learning Environment" has expanded far beyond a simple set of technological tools and has become an entire ecosystem.

In Uzbekistan, within the framework of the "Digital Uzbekistan" strategy for 2020-2030 and the "Concept for the Development of the National Education System until 2030", digital transformation processes in the education sector are being carried out at an accelerated pace . The formation of a digital learning environment, the creation and effective use of high-quality electronic educational resources, and the improvement of teachers' digital competencies are among the most important tasks today.

Teaching methods using digital technologies

1) In distance learning, students' independent research, self-study, and communication skills have been developed through platforms such as Zoom, Google Classroom, Microsoft Teams, Kundalik, and e-school. These platforms have now become an integral part of teaching.

2) When teaching through multimedia tools - video lessons, animations, 3D models, it becomes even easier to explain the topic. For example: "YouTube Education", "TED-Ed", "Khan Academy", "ZiyoNET video lessons". This enhances students' visual perception and increases their interest in the lesson.

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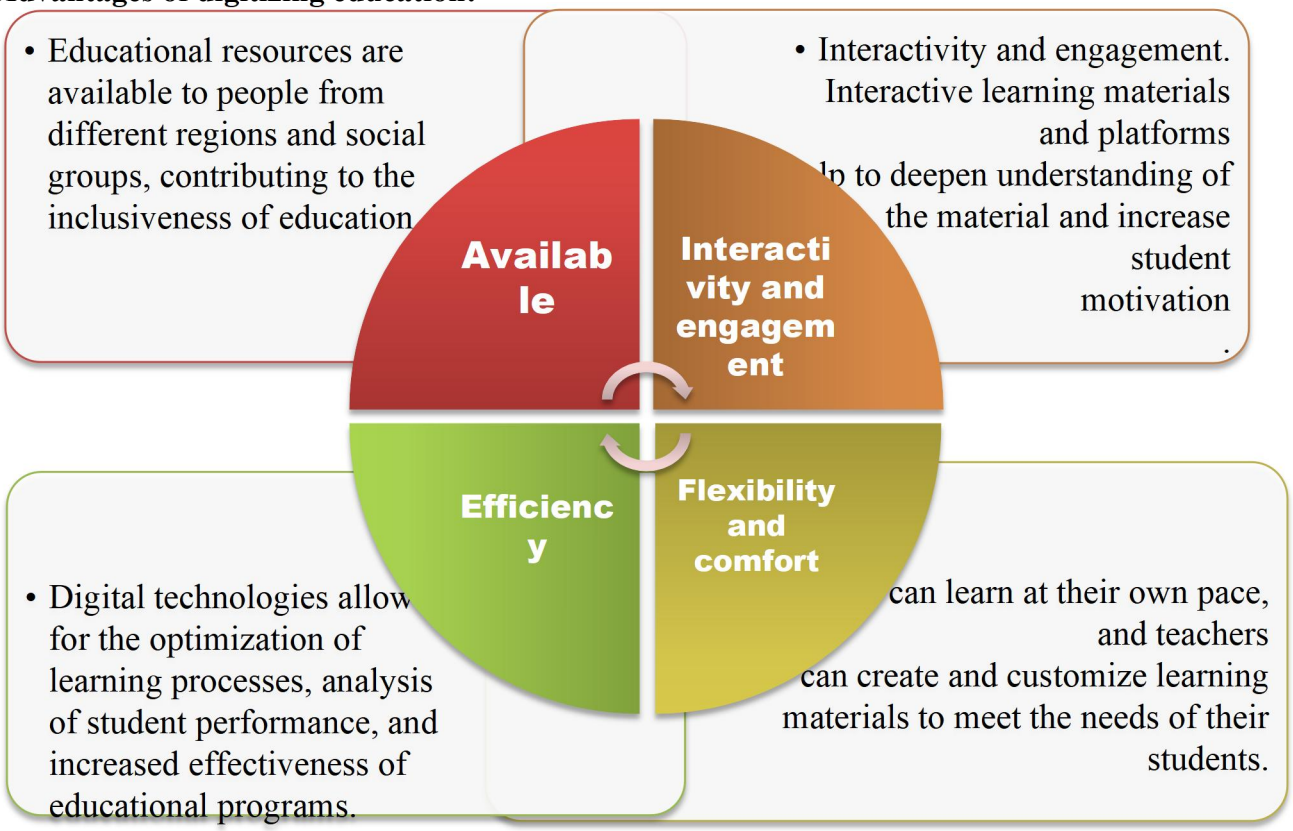
3) Interactive teaching methods. Assessment of knowledge through online tests (Kahoot, Quizizz, Mentimeter). Experimentation using virtual laboratories and simulations. Gamification (game-based learning) elements: digital rewards, points, rating systems.

Advantages of digitizing education:



Disadvantages of digitalization of education:

1. Unequal access to technology. Unequal access to the Internet and computers can be a problem for low-income students.
2. The quality of the content is not sufficient. Poor quality or unverified educational materials can have a negative impact on learning.
3. Lack of personal contact.

In distance learning, there may be insufficient personal contact between teachers and students, which can reduce motivation and understanding of the material.

In the current era of globalization, the role of the media in increasing the effectiveness of the education system is invaluable. Television programs, Internet resources, social networks, newspapers and magazines broaden the worldview of students and increase their interest in reading. Through media, students are informed about news on various topics, learn critical thinking and an analytical approach. Through articles, programs and videos published in the media, students are instilled with moral values, ecological culture and national ideas. This enriches their spiritual world and develops positive qualities.

In modern society, the use of information technologies and media texts in education is becoming increasingly important. Children also do not yet have the skills to properly filter information and distinguish facts from opinions, which makes them particularly sensitive to the influence of the media. The role of the media in the socialization process for children and

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young people helps them to increase their social responsibility, analyze information and successfully live in a digital environment in everyday life.

In conclusion, digital technologies and mass media have become an integral part of the modern education system. They facilitate the work of teachers and make the teaching process more interactive, interesting and effective. The use of various online platforms and multimedia tools develops independent thinking, analytical approach and creative skills in students. At the same time, ensuring equal access to the Internet, information security and the quality of educational content are important issues in the development of digital education. Mass media play an invaluable role in increasing the social responsibility of students, informing them about the news and developing critical thinking.

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