

Scientific-Pedagogical Content and Model of Formation of Media Culture on the Basis Of Interdisciplinary Cooperation for Future Foreign Language Teachers

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ANNOTATION

The article develops a scientific and pedagogical content and model of the formation of media culture in future foreign language teachers on the basis of interdisciplinary cooperation.

KEYWORDS: media, media culture, mediation, information attacks, mass communication, information technology.

For the new development of our society, "... the most important task before us is to train modern personnel with an active civic position, able to withstand fierce competition in the global media space." Because "today the world is changing rapidly. Like all industries, competition is fierce in terms of obtaining and transmitting information and forming an influential public opinion. In such a complex environment, life puts new demands and tasks before us." This responsibility is growing at a time when our country is rising to a new stage of development, where openness and transparency, freedom of speech and thought are becoming the criteria of our lives.

The 21st century, in which the current generation of mankind has entered with great hopes, has not only ensured the high development of mankind, but also the unprecedented growth of information and influence around the world, the formation of media competition and security in this area. and began with the escalation of these dangerous processes of growing threats. Even today, attempts are being made to spread their moral depravity, immorality, extremist ideas through various media, to demoralize our youth, to weaken them ideologically, to influence them with false ideas, and to cause spiritual depravity among them.

The cultural significance of the media is constantly growing in Western countries. Here, the media plays the role of mediator in society: more and more people are acquiring knowledge through the media, not through their own experience. The media is also influencing professional culture: they are constantly creating new jobs, and the importance of information management in various fields is growing. The next stage of mediation is called 'mediation', and it refers to an event that is reflected in the media, such as politics or science, rather than an indirect experience. They cannot exist without the media, so politicians, like celebrities, seek to be the center of attention with the help of the media. As a result of mediation, the media influences the formation of organizations and institutions as well as society, and they become connected to the media. In this context, the negative impact of the media and the role of ideology will increase, and in the global arena, the media will become a means of disseminating news, threats, aggression in the same situation as the dissemination of information. Therefore, the issues of formation of media culture in the use of foreign media,

increasing the media literacy of professionals specializing in foreign languages, who are its first recipients, are becoming more urgent.

Christopher Chansellor, who headed Reuters in the 1940s, said the news had to be distinguished from propaganda. Propaganda is one thing, and innovation is another. There will be no English or American news, it is an international commodity. ” Today a completely different qualitative situation has arisen. Millions of events happen in the world every day. However, only issues that the media focuses on in the interests of certain socio-political forces are brought to people's attention. This shows that they set priorities for the coverage of events, and serve to form relevant opinions and conclusions in citizens through the acquisition, interpretation, evaluation and dissemination of specific information. This shows that the media is able to direct social thought in the form it needs, to manipulate it. It should be noted that in this process, special attention is paid to presenting false, fabricated information as true, presenting or distorting reality in a one-sided way, hiding important, necessary elements that help to adequately perceive reality. Prospective foreign language teachers are also required to understand the responsibility as the first link to receive and disseminate information, to form in themselves a media culture, to understand the impact and hidden meaning of information.

Media serves to ensure the rapid transmission and mass dissemination of information in these words, images, music and similar forms. Such tools are characterized by features such as popularity, periodicity, audience or student audience. In this context, it should be noted that the capacity and coverage of the media has increased dramatically in recent years. The level of media coverage, in other words, whether it operates locally, nationally, regionally or internationally (globally), is also a factor in determining its scope. Therefore, one of the most important tasks for higher pedagogical education is to form in future foreign language specialists the ability to communicate with him and through him to develop language skills for their students, to understand the responsibility, not to use any media products. Because a foreign language teacher uses information, culture and other media products related to that language in teaching the language. Then the educator is required to have knowledge of the fact that these tools do not have harmful effects, analytical skills, a differentiated worldview.

Through the opportunities of the media, it can be seen that the power of the media affects the feelings, thinking, value system, behavior and attitudes of foreign language learners. This influence can leave a positive or negative mark on a person's development and outlook. Foreign language teaching programs or manuals can be based on the methodology of teaching the language as well as their own culture, on the one hand, and on the other hand, hidden ideas, religious claims, political goals may be hidden behind language teaching. Therefore, based on the development of media culture in the future foreign language teacher, it is necessary to achieve a worldview of anticipation, understanding and protection against incoming media aggression through foreign language learning programs. This is why it is so important for a foreign language teacher to critically analyze the information they see, hear, read, and receive in personal experience. This is because some media outlets also provide inaccurate or biased information. According to A. Erkaev, due to the emergence of mass media - radio, cinema (later television, Internet, etc.), the "wholesale" industrial production of comics, entertainment and other cultural consumer goods, along with material goods, there was a standardization of spiritual products. . Spiritual and cultural products have become consumer goods. Their form and content have begun to lose their local, regional and national

image and features. ” As a result, the media has become a market that exports culture and views, traditions and customs. One can find what one wants, and one can be deceived if one does not think more broadly. Therefore, all conditions are being created in our country for the activities of modern media, and the legal framework for the development of media culture in society is being developed.

One of the most active components of the media is television, which is characterized by the nature of the programs, programs, the extent to which existing problems in society are reflected, and the extent to which they affect people's minds. One-sided coverage of reality on television can sometimes lead to socio-political instability, various conflicts, and negative consequences. Therefore, the most important task is to train future foreign language teachers in information security, to train specialists with psychological will, who can withstand information threats. In such a complex and dangerous period, the organization of spiritual and ideological work on the basis of modern requirements depends on:

- protection of foreign language teachers from various ideological attacks through the formation of media and information culture;
- formation of students' conscious attitude to life;
- increase the sense of involvement of future teachers in the events taking place around them;
- Formation of active citizenship and personal choice of the future teacher in a situation of growing contradictions and contradictions in the international arena as a result of the forcible introduction of the doctrine of religious extremism, international terrorism, "color revolutions", "promotion of freedom and democracy" increase;
- be able to fully understand the purpose of ideological threats and convey them to students;
- to be able to resist media aggression that threatens state sovereignty, peace and tranquility with deep thinking and serious ideas;
- Explain to future foreign language teachers the practical work and positive results of the propaganda and ideological processes of "national revival - the idea of national uplift" in our country;

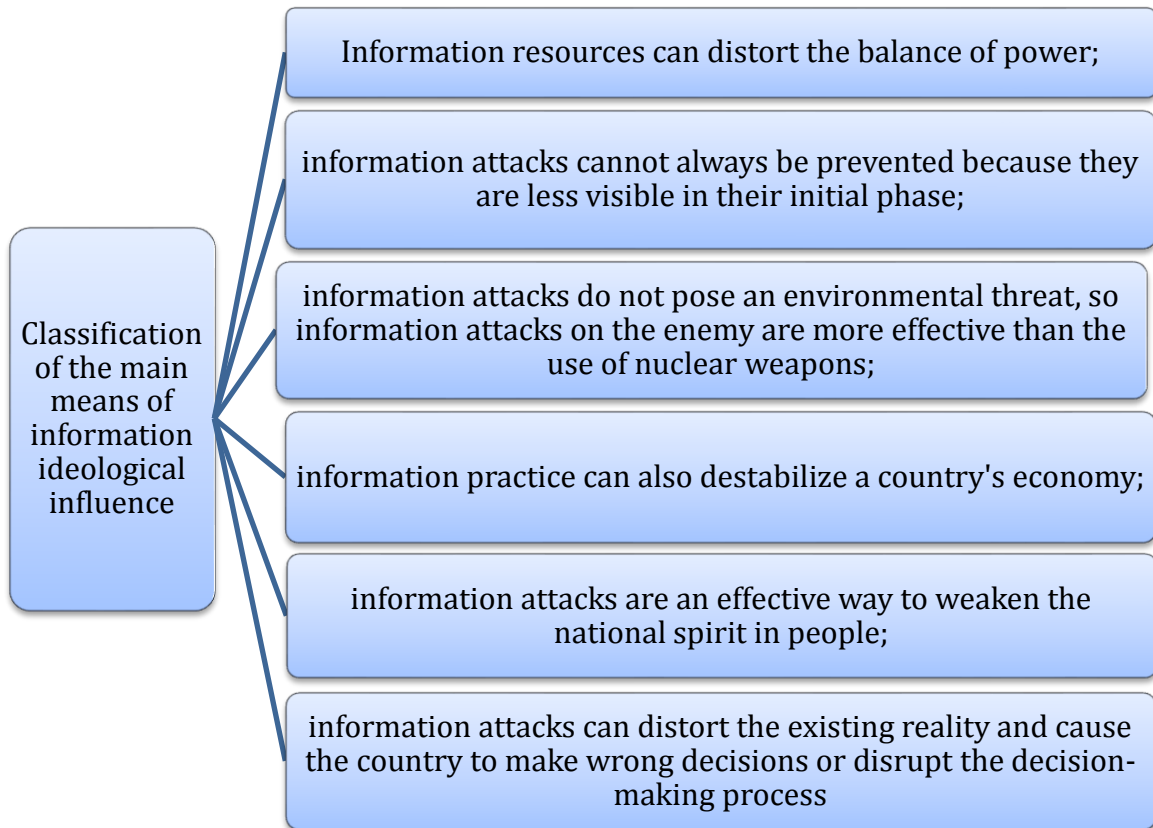


Figure 1. Classification of the main means of information ideological influence

Today, the interference of mass communication and mass media in a person's private life, including the impact on the human mind through the press, radio, and television, has cast doubt on his hopes that the comprehensive control of information over human life will realize the best ideals of human life. The risk of an explosion provided by information technology is no less than the increase or pollution of the planet's population. Today, media resources have begun to play a leading role in social, economic and political life.

In addition to the implementation of the entertainment function, media culture provides education and training, enriches and expands our knowledge and imagination about the world of media. In addition to our personal feelings, books, photographs, newspapers, magazines, radio and television, the Internet provide a huge amount of information to even the youngest children. Today, the problem is not a lack of information, but its abundance. Therefore, it is important to be able to search for the necessary information and assess its accuracy. To do this, one of the important pedagogical tasks is to train future teachers, especially foreign language teachers, to work with information, not to create foreign information influences in language teaching, not to become a propagandist of Westernism.

By developing media culture in future foreign language teachers, it will be possible to form in them the ability to use the media rationally in teaching language to students. That is, it is important to teach students the practice of forming the ability to acquire only the useful aspects of media in language learning. Many studies have found that without constant information communication, full-blooded human development, social groups, and society as

a whole cannot function normally. In this regard, the fact that information is hidden in the communicative processes and poses a real and growing threat to the development of the individual and society has been neglected. Although in many developed countries, the formation of new foundations of the information society has been achieved to some extent, the process of its further improvement continues. At the heart of an informed society is the idea of human freedom of information, in the field of communication - the free exchange of information and freedom of speech. Today we are witnessing the process of informatization. Because the process of informatization, which is observed all over the world and is reflected in the processes of integration, has begun to affect all spheres of human life. Therefore, the development of society is inseparable from it. Therefore, it is necessary to agree with the media field, use its opportunities and properly conduct the practice of learning foreign languages through it.

Analyzing the deep and meaningful changes taking place on the basis of important social, economic and political reforms in the country, the importance of modern information technologies in the educational process, some experts say that in the education system in the spirit of national ideology requires the widespread use of new methods, the development and application of new effective methods in the methodology. On this basis, the task is to improve the training of high-profile specialists. The current period requires strengthening ties in all areas of higher education, the consistent implementation of upbringing, education, political and vocational training.

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