

Effective Forms, Methods and Means of Mass Media in Guiding Students to Creativity

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Abstract:

Comprehensive support of students remains a priority of national importance today. The article presents suggestions and opinions on effective forms, methods and tools of mass media in preparing students for creative activity, directing them to creativity.

Keywords:

future specialist, students, professional development, creativity, creativity, creative activity, mass media.

The years of independence have been marked by the implementation of large-scale reforms aimed at defining the prospects of socio-economic and cultural development of the Republic of Uzbekistan, striving to take a worthy place in the world community. The study of the experience of the developed countries of the world, taking into account local conditions, economic and intellectual resources, the implementation of radical reforms in all spheres of life, especially in education (higher education), provides new achievements.

In particular, the Resolution of the Government of the Republic of Uzbekistan No. PF-4947 of February 7, 2017 "On the Strategy of Actions for the Further Development of the Republic of Uzbekistan" and the Resolution No. PP-2909 of April 20, 2017 "On Measures for Further Development of the Higher Education System" Preparing students for creative activities is a priority.

December 29, 2020, the President of the Republic of Uzbekistan Shavkat Mirziyayev and the people of Uzbekistan Oliy Majlis Application " *We set the country's third-Renaissance building on the solid foundation of a great success, we have to Khwarizmi, Biruni, Ibn Sina, Mirzo Ulugbek, Navoiy and educates and .Juma we need to create the conditions.*

At the same time, first of all, the development of education and upbringing, decision-making on a healthy lifestyle, the development of science and innovation should be the main pillars of our national idea ... ^[1], he emphasized. According to the analysis, the President's emphasis on "youth" 44 times and "education" 32 times in this Address means that the development of education is one of the most important tasks today.

"... To achieve this goal, our young people must set great goals, create ample opportunities for them to achieve them, and provide all possible assistance - the highest priority for all of us. Only then will our children become a great and powerful force that will realize the age-old dreams of our people. ^[2].

The development of the state and the development of society is largely determined by its intellectual potential. Because a country with a highly developed scientific potential is always advanced in all areas. There are specific requirements for the organization and management of the educational process to achieve the training of highly qualified specialists:

First, to ensure that the level of professional knowledge of students meets the requirements of state network educational standards.

Second, to achieve full coverage of the independent creative activity of students within the scope of knowledge, skills and competencies defined in the state educational standards.

It is also a prerequisite for the training of highly qualified specialists with the acquisition of knowledge and skills in basic and information technology and research, in addition to the knowledge, skills and competencies specified in the state educational standards.

Today in the scientific and methodological literature we come across such terms as "creativity", "creativity". It is no coincidence that these terms appear in the pages of literature. The word "creation" is derived from the Arabic language and means "creation", "discovery", "creation".^[3]

Creativity - people creating new material and spiritual blessings. It actively participates in human thinking, memory, imagination, attention, will, all knowledge, experience and talent. Creation is first born in the human imagination, then research on creative issues is carried out, the work of others is critically reviewed, analyzed, observations, experiments are made, logical conclusions are drawn, hypotheses are made, they are tested in practice, and if incorrect, they are updated.

... The socio-economic conditions of society are crucial in the development of creativity^[4].

Creativity is a process of human activity that creates qualitatively new, material and spiritual wealth. Creativity in itself represents a person's ability to work. Labor can be a creation that creates a new reality that satisfies different social needs based on knowledge of the laws of the objective universe. Types of creativity are determined by creative activity: inventor, organizer, scientific and artistic work, and so on. Opportunities for creative activity depend on social relationships. Education reforms carried out today due to independence depend on the training of highly qualified personnel who take a creative approach to their work and contribute to the rapid development of science, technology, art and industry. Accordingly, it is important and necessary to educate every future specialist (student) in the spirit of creativity, based on the students of social development.

Today we live in a time of rapid change, in a time of high technology, information, and globalization, in a time that is radically different from the times that humanity has ever experienced. In the process of globalization, the influence of the mass media is becoming a sharp weapon. Today, this process is reflected in our daily lives. The influx of information streams through television, radio, press and the Internet plays an important role in educating our young people to become well-rounded individuals.

In the words of the First President of the Republic of Uzbekistan Islam Karimov:

"... the media should be a free platform for everyone to express their views. It is the media that must protect the democratic values and concepts of our society and work actively to shape the political, legal and economic consciousness of the people ."

Mass media (the media) are instruments to provide information to the general public. In accordance with the legislation of the Republic of Uzbekistan, periodicals have a permanent title and are available in print (newspapers , magazines , newsletters , newsletters , etc.) and / or electronically

(television, radio, video, newsreel programs, websites in public telecommunications networks) every six months. The form in which it is published or aired at least once, and other forms of periodical media, are referred to as the media.

In modern society, there are various institutions - political, economic, law enforcement, educational and others. The media is one such social institution. The role of the media as a social mediator that connects all parts and elements of society is invaluable. It allows any social group, any social structure, to reach out to other members of society, to connect with them.^[5]

MMPerper, Candidate of Economic Sciences, BKKayumov, Candidate of Technical Sciences, and experts EA Kanayeva, AA Vanyushina, AV Mokshin, AH Turakhojayev, co-authored in the manual "Fundamentals of Media Business in Print Media" The media are divided into the following types:

№	Type of media
1	Periodicals (newspapers, magazines, newsletters, newsletters, etc.)
2	TV, radio, video, newsreel programs, news agencies
3	Mass media (newspapers, magazines, newsletters, newsletters, TV, radio, video, newsreels, etc.) whose products are distributed via the World Wide Web
4	Mainly intended for children, adolescents, people with disabilities, as well as educational and cultural media (newspapers, magazines, booklets, TV, radio, video, newsreels, etc.)
5	Advertising media (newspapers, magazines, newsletters, newsletters, almanacs, TV, radio, video, newsreel programs, etc.)
6	Other types of mass media (mass media with electronic distribution)

At the same time, "How and to what extent does the media affect the minds of young people and society as a whole?" It is important to look for an answer to this question and to study this issue in more detail. Considering that the mass media, ie television, radio, press, popular science literature, newsletters are the most effective means of increasing the creative activity of students, it is necessary to analyze their areas of activity and develop appropriate proposals and recommendations for their improvement. we see that it is relevant today. Therefore, it is concluded that the socio-political stability of the country depends on the state of public opinion, and it is necessary to pay close attention to the activities of the media that shape it.

When it comes to the process of increasing a person's creative activity, the following four factors are usually mentioned that influence this process:

- life experience of the person (including socio-economic conditions of the person's life);
- interpersonal relationships that extend an individual's experience to the experience of the community to which he or she belongs;
- public institutions that disseminate the experience of different social groups (schools, party organizations, socio-political associations, religious institutions, etc.);
- media that provide access to a variety of international, public, and individual experiences in all areas of human life.

The prospects of any society are determined, first of all, by the level of creative activity of

students living in this society and their participation in socio-political processes. This segment of the population has a significant share in Uzbekistan, and one of the strategically important tasks for our country is to realize their full potential, support their initiative and activism, and direct their energy and enthusiasm to specific noble goals. Today, students live in an era of rapid development of information technology. Therefore, in addition to instilling new, deeper ideas in the minds of today's students, who are growing up in line with the times, it is necessary to take into account their independent, free position of choice, critical and creative views on all processes. It is noteworthy that today the social consciousness of our youth, their attitude to life, their creative maturity, their sense of involvement in the events taking place in our country and in the world, and their civic responsibility are growing. The socio-political, legal, economic, spiritual and cultural development of our society affects the realization of students' worldview, motivational needs, personal abilities and inner potential.

As a result of research on the role and importance of the media in the orientation of students to creativity, the following conclusions can be drawn:

The content and essence of socio-economic and political relations in society are rapidly changing. serves;

In this regard, it is necessary to adopt new concepts and programs, taking into account the role of education and upbringing in the formation of creatively active youth, in improving the work aimed at increasing the creativity of students, based on the requirements of modernization processes in society. .

It is necessary to improve the functioning of appropriate mechanisms and systems to increase the creative activity of young people. Today, the family, educational institutions, neighborhoods, civil society institutions, relevant government agencies and organizations apply new methods and tools in their activities, that is, the development of our national values and traditions and the achievements of world culture, modern science and technology. is especially important to consider. It is also important to ensure the harmony and cooperation and systematization of the activities of the above-mentioned structures and institutions in overcoming such negative conditions as indifference, indifference, egocentrism among young people. In this regard, the representatives of literature and art in their works glorify the hero of today as a person who is not indifferent to the development and future of his country, active in reforms in all spheres of society, the state and non-governmental organizations are required to further improve the mechanisms of comprehensive support and incentives for such individuals.

Expanding the scope of scientific and theoretical research on the formation of creatively active youth. At the same time, it should be noted that the formation of the creative culture and behavior of young people, as well as the education of a creatively mature person has been relatively neglected by scientists.

In conclusion, it should be noted that the higher education institutions themselves should be interested in solving the problems of increasing the creative activity of students and the formation of their creative culture. At the same time, the educational institution should identify strategic areas of influence on education and upbringing in order to ensure the education of a creatively active person in practice.

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