



PROBLEMS OF MEDIA LITERACY EDUCATION IN THE CONTEXT OF GLOBALIZED INFORMATION NETWORKS: A COMBINATION OF TRADITIONAL AND MODERN METHODS

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ABSTRACT

The rapid evolution of information networks on a global scale has intensified the need for effective media literacy education. As digital media and online information sources proliferate, individuals, especially students, face challenges in discerning credible information from misinformation. This article examines the central issues in media literacy education within the globalized information landscape, focusing on how traditional pedagogical methods can be effectively integrated with modern, technologically driven approaches. By analyzing key obstacles—including the fragmentation of information sources, the prevalence of misinformation, and the varying levels of media literacy across regions—this study offers insights into how educators can better equip students to navigate and critically engage with digital content. Emphasis is placed on a hybrid educational model that combines traditional critical thinking exercises with modern digital tools and platforms, fostering a more resilient media literacy in an era of information overload.

KEYWORDS: Media Literacy, Globalized Information Networks, Traditional Methods, Modern Educational Tools, Misinformation, Digital Media Education, Critical Thinking, Hybrid Pedagogy.

INTRODUCTION

The rise of globalized information networks has transformed the way information is produced, distributed, and consumed. In this complex digital environment, individuals are exposed to a wide range of media sources, making media literacy an essential skill for interpreting, analyzing, and verifying information. Media literacy education aims to equip individuals with the ability to critically engage with media content, an ability increasingly challenged by the volume and speed at which information spreads in a globalized digital space.[1] The integration of traditional and modern teaching methods in media literacy education is crucial for addressing the varied needs of today's learners and preparing them for active participation in the information society. Media literacy education faces several challenges in today's interconnected world. Some of the most prominent issues include.[2] The sheer volume of information available on global networks makes it difficult for students to filter reliable sources from unreliable ones. With social media and other online platforms being widely used, misinformation spreads rapidly, posing a risk to informed decision-making. Disparities in digital access and skills create unequal opportunities for media literacy, especially in low-resource regions. The dynamic nature of technology, including the advent of artificial

intelligence, constantly shifts the landscape of media, requiring educators to adapt their methods and tools frequently.

Traditional media literacy education emphasizes critical thinking, analytical skills, and reflective judgment. Traditional methods focus on developing the ability to read critically, identifying biases, and understanding different perspectives. Classroom discussions encourage students to verbalize their thoughts, which helps in refining their analytical skills and understanding diverse viewpoints. Analyzing traditional media forms, such as newspapers and books, enables students to recognize various media elements and how they contribute to shaping public opinion. These methods are essential but need to be complemented by modern tools to remain relevant in the current media landscape. Modern methods integrate digital tools and platforms, allowing educators to create an interactive and engaging media literacy curriculum. Platforms such as Google Scholar, fact-checking websites, and digital news sources are invaluable for practicing media verification skills. Incorporating games and interactive media makes learning about media literacy engaging and helps students apply their skills in real-life scenarios.[3] Training students to navigate and evaluate information on social media, understanding algorithms, filter bubbles, and the impact of digital footprints.

A Hybrid Approach to Media Literacy Education

In the face of these challenges, a hybrid approach combining traditional and modern methods appears most effective. This approach leverages the strengths of both methodologies. Traditional critical thinking exercises can be amplified with the use of digital tools that allow real-time fact-checking and analysis of online sources. Online collaborative platforms can facilitate discussion and analysis exercises, expanding traditional group work into digital spaces and allowing diverse perspectives to be shared globally.[4] Students can work on projects where they investigate real-world media issues, such as analyzing misinformation campaigns or understanding the role of media in shaping public perception. These projects develop research, critical thinking, and digital literacy skills simultaneously.

CONCLUSION

As media literacy becomes an essential skill in the digital age, educators must adapt to the evolving media environment by incorporating both traditional and modern approaches. While traditional methods remain foundational, modern tools allow students to engage directly with the digital media landscape, making the learning experience more relevant and effective. A hybrid approach in media literacy education not only addresses the immediate challenges posed by misinformation and digital content but also prepares students for responsible engagement in a globally interconnected society. By adopting this integrated strategy, educators can foster a generation of media-literate individuals capable of critical engagement with the vast, complex media environment.

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