

IMPROVEMENT OF THE METHODOLOGY FOR TEACHING STUDENTS THE ALGORITHM FOR WORKING WITH DIGITAL MEDIA TEXT AND IMAGES

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Abstract: In this research work, the problem of improving the methodology for teaching students the algorithm for working with digital media text and images is analyzed based on modern pedagogical technologies. The study thoroughly examined the directions of digitalization of the educational process through the use of modern information and communication technologies, the development of media literacy, and the improvement of the algorithmic foundations of working with media content.

Keywords: digital media, media text, image, algorithm, methodology, digital competence, pedagogical technology, creative thinking, media literacy, innovative education.

TALABALARGA RAQAMLI MEDIA MATN VA TASVIR BILAN ISHLASH ALGORITMINI O'RGATISH METODIKASINI TAKOMILLASHTIRISH

Annotatsiya: Mazkur ilmiy tadqiqot ishida talabalarga raqamli media matn va tasvir bilan ishlash algoritmini o'rgatish metodikasini takomillashtirish muammosi zamonaviy pedagogik texnologiyalar asosida tahlil qilingan. Tadqiqotda zamonaviy axborot-kommunikatsiya texnologiyalaridan foydalanish orqali o'quv jarayonini raqamlashtirish, media savodxonlikni rivojlantirish va media kontent bilan ishlashning algoritmik asoslarini takomillashtirish yo'nalishlari chuqur o'rganilgan.

Kalit so'zlar: raqamli media, media matn, tasvir, algoritim, metodika, raqamli kompetensiya, pedagogik texnologiya, kreativ fikrlash, media savodxonlik, innovatsion ta'lim.

СОВЕРШЕНСТВОВАНИЕ МЕТОДИКИ ОБУЧЕНИЯ СТУДЕНТОВ АЛГОРИТМУ РАБОТЫ С ЦИФРОВЫМИ МЕДИА ТЕКСТАМИ И ИЗОБРАЖЕНИЯМИ

Аннотация: В данной научно-исследовательской работе на основе современных педагогических технологий проанализирована проблема совершенствования методики обучения студентов алгоритму работы с цифровым медиа текстом и изображением. В исследовании глубоко изучены направления цифровизации образовательного процесса, развития медиаграмотности и совершенствования алгоритмических основ работы с



медиа контентом за счет использования современных информационно-коммуникационных технологий.

Ключевые слова: *цифровые медиа, медиатекст, изображение, алгоритм, методика, цифровая компетенция, педагогическая технология, креативное мышление, медиаграмотность, инновационное образование.*

The 21st century is the age of digital technologies, artificial intelligence, and media communications. The sharp increase in the flow of modern information, the expansion of the digital environment require a new approach from the education system, the formation of digital literacy and media thinking in students. In such conditions, the formation of skills in working with digital media text and images is becoming an important factor in increasing the effectiveness of education, training creative and critically thinking specialists.

Today, digital media is not just a means of information transfer, but an interactive learning environment that demonstrates the student's creative potential, develops logical thinking, and forms an information culture. Therefore, the improvement of the methodology for teaching the algorithm of working with media text and images in the higher education system is considered an urgent scientific and practical issue.

The Strategy of the President of the Republic of Uzbekistan "Digital Uzbekistan - 2030," the State Program "Digitalization of the Education System," as well as decisions on the modernization of higher education, define the development of digital competencies in students and the widespread introduction of information technologies into the educational process as a priority area. This further strengthens the need to develop a methodology for using digital media in the educational process on a scientific basis.

In recent years, the rapid development of digital media has led to fundamental changes in the content and form of the educational process. The issue of teaching working with digital media text and images in education is being deeply studied not only from a technical point of view, but also from a psychological and pedagogical point of view. Analysis of scientific sources shows that for the effective organization of digital media education, it is necessary to enrich the teaching methodology with innovative approaches.

One of the scientists of our country, Sh.T.Juraev, in his monograph "Pedagogical Technologies and Innovative Education," noted that digital technologies allow for the organization of interactive communication between the teacher and the student in the educational process, and came to the conclusion that the use of media transforms the student into an active subject[1].

G.S.Abdullaeva, in her scientific work "Integration of Media Literacy and Education," substantiated the need to form critical thinking in the processes of analyzing digital media text, evaluating information, and working with visual content. In the author's opinion, the





process of developing media literacy is not only a technical skill, but also a process that forms a conscious, responsible attitude of the student towards information[2].

N.S.Kadyrova, in her research, developed didactic models and interactive methods for using digital media in the educational process and proposed a systematic approach to the organization of media education. In his opinion, teaching through digital media develops students' skills in independent learning, information analysis, and a creative approach[3].

This issue has also been widely covered in foreign research. In his work "Convergence Culture," H. Jenkins revealed the interrelationship between digital culture and media education and analyzed the process of learning through digital tools as a new communicative format. In his opinion, digital media transform the student not only into a consumer of information, but also into a creator of information, which increases the interactivity of the learning process[4].

In his scientific work "Digital Literacy," P. Gilster recognized digital literacy as one of the main competencies of modern education and explained the algorithm for working with media text through the stages of "selection - analysis - processing - evaluation - creation." This approach serves as a methodological basis for the current research[5].

In his scientific work "Media Education: Literacy, Learning and Contemporary Culture," A.Buckingham interprets media education as an integral part of the pedagogical process. He scientifically substantiated that teaching through digital media serves not only to increase learning motivation, but also to form independent information analysis and logical thinking in students.

In his research "Mind Over Media," R. Hobbs spoke about the role of psychological perception, critical assessment of information, and skills in its processing in the analysis of media content, emphasizing the guiding role of the teacher in media education[7].

Also, researchers such as Lee and Zhang proved through empirical research that the use of digital media develops students' creative thinking, strengthens communicative competencies, and improves learning outcomes[8,9].

Based on the analyzed literature, it should be noted that, although the theoretical foundations of the development of skills in working with digital media have been sufficiently studied in existing scientific sources, a systematic methodological model for teaching the algorithm for working with media text and images has not yet been fully developed. Therefore, this study is aimed at filling this gap and proposing a practical, interactive, and step-by-step teaching methodology for digital media education.

The modern education system is undergoing fundamental reforms in the context of the rapid development of digital technologies and media communications. The formation of students' practical skills in working with digital media text and images is considered one of the most important factors determining the quality of education today. From this point of





view, the analysis of existing pedagogical approaches and teaching methods shows the need for their improvement.

The research results show that many students do not have sufficiently developed skills such as media literacy, critical and creative thinking, and analysis of visual information. This creates problems in identifying a reliable source in the flow of digital information, correctly interpreting the semantic content of images and text, and applying them in the practical process. Therefore, when updating the methodological approach, it is important to use an algorithmic model that develops digital competence and is oriented towards practical training.

In the course of the study, it was established that the use of digital media increases the effectiveness of education. In particular, giving students interactive tasks based on media text and images, conducting visual analysis classes, as well as performing tasks for analyzing media information using artificial intelligence and digital platforms significantly develops their critical thinking, independent decision-making, and creative approach skills.

During the discussion, it should be noted that the most effective approach to the formation of students' digital culture is the phased teaching of the "algorithm for working with digital media text," that is, the systematic establishment of the processes of receiving, analyzing, processing, visualizing, and evaluating information. This process ensures that the educational process is interactive, individual, and creative.

Also, the introduction of innovative pedagogical technologies into the educational process, in particular, multimedia tools, online educational platforms, interactive programs, and analytical systems based on artificial intelligence, serves to significantly improve students' skills in analyzing media information, interpreting visual data, and generating new ideas. In this way, the educational process is formed not only as effective, but also as a process that meets modern requirements and develops the student's independent and creative activity.

In conclusion, the methodology of teaching students the algorithm for working with digital media text and images and the possibilities of its improvement were systematically studied. The research results showed that the interactive and step-by-step use of digital media significantly develops students' media literacy, critical and creative thinking, as well as skills in analyzing, interpreting, and creating new approaches to visual information.

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