

COMPARATIVE ANALYSIS OF MEDIA EDUCATION OF STUDENTS FROM EUROPE AND UZBEKISTAN

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ABSTRACT

Today, teachers must properly plan and implement educational, scientific, cultural and educational activities in order to organize their effective activities, quickly adapt to changing modern requirements, constantly improving their professional teaching skills. The competitiveness of teaching staff in educational processes depends on their ability to master advanced educational technologies, adapt to changing and growing professional requirements. The article presents the materials of comparative pedagogical researches of the media educational process of scientists from European countries. The value-semantic content of media consumption of university students considered as an axiological component of the development of media competence of an individual. Based on the presented heterogeneity of the scientific field of this concept, we proposed the following definition: "Media competence is the result of a student's personality-subjective acquisitions in the process of formal and informal learning, which characterizes the individual's readiness to interact with the media".

KEYWORDS: *Information Society, Media Consumption, Media Educational Process, Research Methods, Graf Stat, Excel, Media Competence.*

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