



## METHODOLOGY OF TEACHING GENRES OF MEDIA LANGUAGE STYLE IN THE MEDIA

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### ABSTRACT

This article talks about the fact that today the ability to select and correctly evaluate information in the world's mass media is becoming relevant, and it is necessary to develop media literacy skills and habits from childhood so that consumers can critically analyze mass media.

### KEYWORDS

Mass media, ability, activity, efficiency, analysis, creation, literacy, development.

### INTRODUCTION

Media and information literacy is a set of knowledge, skills, attitudes, skills and practices that enable the effective acquisition, analysis, critical evaluation, interpretation, use, creation and distribution of information and media products using all necessary tools in creative activities. Today, the ability to select and correctly evaluate information remains relevant in the world mass media. Media literacy, media education, media culture, resistance to fake and

propaganda information - all these key words reflected the essence of the two-day seminar training.

So what is media literacy? Why is it increasingly important today? The multifold acceleration of the flow of information, the increase of positive information as well as negative information made it necessary to acquire media literacy. Traditionally, media literacy consisted of a person's ability to analyze literary texts and create



quality texts. Today, media literacy means knowing how and why information is being transmitted. Media literacy is critical to understanding today's news environment. It is necessary to find answers to the questions of where, by whom and for what purposes the information is being transmitted, whose interests it reflects. There are different opinions about the concept of media literacy, and it is noted in the American International Encyclopedia of Society that "Media literacy is the ability of a person to be active and literate while feeling his responsibility as a citizen in society, to be able to receive, create, analyze media texts. it means to be able to receive and evaluate, to be able to understand the socio-cultural and political content of modern media". The goal of media literacy is to form the ability to sort out the information disseminated by them while understanding the priorities and shortcomings of each media, and to form the skills to accept what is necessary, while the main task is to limit it, realizing the manipulative power of any information consumed by people. It is also to help people understand the role of media and citizen journalism.

**Main part.** At the moment, the basics of media education should be included in the curriculum of every educational institution, explaining its basics to students and young people in the educational process in schools in the form of interactive, various games, choosing what is necessary for the growing generation in the intense flow of information. and allows him to be critically evaluated. This, in turn, serves as a basis for further strengthening of the citizenship position

of young people in the future, for them to be able to objectively assess the events taking place in the world and make the right decisions.

Media education includes the following stages:

- media is integrated in the curriculum, subjects are studied on the basis of aro;
  - "media topic" should be analyzed within a specific discipline;
  - a critical approach to the media through practice and analysis;
  - to study its form, technologies, methods of information transmission;
  - to study media agencies, their social, political and cultural role;
  - the student's communication with the mass media;
  - research activities;
  - studies the influence of the media on the audience through language and art. Media studies in turn:
    - theoretical study of media;
    - comparative analysis of the media;
    - its conceptual structure;
    - analysis of media text and methods of its creation;
    - interdependence of mass communication, cinematography and cultural sciences;
    - He studies the influence of mass media.
- Media literacy is the study of media and is based on the following outcomes of media education and aims to:
- understanding the impact of media on individuals and society;
  - understanding of mass communication process;
  - ability to understand and analyze media texts;



- understanding the media context;
- creating media texts and analyzing them;
- the media sets the tasks of evaluating texts and sorting them.

Media literacy is a set of skills that enable people to analyze, evaluate, and create different media forms and messages. A person with high media literacy will be able to easily notice which source is reliable and which source is spreading false news. In other words, media literacy is the ability to apply critical thinking skills to the messages and symbols conveyed through the media. The media is a powerful force in the lives of young people. Music, television, video games, magazines, and other media have a powerful influence on how we see the world, often beginning in childhood. In order for consumers to be able to critically analyze media, media literacy skills and habits need to be developed from childhood. These skills include accessing media at a basic level, analyzing it critically based on specific concepts, evaluating it based on that analysis, and finally producing the media itself. This process of learning media literacy skills is called media education.

The dynamic development of traditional media, the emergence of print, radio, television, new computer information technologies, the globalization of world information has a great impact on the cosmic process of word production and distribution. All of these complex and multifaceted processes require not only scientific understanding, but also the development of a holistic paradigm for the practical study of media language. Adherence to language norms in

written and oral speech is reflected in media texts, features and laws of phonetic, lexical, grammatical, stylistic aspects, formation of the main features of media language.

Mass media employees (journalists, editors) perform a communicative task in newspaper texts. At the same time, it is necessary to take into account the presence of a complete (hidden, complete, implied) investment phenomenon in the language, that is, cases of expression of offensive meaning in language units. Mass media, journalists and editors are experiencing a shortage of high-quality methodological and analytical materials that clearly express the state of legal norms due to the lack of legal information. Researchers are increasingly noting the standardization of modern television news: texts are built according to a certain template, information material is created according to this scheme<sup>6</sup>. The uniformity of the compositional structure of information materials (notes) also determines the unification of their that is, cases of expression of offensive meaning in language units. Mass media, journalists and editors are experiencing a shortage of high-quality methodological and analytical materials that clearly express the state of legal norms due to the lack of legal information. Researchers are increasingly noting the standardization of modern television news: texts are built according to a certain template, information material is created according to this scheme. The uniformity of the compositional structure of information materials (notes) also determines the unification of their linguistic and stylistic design. The image of the



main information text ("hard" news, event records) is ugly, and it will be difficult to reveal it without the tools-tropes and rhetorical figures created without the use of a special image. A past event provides only one piece of information, when covering an event, a journalist uses a new idea of the topic of speech in relation to similar events shows comparatively. Figurative tools used by the authors of informational materials are often compared metaphorically based on events that have long since lost their imagination:

Those who experienced the real event will recognize it. This does not mean that the text does not contain the message about the event, but that the event is revealed by words that have a figurative or internal form. The internal form does not change the true basis of the image.

## CONCLUSION

Today, media, i.e. mass media, cinema, theater, types of art, cultural exchanges, any information transmitted through the Internet have a certain effect on a person and change his worldview. causing change. The main goal of the application of the above-mentioned concepts and the pursuit of media education, media literacy, media criticism and media studies today is to understand the process of information creation and dissemination, commercial, political, economic, spiritual. and to be able to evaluate the information that is being disseminated for cultural purposes.

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