

## THE ROLE OF MEDIA EDUCATION AND SOCIAL MEDIA IN MODERN TEACHING

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### ABSTRACT

The article deals with the benefits of media education and social media in contemporary teaching, comfortable ways of conveying important information to students and about different kinds of social networks to share necessary materials with them.

**Keywords:** Benefit, digital world, social media, media education, share materials, tools, modern teaching, encourage, group projects, social networking sites.

### INTRODUCTION, LITERATURE REVIEW AND DISCUSSION

There is no doubt that the media education is one of the greatest humankind's inventions of the 21<sup>st</sup> century. It is fast and easy way to get a lot of valuable information. However, some people believe that the media education creates many problems. First of all, I think that the media education brings us many benefits. Students can have access to the latest news, weather, traffic, bid-and-asked quotations, etc. Another important benefit is that the media education is a great means of communication. A few years ago it was rather difficult to imagine that it would be possible to communicate with students from all around the world. Students have the opportunity to speak to the professors from prestigious universities, ask their opinions and extend their range of interests. As well as students have the opportunity to communicate with different students from other countries, find out their customs, traditions and even visit each other. I think that the media education makes our world smaller and friendlier. We have got the chance to learn more about the world's history, our forefathers and gain more knowledge. Media can be component of active learning strategies such as group discussions or case studies. Media could be a film clip, a song you hear on the radio, podcast of a lecture or newspaper article. Students can also create their own media. For example, student video projects can be a powerful learning experience. The use of media to enhance teaching and learning complements traditional approaches to learning. Effective instruction builds bridges between students' knowledge and the learning objectives of the course. Using media engages students, aids student retention of knowledge, motivates interest in the subject matter, and illustrates the relevance of many concepts. Media should be used discreetly in the learning process like other teaching techniques. Media can be used to motivate discussions or lock in concept. However, there are a number of important considerations for faculty before they integrate media or ask their students to use or develop media in their courses. Thankfully, the days of sitting in a stuffy classroom listening to a stuffy teacher talk about material from a stuffy textbook are becoming yesterday's news. The widespread availability of media, especially in relation to technology, is changing the ways educators teach as well as how students learn. Media in the classroom engage students in learning and provide a richer experience. Interactive media, such as SMART Boards, allow students to move items around on a screen for illustrative purposes, a definite plus for those who are considered visual learners. Many forms of media are current and updated multiple times throughout the day. This access to real time information allows teachers to lead discussions and assign projects about current events, which is significantly less tedious than

having student find and bring current newspapers to the classroom. Media appeal to visual, auditory and kinesthetic learners. Students can watch a movie, listen to music or interact with digital media using top-notch teaching resources, such as individual touchscreen tablets and SMART Boards which are essentially interactive chalkboards. The most effective teachers don't depend on one single teaching style but instead use a variety of methods to reach the greatest number of students. Providing a rich learning experience through classroom media keeps students focused and actively engaged in learning. Using newspapers, brochures, job application forms and news broadcasts provides authentic opportunities for students to learn using real-world media. These mediums often simulate future educational and career experiences in which students must read, evaluate and interpret information based on items that they need in their daily lives. When students use objects from the real world, they can see the connection between what they learn in school and how they can use the knowledge as a member of society. Educators can use media to hone critical-thinking skills in that students can write a song, analyze a movie or evaluate a news broadcast. Instructors can use the media to ask probing questions and facilitate discussions that extend beyond basic comprehension questions as well as asking students to create projects while actively engaged with classroom tools. These hands-on activities challenge students to use their creativity skills to make connections between ideas and concepts. Using media in the classroom makes students aware of the ever-changing world of electronic communications; giving them a better understanding of such resources now will prepare them to be successful in the future. Students not only learn how to use the Internet to access educational videos or locate digital periodicals for information, but they also learn the value of respecting and protecting pricey media tools. In addition, they can learn how to determine the value of media and become familiar with methods to produce their own media.

When it comes to social media and education, some parents and teachers view these platforms as distractions that negatively influence students. But in today's increasingly digital world, social media plays a meaningful role in higher education every day. The dramatic growth of social media creates new opportunities for engaging students. These include various social networking sites.

When used the right way, social media can enhance a student's learning journey, also making it much easier for pupils and educators to connect. Research has shown how beneficial social media can be in terms of learning. Through these various platforms, teachers can connect with students and incorporate social media into their lessons, making them more interesting, relatable and engaging. Social sites are a great tool when it comes to interacting with students since it's something they are so familiar with, using these sites frequently throughout daily life. So what are the most effective ways teachers can use social media in their lecture halls and classrooms? Social media is also great for research, offering useful audience and subject monitoring tools. Students can use polls, surveys, or even just post a simple question to gauge how people feel about a particular topic. In a university setting, social media can be incredibly useful when it comes to reaching out and engaging with students. It's a less formal way for professors to communicate, showing students a more personal side while improving the teacher-student relationship. A study that analyzed the use of social networks as a communication tool between teachers found that they primarily communicate through social networks for academic reasons. Results of the study led researchers to conclude that teachers should use social networks as communication tools for purely academic-related issues, such as addressing aspects related to class organization and coursework. Teacher-student interaction in the social media sphere should be kept strictly professional. The study also uncovered that teachers found the Telegram or Plus to be the most effective social media tools due to the popularity and versatility of Telegram, and the easy-to-use communicative abilities of Plus.

Professors should also be careful about what they post and how much they wish to share with their students via social media platforms, as their online profile content could affect their credibility as an education professional. They are advised to keep their profiles primarily for academic purposes or to keep their personal profiles private, creating a separate public profile for connecting with students or sharing academic-related content.

For students taking distance learning courses or for lectures with large class sizes, teachers can make themselves more accessible to students via social media.

They can hold ‘virtual office hours’ through Skype or get them to use Facebook, Twitter or WhatsApp to raise questions they didn’t get the chance to in class.

Professors and educators can and should encourage their students to better communicate with one another for group projects, either by using Whatsapp groups or Google Hangouts. In a university setting, social media is a valuable tool in terms of keeping staff members engaged and informed. They can use their Facebook, Twitter, or Instagram profiles to spread awareness about a particular news incident related to the university, broadcast important information, and share anecdotes or videos about the institution. Ultimately, social media plays an increasingly important role in higher education. It’s a rapidly evolving field, so there’s plenty of potential to integrate social media platforms and tools in student learning. Professors would be wise to adopt ways to incorporate these platforms into their coursework and student interactions, if they are not doing so already, to keep up with the ever-growing digital world and encourage 21st century learning.

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