

## **PEDAGOGICAL FUNDAMENTALS OF MASS MEDIA IN GUIDING STUDENTS TO CREATIVITY**

**Jum'azoda Malika Bakhtiyorovna**  
Samarkand State University  
Independent researcher of "Pedagogy" department

### **ABSTRACT**

This article fully explains the role and importance of the mass media in directing students to creativity. In addition to the current role of mass media in education and upbringing, also pays attention to the negative consequences as Internet pandemic.

**Keywords:** Creativity, creator, activity, information, invention, iven, student, aspiration, adaptation, skill, impression, positive, negative, material and spiritual.