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Theoretical foundations for the development of media competence in preparing students for professional activities

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ABSTRACT

The widespread introduction of information technology achievements in modern medical institutions proves that the method of obtaining electronic information is much more convenient than the method of obtaining printed information. The number of database users is increasing every day, as access to the information space and methods of obtaining information become easier. Today, scientific and technical information institutions, scientific and educational groups, editorial offices of publishing houses and magazines, organizations using the Internet, archives, museums, and scientific researchers have a wide range of electronic databases. In this regard, it is shown that it is extremely important to consider the problems and prospects of introducing information technologies into the medical education system. It defined the main goal of developing the media competence of specialists by developing the media competence of specialists, creating the necessary pedagogical conditions to ensure their professional and personal development, determining their psychological and pedagogical state, and developing a mechanism for monitoring and assessing their quality.

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Talabalarni kasbiy faoliyatga tayyorlashda media kompetentlikni rivojlantirishning nazariy asoslari

Kalit so‘zlar:
axborot texnologiyalari,
axborot makoni,
mediakompetentlik,
tibbiyotda axborot texnologiyalari,
tizim,
elektron ma’lumotlar.

ANNOTATSIYA

Zamonaviy tibbiyot muassasalarida axborot texnologiyalari yutuqlarini keng joriy etilishi, elektron axborot olish usuli bosma axborot olish usulidan anchagina qulayligini isbotlab bermoqda. Axborot makoniga kirish, axborot olish usullari osonlashgani uchun ma’lumotlar bazasidan foydalanuvchilar soni kun sayin ortib bormoqda. Bugungi kunda elektron ma’lumotlar bazasidan ilmiy-texnik axborot muassasalari, ilmiy-ta’lim jamoalari, nashriyot va jurnallarning tahririyatlari, internet tizimidan foydalanuvchi tashkilotlar, arxivlar, muzeylar va ilmiy izlanuvchilar ko‘pchilikni tashkil etmoqda. Shu munosabat bilan tibbiyot ta’limi tizimiga axborot texnologiyalarini joriy qilish muammo va istiqbollarini ko‘rib chiqish favqulodda muhimligi ko‘rsatilgan. Mazkur maqolada muallif tomonidan mutaxassislar mediakompetentligini rivojlantirish, ularning kasbiy va shaxsiy kamolotini ta’minlash uchun zarur pedagogik shart-sharoitlarni yaratish, psixologik-pedagogik sharoitlarini aniqlash hamda uning sifatini nazorat qilish va baholash mexanizmini ishlab chiqish orqali mutaxassis mediakompetentligini rivojlantirishning asosiy maqsadlari haqida fikrlar bayon etilgan.

Теоретические основы развития медиакомпетенции при подготовке студентов к профессиональной деятельности

Ключевые слова:
информационные технологии,
информационное пространство,
медиакомпетентность,
информационные технологии в медицине,
система,
электронные данные.

АННОТАЦИЯ

Широкое внедрение достижений информационных технологий в современных медицинских учреждениях доказывает, что способ получения электронной информации гораздо удобнее, чем способ получения печатной информации. Число пользователей базы данных увеличивается с каждым днем, поскольку доступ к информационному пространству и способы получения информации становятся проще. Сегодня учреждения научно-технической информации, научные и образовательные коллективы, редакции издательств и журналов, организации, использующие систему Интернет, архивы, музеи, научные исследователи располагают широким спектром электронных баз данных. В связи с этим показано, что крайне важно рассматривать проблемы и перспективы внедрения информационных технологий в систему медицинского образования. Основной целью развития медиакомпетентности специалистов является создание необходимых педагогических условий для обеспечения их профессионального и личностного роста.

Для достижения этой цели необходимо определить их психолого-педагогическое состояние, разработать механизм контроля и оценки качества медиакомпетентности.

In connection with the growing influence of mass media and Information Technology on a global scale, the international community is looking for the problems of preparing a person to live in an information environment, developing the mediacompetency of educators and educators in the conditions of informatization of Education. At the same time, for a modern educator, it remains relevant to find a practical solution to the problems related to the need to organize their pedagogical activity in accordance with modern changes in the information world, accurately and correctly, on the basis of understanding and taking into account the peculiarities of the media, to increase mediation.

The components of an informed society based on the environment of modern ICT are media, language, and culture. The importance of mediacompetency in the world has been highlighted in the recommendations of various international organizations, including UNESCO, and the idea of developing mediacompetency of future educators has been supported.

Media competence is considered in pedagogy in general as an integrative quality of personality, manifested in readiness for selection, use, critical analysis, evaluation, creation and transmission of media text of various forms, genres and forms, analysis of complex processes of media activity in society. Therefore, the issue of developing students' media competence in the educational process is one of the urgent issues facing science and practice. At the same time, the creation of technology for the development of media competence by improving students' knowledge about the media in accordance with the requirements of modern scientific and technological progress is of particular importance among pedagogical studies. The education system has been radically reformed in our republic, major changes have been made to the system of continuing education, including higher education. Among the main tasks of students-teachers are the training of national personnel, the harmonious and mature upbringing of the younger generation, and the effective use of the information and communication technology environment in the implementation of these processes. Defines the main goal of the development of media competence of a specialist by creating the necessary pedagogical conditions for the development of media competence of specialists, ensuring their professional and personal maturity, determining psychological and pedagogical conditions, and developing a mechanism for monitoring and evaluating its quality.

"Media competence" is generally understood as an integrative quality of personality, manifested in readiness for selection, use, critical analysis, evaluation, creation and transmission of media text of various forms, genres and forms, and analysis of complex processes of media functioning in society. Media Competence – media Literacy (media Competence/media literacy-the ability to apply, analyze, evaluate and transmit messages (messages) in various forms [1. p2]. A person with a certain media competence refers to a person who has formed knowledge and qualifications worthy of his field, who can think positively and act effectively. If we delve into the essence of these concepts, then “media competence” is a set of interrelated personality qualities in actions with

knowledge, skills, and abilities within certain disciplines, whereas “media competence” is the mastery of competence corresponding to human actions.

Types of competencies of the student

Professional competence	Ideological competence	Management competence	Mediacompetency
Professional competence has in-depth knowledge, skills and competence in a particular subject (e.g. physics, chemistry, history, mathematics, etc.).	Ideological competence-ideologically has a clear goal, has its own will, faith and respect, conscience, views, can fight against foreign ideologies.	Management competence-having a didactic, psychological, methodological, technological readiness of the teacher to manage the lesson, manage the classroom team.	Teacher (educator) mediacompetency-has the powers of the press, its causes, knowledge, skills and qualifications (indicators: motivational, informational, practical-operational, methodological activity, creative), promotes mediatic knowledge to learners of all ages
Educational teacher			

Determines the main goal of the development of media competence of a specialist by creating the necessary pedagogical conditions for the development of professional competence of specialists, ensuring their professional and personal maturity, modernizing the content and structure of retraining of specialists, determining pedagogical and psychological conditions and developing a mechanism for monitoring and evaluating its quality. If you look at the origin of the concept of “medicompetence”, then you can understand that it did not arise by chance.

For a person with a high level of media competence, the following features are characteristic:

- striving (striving) to obtain new information;
- striving for personal competence in various spheres of life and for the world of all types of media culture;
- search for the necessary scientific materials for reading;
- be in “constant” interaction with media products;
- be able to independently form and distribute media texts (independently or jointly with a group) in the media world;
- media-related (gaming, art, research, etc.) be able to function brilliantly [2. p25].

Since the 90s of the last century there has been a shift towards media literacy in East Asia. In recent years, the level of media literacy in Asia has been growing, and several media literacy programs are also being implemented in the Asia-Pacific region. In particular, the introduction of the discipline “Information technologies in medicine” in medical higher educational institutions in Uzbekistan since the 2015-2016 academic year has introduced innovations in this area.

In this regard, a number of scientific studies were conducted on the problem of the development of the media culture of students of higher educational institutions. In particular, the problems of media education in the Republic of Uzbekistan **S. Beknazarova, Y. Mamatova, S. Suleymanova,** and several other scientists have studied and developed scientific and methodological foundations.

On the problem of the development of professional competence and media competence of future specialists in our republic was studied by such scientists as **Muslimov, H. Sh.Kadyrov, R.Isyanov, S.Beknazarova**; on problems of using modern information and communication technologies in education, creating multimedia applications, and creating modern literature of a new generation were studied by **K.T. Olimov, A. Abdukodirov, A. Pardaev, M. Mamaradzhabov**. Information technology (IT) is ubiquitous in the modern world. This is probably not the industry itself, which has not been penetrated by information technology. The health sector is no exception. Simply put, we live in the era of technology talking about the replacement of modern OT in medicine: the information revolution in medicine took place in the 40s. The use of the first radiotelephones, signaling devices, computing technologies are used in the statistical analysis of medical results. Today, medical informatics has become an integral part of the healthcare system. It is based on 4 foundations:

1 Biological informatics.
2. Visual informatics.
3. Clinical informatics.
4. Health Informatics.

Throughout the history of mankind's development, matter has absorbed energy and information. Whole periods of this development are named after the advanced technology of this stage (IT), the developments of which have a positive impact on the development of new ways of organizing medical care to the population. Many countries have been actively using new technologies in the field of healthcare for a long time. Teleconsultations for patients and staff, exchange of information about patients between various institutions, remote recording of physiological indicators, monitoring of operations in real time-all this is provided through the introduction of information technologies in medicine. This brings the informatization of healthcare to a new level of development, has a positive impact on all aspects of its activities. The introduction of IT in the healthcare sector makes it possible to improve the quality of service, significantly speed up the work of staff, and reduce the cost of patient care. Information technologies in medicine and healthcare help to solve the following tasks:

- keeping records of patients in the clinic;
- remote monitoring of their condition;
- storage and transmission of diagnostic test results;
- control of the correctness of the prescribed treatment;
- conducting distance learning;
- consulting of inexperienced employees allows monitoring.

Maintaining electronic medical records allows you to reduce the time spent by the clinic staff on the production of various forms. Allows you to generate all the information about the patient in a single system accessible to the medical staff of the institution. All information about the results of examinations and procedures is entered directly into the electronic medical record. This allows other specialists to assess the quality of the

prescribed treatment, to identify inaccuracies in the diagnosis. The use of IT in medicine allows doctors to conduct online consultations and consultations at any convenient time. Naturally, this significantly increases the efficiency of medical services. Patients can get qualified help from experienced doctors remotely. This is especially true,

- in patients living in remote areas;
- in patients with disabilities who have disabilities;
- in elderly people;
- mothers with young children;

Thus, patients or doctors do not need to go far for advice. Using modern information technologies, the doctor can assess the patient's condition, examine him and get acquainted with all the results of his examination. Such consultations are needed not only for patients with physical problems but also allow them to talk to patients in need of help. Remotely, the doctor can communicate with the patient and provide him with the necessary medical care.

Today, medical information systems are actively developing, allowing institutions to work more efficiently and faster. Today, our government pays great attention to the informatization of healthcare. Financial investments in the development of new medical IT have a positive impact on their development and improvement. In addition, today there is an increasing need to introduce innovations in healthcare informatization is a very broad concept, which also includes activities aimed at informing specialists about world scientific achievements in the field of medicine with the help of IT. So, it is an effective way to train and improve the skills of hospital and polyclinic staff. Thanks to such technologies, doctors will be able to work more efficiently. They can quickly learn about new developments and discoveries that will help them work more efficiently. This problem is especially relevant for medical workers working in remote settlements. The clinic staff will be able to quickly master the work of these new technologies. Today, within the framework of health informatization, it is planned to create a national telemedicine system. With the right approach, this technology will not only significantly improve the quality of the drug, but also help reduce costs. For example, doctors do not need to save money to attend scientific conferences. They will be able to participate in such events remotely. Modern IT capabilities in the healthcare sector allow for a positive impact on all aspects of medical care. The use of information technology in medicine also allows:

- conducting distance learning;
- establishing contacts for the exchange of experience with colleagues;
- getting the latest health information.

In addition, technology can improve the management of a medical facility. It allows you to automate the work of medical systems, clinic management, planning and personnel management of financial services of pharmacies, material services. Managers are also given the opportunity to cooperate more effectively with the FOMS, the territorial health management organization. In medicine, IT allows you to optimize the work of doctors, the registry, the reception department and other services. In addition, the use of innovative systems simplifies the system of drug provision of the institution. New technologies will help you quickly: keep records of income and expense transactions; monitor warehouses; form requests for the supply of medicines; control the consumption of medicines; write off materials, and drugs; and create and submit accounting documents to higher authorities. Information technologies in the field of education are actively used in medicine. Distance

seminars allow students of universities and medical schools to gain the necessary knowledge. Such technologies allow young specialists to attend lectures of famous doctors, and gain new knowledge and experience. Information technology is the most common means of searching for information about processes that perform the tasks of collecting, storing, processing, presenting, and distributing. Modern information technologies of data exchange in medicine significantly reduce the time spent on solving the problem, which is one of the factors in saving human lives. Due to the high level of use of information technologies in medical biology and the Internet, it is necessary to prepare the ground for the interaction of patients and doctors by creating applications that work through social networks and without the Internet.

Coverage of the issues of creation and storage of electronic documents in medical institutions of our country, the formation of databases on this topic and the development of a policy for the use of this database will serve as the basis of modern medicine, institutions. The task of promptly communicating to users in accordance with the requirements of the time, as well as translating them into electronic form, is one of our main goals. In the course of further activities of medical institutions, this database will be expanded and supplemented with information about electronic documents. The electronic document management system is a set of input data and programs that allow you to organize effectively the processes of creating, storing, processing, and placing electronic documents. Life itself with unprecedented achievements of science and technology shows convenient ways to quickly create, store, transmit, and receive information in a new, progressive way. The widespread introduction of information technology achievements in modern medical institutions proves that the electronic way of obtaining information is much more convenient than the printed one. The number of database users is growing every day, as the methods of accessing the information space and obtaining information become easier. Today, scientific and technical information institutions, scientific and educational collectives, editorial offices of publishing houses and journals, organizations using the Internet system, archives, museums, and scientific applicants are widely used in electronic databases. In this regard, it is extremely important to consider the problems and prospects of introducing information technologies into the medical education system. Currently, the medical data of patients, issued on paper, do not meet modern requirements. The database of patients created in electronic form is stored as a file on special server computers, takes up little space in volume, has the possibility of long-term storage, is convenient for transmission and can remember and view all important details. Thus, it is advisable to use “laboratory notebooks” that appeared in the nineteenth century, which were adapted to automate workplaces where doctors could record their observations and plans. Such technologies are a reason to raise the healthcare system to a new level. The database, in addition to data on the patient consumed in the course of providing him with medical care of medicines, archives in a systematic form the entire result of planned observations of the patient. Several decades ago, doctors have been trying for a long time to adapt to new requirements, as the healthcare and medicine system has changed. It was difficult (and expensive) for most medical organizations to switch to a paperless electronic medical record, but nowadays, when information communication technologies are rapidly developing, the transition to this system is a requirement of time. Of course, this involves much more difficulties in the initial period of database creation. First of all, before creating this database, it is necessary to consider the technical

requirements, i.e. for which institution it is being created, which software to use, the purpose of creating the database, and what capabilities the created database has.

Thus, in the specific aspects of the development of media competence among students based on the organization and management of the educational process based on the requirements of the innovative educational environment, attention should be paid to: the essence of the competence-based approach in the formation of qualification requirements for specialty subjects in the context of all categories of students; the innovative educational environment created on the basis of the competence-based approach accounting requirements; organization of advanced training courses for students based on their needs; the establishment of professional diagnostic analysis of pedagogical training of students in advanced training courses; during the professional and pedagogical training of the student, the main attention should be paid to the development of skills of accounting for the means of academic discipline, the content of pedagogical activity and personal capabilities of the student; As a result, a specialist with media competence constantly enriches his knowledge, assimilates new information, deeply understands the requirements of the era, seeks new knowledge, processes they are effectively applied in their practical activities.

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