

Factors to Increase Youth Media Literacy and New Methods of Protection Against Information Attacks

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Abstract: *Today, no one denies the power of manipulative influence of the information distributed through mass media. If we look back in history, we can see that the belief in the truth of the news spread through the media started with the first newspapers. People with media culture are those who know how to effectively use modern information and communication tools, have the ability to analyze information, think critically, and evaluate information from various sources. They interact with the information environment around them consciously and responsibly. Being media literate plays an important role in increasing social activity in society and creating a healthy information environment.*

Key words: *media education, technology, creator, people, potential, enthusiasm, globalization, value, intelligentsia, intellect.*

Today, it is necessary for young people to be active, creative and inquisitive in all aspects, to lay a solid foundation for tomorrow's future from today. Education of the representatives of the new generation in the spirit of loyalty to the Motherland, respect for national traditions and values, implementation of priority tasks such as ensuring employment, protection of rights and interests, education, intellectual level, intellectual potential, manners, ingenuity, mobility and enthusiasm, readiness for changes determines the general level of development of the society. Globalization is a process of acceleration of information exchange. His spirituality and enlightenment were weak the fate of the society remains under the pressure of the terrible weapons of some Western countries or terrorist organizations. In the implementation of such nefarious intentions, information is acting using effective, convenient, fast and effective methods. Therefore, for the countries of the world to take bold steps towards the progress and development of their choice, first of all, it has become an urgent issue to responsibly engage in the task of increasing the spiritual and ideological immunity of young people, realizing their spirituality and identity. In this regard, we cannot but mention the media sector. In this field, it is not without wide possibilities of today's news media to introduce known and unknown information to us, even to misinterpret the issues that may occur in our country without fully understanding them into a tool of propaganda or manipulation. Every conscious person and society member who does not want to be a victim of these and similar situations is raising media literacy levels, people with media culture, intelligent individuals within their capabilities in legal, ideological, political, ideological and other processes. Who should be included among such persons? People with media culture are those who know how to effectively use modern information and communication tools, have the ability to analyze information, think critically, and evaluate information from various sources. They interact with the



information environment around them consciously and responsibly. Being media literate plays an important role in increasing social activity in society and creating a healthy information environment.

the characteristics and skills of people with media culture:

1. Critical thinking: Ability to analyze and evaluate various sources of information. They check the accuracy and reliability of the information.
 2. Information filtering: The ability to filter out unnecessary or harmful information and accept only important and correct information.
 3. Information security: Protection of personal and confidential information and safe movement on the Internet.
 4. Creativity and innovation: Creative use of information and communication tools, development of new ideas and their use.
 5. Information culture: Civilized and responsible use of information media, respect for the rights of others.
 6. Digital Literacy: The ability to effectively and purposefully use modern technologies and digital tools.
- In addition, recommendations for improving media culture were developed, and we found it permissible to talk about several areas and different approaches in this regard. They are as follows:

- In education. Inclusion of media culture in the educational system, training of pupils and students in media literacy. Introducing media culture into the education system and teaching pupils and students media literacy is one of the urgent issues of today. For this, it is necessary to use effective strategies and practical methods.

and promoting the importance of media literacy to the public.

-Technological tools: Teaching the correct use of digital tools and internet services.

-Experience sharing: Creating platforms for sharing experience and knowledge, as well as organizing lectures and seminars of qualified experts.

Enhancing and enforcing legal norms to protect information security and privacy.

are important in the development of society, and their activities contribute to the correct and effective dissemination of information, as well as to the creation of a healthy information environment. In order to gain more understanding about media cultured people, you can also pay attention to the following aspects:

1. People with media culture adhere to ethical standards when disseminating information and do not spread false and manipulative information. Uses effective methods to deliver information to appropriate audiences, taking into account the specifics of different media.

the ability to understand different forms of communication. Ability to use verbal, visual and written communication effectively. In communication, he does not shy away from respecting others and accepting different opinions and views.

3. Adheres to online standards of conduct. Adhering to the norms of behavior on the Internet and social networks, avoiding negative actions such as trolling and cyber mobbing, respecting copyrights, and not illegally using the intellectual property of others when creating content are particularly commendable.

4. Information synthesis and innovation: Integrating information from different sources and creating new knowledge. Application of innovative technologies and methods in solving problems.

5. Social responsibility: People with media culture understand the social and cultural impact of their actions and make responsible decisions, they have the ability to respect the uniqueness of different cultural and social groups and show them in the information environment.

6. Ability to use new technologies and platforms, understand their capabilities and limitations, independently learn new technologies and media and learn how to use them.



But it should not be forgotten that in today's globalized world, the development of youth, who are the future of the nation, and their faithful service to the country directly depends on our current actions and protection of them from all kinds of attacks. It is our duty to ensure that. In this regard, our president Sh. Mirziyoyev says, " Let the youth be in harmony with the demands of their time . But don't forget your identity. May the call "Who are we" and "What are the descendants of great people" always resonate in their hearts and encourage them to stay true to themselves. How can we achieve this? Education, education and only education ¹. "

Currently, the importance of youth activity is determined by the formation of sufficient foundations for them to find their place in social life, scientific study of their moods, desires, hopes, life goals, aspirations and interest in how to live at the stages of implementing youth policy, it shows that making the right conclusions and turning the aspirations of young people into creative work has become a strategic task that cannot be delayed ². The main manifestations of today's creative activity in the world of media will definitely affect the future of the people, society, and the interests of the nation. The struggle that has begun in the media world is preparing the ground for the crisis of an entire country or strengthening the foundations of the future. We will try to analyze it according to a number of sources .

Media attacks are threats and malicious activities carried out through various information and communication tools, which aim to negatively affect the target audience, spread false information, and create fear or instability in society. directed. Such attacks can take many forms and some of them are listed below:

1. Disinformation: Spreading false information. Deliberately spreading false information to mislead or mislead a target audience. Fake news (fake news) – Spreading untrue and unfounded information in mass media or social networks.
2. Propaganda One-sided information - Dissemination of only one-sided, one-sided information to achieve certain political, social or economic goals. Emotional impact. Using emotional information to manipulate people's emotions and make them think in a certain direction.
3. Cyber Attacks Phishing – Asking for information in a deceptive way to obtain personal information or install malware on a computer. DDOS Attacks: Attacks that are carried out by sending large requests that cause a particular website or service to go down .
4. Manipulation and filtered information: Taking information out of context, changing information and deceiving people. Filtered information Delivering only certain information to the target audience and hiding important information.
5. Stereotyping: Promoting false and usually negative notions about a particular group or community. Hate speech: Information that is used to discriminate and promote negative attitudes toward certain individuals or groups. Photomontage and video manipulation Photoshop : Editing pictures and distributing them in an unrealistic context. Deepfake: Using technology to manipulate human facial expressions and voices to create a realistic video.

Recommendations for protection against media attacks:

1. Development of critical thinking: Teaching the skills of analyzing information and checking its reliability.
2. Check information sources: Recommend using only reliable and verified information sources.

¹The speech of the President of the Republic of Uzbekistan Sh. Mirziyoyev at the conference held on June 15, 2017 in Tashkent on the topic "Ensuring social stability, preserving the purity of our holy religion - the need of the times". // People's word, June 16, 2017.

²Boronova, D. (2007). Some issues of youth policy in the years of independence. "Social opinion. Journal of Human Rights, No. 4, 152-155



3. Cybersecurity measures: Use reliable antivirus programs for computers and mobile devices, create complex passwords and update them regularly.
4. Media literacy courses: Organization of regular trainings and courses on media literacy and information security.

Conduct public awareness campaigns about disinformation and other media attacks.

Media attacks are a major threat in modern society. Therefore, a comprehensive and systematic approach is required to prevent and combat these threats. We offer the following as media culture development programs and initiatives.

- Media literacy courses: Organization of special courses and trainings, media literacy education for different segments of the population.
- Propaganda in the mass media : promotion of media culture and information security issues through television, radio, and the Internet.
- Research and development: conducting scientific research in the field of media culture, developing new methods and methods.
- Voluntary organizations and public organizations: Conducting activities aimed at the development of media literacy and culture by voluntary and non-governmental organizations.

Адабиётлар:

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