

**MEDIA AND COMMUNICATION ARE OVERT AND COVERT INFLUENCES
IN THE AGE OF DIGITAL TECHNOLOGIES.**

***Abstract.** This article analyzes some of the open and hidden risks in the world of media in the age of digital technologies. Also, attention is paid to the fact that the development of media literacy is one of the urgent issues of today, to understand and eliminate the problems of information security of the growing generation.*

***Keywords.** Crime, media and information, information space, media culture, media literacy.*

Introduction. The development of digital technologies in the conditions of globalization, along with the development of each country in society, as well as the expansion of relations in the field of information, new social relations aimed at preventing violations in this field - ensuring information security has become one of the urgent issues. Problems and events related to the spread of digital technologies in the fields of information and communication have been especially evident in the last decade, and the changes that are being felt now will have a significant impact on the socio-cultural landscape in the near future. it is possible that he will pass on his secret.

Media literacy is critical to understanding today's digital environment. In young people, first of all, the skills of sorting the daily information transmitted and received through the media, making the right decision in any situation even after receiving various information, where, by whom and for what purpose the information is transmitted, whose interests are reflected in it it is necessary to form concepts that It is inevitable that news and information whose essence has not been studied and which are being spread will fundamentally change our lives. "As a result of not analyzing the information and accepting it as it is, young people in different parts of the world are committing crimes, and those who feel like movie heroes are innocent people, taking up

weapons and repeating the actions of "heroes". are taking their lives. Therefore, prevention of these situations, a conscious approach to information is the need of the hour today. [1]

Materials methods. In the conditions of global information, the possession of a large amount of information complicates the process of educating a person. This difficulty is related to the fact that, first of all, the young generation faces a large "media information field" with colorful information. Professor of Pedagogical Sciences M. Kuronov explained with the example of an anecdote in the book "The idea that unites us", referring to the fact that a person's credulity and critical opinion are not formed in the world of media and information. [2]

Young people, who are the future of society, are deviating due to the inability to properly analyze the information disseminated through the media and the absence of an independent, critical opinion. However, the basis of the requirements for a modern well-rounded person is "owning one's own independent opinion, the ability to resist external influences. " About media culture, Marshall McLuhan said, "In order to be literally literate, a person must first be literate in the world of media", [3], Alisher Navoi said, "If you are aware, you are a king". This created the need to develop media literacy, media knowledge, media competence and media culture.

In the conditions of global information, the possession of a large amount of information complicates the process of educating a person. This difficulty is related to the fact that, first of all, the young generation is faced with a large "information field" of colorful information. According to the characteristics of age, all available information is interesting for a person until he reaches adulthood and acquires a certain level of worldview. However, it should be noted that not all interesting information will be useful and personal development information. The information collected in the information society is unsystematically assimilated by young people, who are curious by their psychological nature and strive to understand the essence of any situation, reality, event, or process. By its very nature, unsystematically assimilated information is

just information, not knowledge. The difference between knowledge and information is determined by its systematic and purposeful acquisition. Continually absorbing information from a large "information field" ensures that the learner has an overload. A large amount of loading by itself creates tension in the human brain in receiving, assimilating, and processing information. Mental stress, in turn, causes depression. The constant development of depression causes nervous system diseases. Prevention of such negative situations is one of the most important and urgent tasks facing modern pedagogy and psychology.

Results. In the conditions of stable development of the society, in order to protect the public from harmful information and develop national sites, science-based systematic works are being carried out in our country. In this regard, it is appropriate to study the foreign experience of developed countries' Internet networks based on innovative technologies. It should be noted that the number of users of the global Internet network in the world is constantly increasing, if 4. 1% of people used the global Internet service 20 years ago, this figure will exceed 8 billion in 2023, that is, today in the world 75. 8% of the population uses this information network. Most of them are young people. Social networks, which are the most popular means of communication among the population, are used not only as a means of communication, but also as a forum for discussing the socio-economic and political processes taking place in our country. [4]

Social networks can gradually lead to the consequences of the development of cyber addiction in the socialization of young people. Secondly, social institutions began to gradually implement the task of developing social mobility. The influence of Internet culture increases, leaving virtual life aside from real values.

In this regard, the Agency is carrying out systematic work on the introduction of effective mechanisms to protect the interests of the state and society in the information sector. Priority is given to quick identification and prevention of dissemination of incorrect and legally prohibited information through social networks and messengers.

In addition, the development of the media in the Republic has led to the increase of various informational and ideological calls and threats. In particular, recruiting and engaging the population, promoting the ideology of extremism and terrorism, inciting unconstitutional and separatist sentiments, inter-religious and inter-ethnic

it should be noted that the role of social networks in inciting enmity is increasing. Spreading disinformation and fake news using manipulative methods by various forces and influence groups, as well as unification of public positions and further actions attempts at coordination are no less important.

Conclusion. The results of the analysis of the national media space, conducted from January 2021 to January 2022, show that young video bloggers use Instagram, YouTube, TikTok and other popular social platforms in order to increase the level of "popularity", which contradicts our national values and causes sharp protests from the society. shows that the cases of creating video content are increasing. During this period, 3, 833 materials were identified, which caused a sharp protest in the society, and 79, 738 comments and comments were left on them. It is worth noting that the actions of young video bloggers/tiktokers are dangerous and immoral, and sometimes they cause injuries to the death of the "heroes". Practical work is being carried out by the agency to protect children from information harmful to their health, to strengthen legal guarantees to limit the language of ignorance (bullying). In particular, by making changes to the Code of Administrative Responsibility, efforts are being made to improve the legal framework in the field of combating the spread of harmful content on the Internet, including among minors. [5]

In conclusion, it should be noted that in modern conditions, it is impossible to limit the needs of young people to receive information. If it was done in this way, it would be pedagogically ineffective. But the harmful, hidden effects of the information needs of young people are dangerous and cannot be allowed to lead them to disaster. For this reason, it is desirable for young people to acquire only useful and safe information from the media.

Acquaintance with theoretical views while conducting the research, based on the analysis of the obtained practical results, created the need to develop the concept of developing media and information literacy in order to achieve the assimilation of only useful and safe information by the media:[6]

- to determine the factors that develop media literacy;
- determination of forms, methods and means of media literacy development;
- organizing and conducting lessons based on an integrated approach;
- establishing a system of training media pedagogues;
- creating a methodology for media education classes;
- development of methodological recommendations enriched with elements of media education;
- creation of a single didactic materials portal for all educational institutions.

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