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## THE ROLE OF MEDIA EDUCATION IN SHAPING YOUTH DIGITAL CULTURE IN THE CONTEXT OF INFORMATION SOCIETY

**Kodirova Gulchekhra Muminovna**

Samarkand Staty Medical University

Teacher of the Department of Social and Humanitarian Sciances

**Abstract:** This article provides a comprehensive analysis of the role of media education in shaping digital culture among young people in the context of the global information society. The study examines philosophical, pedagogical, and socio-cultural dimensions of youth digital culture formation, emphasizing the impact of digital media, online communication, and information technologies on value orientations, identity, and behavioral patterns. Media education is conceptualized as a strategic mechanism for developing digital literacy, critical thinking, ethical responsibility, and cultural awareness. The article argues that systematic integration of media education into educational institutions is essential for fostering a sustainable and human-centered digital culture among youth.

**Keywords:** media education, digital culture, youth, information society, digital literacy, media environment.

**Аннотация:** В статье представлен комплексный анализ роли медиаобразования в формировании цифровой культуры молодежи в условиях информационного общества. Рассматриваются философские, педагогические и социокультурные аспекты развития цифровой культуры молодежи, а также влияние цифровых медиа и информационных технологий на ценностные ориентации, идентичность и поведенческие модели. Медиаобразование обосновывается как ключевой механизм формирования цифровой грамотности, критического мышления и этической ответственности. Делается вывод о необходимости системной интеграции медиаобразования в образовательный процесс.

**Ключевые слова:** медиаобразование, цифровая культура, молодежь, информационное общество, цифровая грамотность.

**Annotatsiya:** Maqolada axborotlashgan jamiyat sharoitida yoshlarning raqamli madaniyatini shakllantirishda mediata'limning o'rni kompleks tarzda tahlil qilinadi. Yoshlar raqamli madaniyatining falsafiy, pedagogik va ijtimoiy-madaniy jihatlari ochib beriladi hamda raqamli media va axborot texnologiyalarining yoshlar qadriyatlari, identiteti va xulq-atvoriga ta'siri yoritiladi. Mediata'lim raqamli savodxonlik, tanqidiy fikrlash va axloqiy mas'uliyatni shakllantiruvchi muhim omil sifatida asoslanadi.

**Kalit so'zlar:** mediata'lim, raqamli madaniyat, yoshlar, axborotlashgan jamiyat, raamli savodxonlik.



## **Introduction**

The rapid expansion of digital technologies has fundamentally transformed contemporary society, leading to the emergence of the information society in which information and communication technologies play a decisive role in social development. In this context, digital culture has become a defining feature of youth socialization, communication, and self-expression. Young people actively engage with digital media, social networks, and online platforms, which significantly influence their worldview, values, and behavioral patterns.

However, the spontaneous formation of digital culture often leads to challenges such as information overload, superficial perception of reality, ethical dilemmas, and vulnerability to media manipulation. These challenges necessitate the development of effective educational mechanisms capable of guiding youth toward responsible and meaningful engagement with digital media.

Media education emerges as a key instrument in this process.

### **The Concept of Digital Culture and Its Characteristics**

Digital culture refers to a set of values, norms, practices, and competencies associated with the use of digital technologies and media. It encompasses not only technical skills but also ethical, cognitive, and aesthetic dimensions of digital interaction.

In the youth environment, digital culture manifests through online communication, digital creativity, participation in virtual communities, and consumption of digital content. While digital culture offers new opportunities for self-realization and social participation, it also poses risks related to the erosion of critical thinking and cultural depth.

### **Youth in the Digital Media Environment**

Young people represent the most active participants in the digital media environment. Their digital practices shape new forms of identity, social interaction, and cultural expression. Social media platforms contribute to the construction of digital identities that are often fragmented and performative in nature.

The dominance of visual content and algorithm-driven media consumption influences youth perception and emotional responses, making them susceptible to manipulation and standardization of tastes and values. Therefore, the development of media competence becomes a critical task of modern education.

### **Media Education: Goals, Principles, and Functions**

Media education aims to develop the ability to critically analyze media content, understand media mechanisms, and responsibly create digital messages. Its core principles include critical thinking, creativity, ethical awareness, and cultural sensitivity.

Media education performs several key functions:

- educational (development of media literacy);
- cultural (preservation of cultural values);
- ethical (formation of responsible media behavior);
- social (preparation for active participation in digital society).

### **5. Media Education and the Development of Digital Literacy**



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Digital literacy is a fundamental component of youth digital culture. Media education contributes to digital literacy by teaching skills related to information evaluation, source verification, and content creation. These skills enable young people to navigate complex media environments and resist misinformation.

#### **Ethical and Cultural Dimensions of Youth Digital Culture**

Digital culture is inseparable from ethical responsibility. Issues such as cyberbullying, digital privacy, and online behavior require moral regulation. Media education fosters ethical awareness by promoting respect, responsibility, and empathy in digital interactions.

At the cultural level, media education supports the preservation of national and universal cultural values within the global digital space.

#### **Challenges and Prospects of Media Education**

Despite its importance, media education faces challenges including insufficient institutional support, lack of trained educators, and uneven access to digital resources. Addressing these challenges requires educational reforms and interdisciplinary cooperation.

#### **Conclusion**

Media education plays a decisive role in shaping youth digital culture in the information society. By fostering digital literacy, critical thinking, and ethical responsibility, media education ensures the sustainable development of youth and contributes to the formation of a human-centered digital society.

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