

A MODEL FOR SHAPING THE PATRIOTIC CONSCIOUSNESS OF UNIVERSITY STUDENTS THROUGH MEDIA EDUCATION

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Annotation. The article studies an important component of the effective development of modern Russian society is the state youth policy aimed at creating conditions for young people to realize the possibilities of building their future and the future of the country. The key objective of such a policy "is to educate patriotic youth with independent thinking, with a creative worldview, professional knowledge, demonstrating a high culture, including a culture of interethnic communication, responsibility and the ability to make independent decisions aimed at improving the welfare of the country, people and their families".

Patriotic education of student youth involves the formation of patriotic consciousness of young people, which is "one of the forms of social consciousness, reflecting the civic position and social aspects of the activities of members of society in relation to the Motherland." Noting the fruitfulness of these studies, it should be emphasized that outside the field of view of scientists who comprehend the problem of patriotic consciousness, media education, media education, there are such problems that are associated with the allocation of the structure of the patriotic consciousness of university students, with the justification of the content of its structural components, with the definition of the purpose of convergent approach to designing the process of formation of patriotic consciousness of university students by means of media education, with the identification of the possibilities of media education in the formation of patriotic consciousness of students, with the definition of the content of media education and its means, and a number of others[1].

At present, characterized by a high degree of information load and the chaotic nature of the appearance and dissemination of information, the role of the media in shaping the patriotic consciousness of students is especially great. With a clear understanding by scientists of the importance of identifying the possibilities of the media in the formation of the patriotic consciousness of university students, determining the content, methods and means of media education that contribute to the formation of the patriotic consciousness of students was not the subject of a special scientific study.

Thus, there is a contradiction between the practical need for the formation of the patriotic consciousness of university students and the insufficient representation in pedagogical science of the theoretical foundations for developing a model for the formation of the patriotic consciousness of students by means of media education.

The formation of the patriotic consciousness of university students will be successful if the following pedagogical conditions are observed:

- the content of media education, determined on the basis of the content of the structural components of patriotic consciousness, becomes the basis for constructing the process of forming the patriotic consciousness of university students;
- the model of the formation of the patriotic consciousness of university students by means of media education is based on the idea "Patriotism is the basis for the unity of the citizens of Russia, the foundation for building the future", which is substantiated in the idea of a patriot man;
- the implementation of a convergent approach to designing the process of forming the patriotic consciousness of university students is carried out on the basis of the principles of quality, creativity, openness and accessibility, integration, interactivity, flexibility and asynchrony[2];
- enrichment of the student's consciousness with knowledge and values of patriotic content, which determine his value attitude to the Fatherland, to culture, to work, to the family, is carried out by means of media education, which are the mass media, which allow broadcasting values and meanings and supporting the relevant state policy;

- the dominant method of forming the patriotic consciousness of young people is the media project as a way of interaction between the creators of media content of patriotic content and university students, which allows to form knowledge, ideas, views, to attach to the values that are at the base of value relations, which (knowledge, ideas, views; values; value relations)[3] form the content of the corresponding components of patriotic consciousness;

- the implementation of media projects is carried out through the formation of semantic information content containing information about knowledge, values and value relations, endowing this content with artistic and visual means, determining channels for its distribution, choosing genres and forms of content presentation, convergence of content within media resources, organizing feedback with the target audience, promotion of information content.

In modern conditions, it is required to develop a model for the formation of the patriotic consciousness of student youth, which should be based on the idea "Patriotism is the basis for the unity of citizens, the foundation for building the future." The basis of this idea is the idea of the consolidation of society on the basis of the value of "patriotism", around which people rally, for whom patriotism "is love for the good and glory of the Fatherland and the desire to contribute to them in all respects"[4]. The student expresses a value attitude towards the Motherland, a moral commitment to patriotism as a foundation, a solid moral foundation on which the future of our country is built, guided by the values that form the content of the axiological component of patriotic consciousness. The model for the formation of the patriotic consciousness of young people is implemented with the help of media education tools that allow you to recreate pictures of the past, awakening people's memory, carry out moral and educational work, as well as popularize the content of patriotic content.

The formation of the patriotic consciousness of university students is ensured by the implementation of interaction links between the components of the patriotic consciousness of university students and the functioning links between the structural components of patriotic consciousness, the content of media education, the functions of the media, the functions of media education[5]. The ideological component of patriotic consciousness and the content of media education adequate to it are connected with the cultural, educational, informational functions of the media and the historical, political and legal functions of media education. The axiological component and the content of media education adequate to it - with the educational-ideological, socio-pedagogical functions of the media and the function of broadcasting positive social experience, the spiritual and moral function of media education. The behavioral component and the content of media education adequate to it - with the communicative, organizational functions of the media and the psychological, professional activity of the functions of media education[6].

The essence of the relationship of interaction between the components of the patriotic consciousness of university students lies in the fact that without knowledge of the content of the concepts of "patriotism", "love for the Motherland", "Motherland" and others, a young person is not fully able to express the correct from the position of patriotism evaluative judgment regarding the values of "loyalty", "heroism", "pride for the Fatherland", "duty", "dignity", etc., to express a value attitude to the family, to work, to the fatherland, to culture.

The formation of the patriotic consciousness of university students by means of media education, including the formation of knowledge, values and value relations, involves determining the content of the process of forming such consciousness, and designing the process of forming such consciousness is based on a convergent approach.

The formation of the patriotic consciousness of university students by means of media education involves the formation of a young person's worldview ideas that allow resolving the contradictions that arise in his mind between universal values and personal meanings; introducing students to values; development of their ability to perceive information, communication skills and behavior in the media space. An important role in the implementation of media education is played by the mass media, which contribute to the creation of a media environment in which media education is carried out. The functions of the media are the basis that brings to life the functions of media education.

Used literature

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