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**THE ROLE AND SIGNIFICANCE OF MEDIA EDUCATION IN  
TRAINING FUTURE ENGINEERS.**

*Abstract:* This article discusses the possibilities of improving the quality of education based on media education technology. Media education allows you to raise and educate an enterprising child. The purpose of using this technology is, on the one hand, flexibility, on the other hand, new stages of preparation of future engineers for professional activities, development of thinking qualities such as mobility, consistency; on the other hand - search activity, striving for novelty; is to develop speech and creative imagination.

*Key words:* media education, pedagogical technologies, engineer, information, media literacy, modern interactive programs.

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**РОЛЬ И ЗНАЧЕНИЕ МЕДИАОБРАЗОВАНИЯ В ПОДГОТОВКЕ  
БУДУЩИХ ИНЖЕНЕРОВ.**

*Аннотация:* В данной статье рассматриваются возможности повышения качества образования на основе технологии медиаобразования. Медиаобразование позволяет воспитать и обучить предприимчивого ребенка. Целью использования данной технологии является, с одной стороны, гибкость, с другой стороны, развитие таких качеств мышления, как подвижность, последовательность, новые этапы подготовки будущих инженеров к профессиональной деятельности; с

*другой стороны - поисковая деятельность, стремление к новизне; заключается в развитии речи и творческого воображения.*

***Ключевые слова:** медиаобразование, педагогические технологии, инженер, информация, медиаграмотность, современные интерактивные программы.*

The purpose of media education is to serve future engineers in the formation of media and information literacy, infoethics, intense and complex processes of today's information age, the globalization of the information space, the provision of freedom of speech, the strengthening of mass communication, therefore, in the conditions where the manipulative influence of the mass media is increasing, students are deprived of information. enjoyment, its proper use, and providing knowledge on identifying reliable sources of information [1].

Media and information literacy is a set of knowledge, skills, attitudes, skills and practices that enable the effective acquisition, analysis, critical evaluation, interpretation, use, creation and distribution of information and media products using all necessary tools in creative activities. Today, the ability to select and correctly evaluate information in the world mass media remains relevant. Media literacy, media education, media culture, resistance to fake and propaganda information - all these key words reflected the essence of the two-day seminar training [2]. So what is media literacy? Why is it increasingly important today? The multifold acceleration of the flow of information, the increase of positive information as well as negative information made it necessary to acquire media literacy. Traditionally, media literacy consisted of a person's ability to analyze literary texts and create quality texts. Today, media literacy means knowing how and why information is being transmitted [3].

Media literacy is critical to understanding today's news environment. It is necessary to find answers to the questions of where, by whom and for what purposes the information is being transmitted, whose interests it reflects. There

are different opinions about the concept of media literacy. According to the American International Encyclopedia of Society, "Media literacy is the ability of a person to be active and literate while feeling his responsibility as a citizen in society, to be able to receive, create, analyze media texts. it means to be able to receive and evaluate, to be able to understand the socio-cultural and political content of modern media" [4,5].

The goal of media literacy is to form the ability to sort out the information disseminated by them while understanding the priorities and shortcomings of each media, and to form the skills to accept what is necessary, while the main task is to limit it, realizing the manipulative power of any information consumed by people. It is also to help people understand the role of media and citizen journalism. At the moment, the basics of media education should be included in the curriculum of every educational institution, the basics of media education should be explained to students and young people in the educational process in schools in the form of interactive, various games, and the choice of what is needed by the growing generation in the intense flow of information. and allows him to be critically evaluated [6]. This, in turn, serves as a basis for further strengthening of the citizenship position of young people in the future, for them to be able to objectively assess the events taking place in the world and make the right decisions.

Multimedia is a rapidly developing modern information technology. Its distinguishing features include:

It integrates various types of media information: traditional (text, tables, decorations, etc.), original (speech, music, clips from video films, TV frames, animation, etc.) in one software product. Such integration is performed under computer control using various devices for recording and displaying information: microphones, audio systems, optical CDs, televisions, VCRs, video cameras, electronic musical instruments; - work at a certain time, unlike text and

graphics, which are static by their nature, audio and video signals are considered only at a certain time interval [7,8].

The need for such education arises for several reasons. Before talking about them, it should be noted that the definition of "media education" to a large extent includes the answer to your question, because this term, introduced relatively recently, refers to the influence of various media on the public mind, and as a result It is a relatively broad set of tools for media workers to present the truth.

More correctly, we can talk about media education as a means of communication, which in itself should be considered as a shaping force of a person, culture and society. The impact of these processes on modern human life and outlook cannot be overestimated. The need to understand these media, how they are structured, how they work and develop, did not appear yesterday and is growing stronger every day [9]. The skills we are talking about are foundational, basic skills that form the basis of education today and should be included in the educational programs available to every modern person. The reason is simple: humanity is developing rapidly, replacing many difficult skills with robotics, neural networks and artificial intelligence. There is a developing trend, according to which sooner or later humans will be replaced by artificial intelligence in many areas of activity. Neural networks capable of not only communicating with a person, answering questions, but also joking in response and even predicting the continuation of the conversation; novels written by artificial intelligence, fully autopilot cars, etc. are not even today's reality, but yesterday's reality. We can't ignore it, so in the future, all human physical abilities can be replaced by robots, but some human abilities have not yet been subjugated by artificial intelligence, and I think that in the next 10-15 years, robots will be able to think emotionally. can't. A person still retains some privileges - these are emotions and professional communication skills [10,11].

The most important criterion for the effectiveness of the media education policy is the level of competence of the persons who take responsibility for its implementation. Unfortunately, all is not well in this direction, where colleagues are actively working: the powers of heads of departments and departments, officials of various levels, administration employees in the field of mass media, mass communications and information culture are expanding. is required.

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