

"THE ROLE AND IMPACT OF DIGITAL LEARNING PLATFORMS IN DEVELOPING MEDIA COMPETENCE"

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Annotatsiya

Annotation

This article analyzes the role and impact of online education platforms in shaping student mediacompetency. Through the use of digital tools in the educational process, the state of development of skills such as Information Analysis, Critical Reasoning, multimedia content creation is revealed. The capabilities of a number of advanced online platforms, their effectiveness and pedagogical impact have also been analyzed.

Keywords: mediacompetence, online education, digital platform, Educational Technology, Information Literacy, multimedia.

Today, with the rapid development of digital technologies in the field of education, the development of media competence among students has become one of the key tasks. Media competence encompasses not only the reception of information but also the ability to analyze, process, communicate, and assess information-related risks. Online education platforms play a crucial role in this process. This article examines the impact of these platforms on the formation of media competence and explores effective ways of using them.

Against the backdrop of the large-scale growth of information flows in modern society, the popularization of digital technologies, and the deep penetration of mass media into all spheres of life, the concept of media competence has come to the forefront. In its essence, this term refers to an individual's ability to act consciously within the media environment — to receive information correctly, analyze it, critically evaluate it, and, when necessary, reprocess it to create new content.

[1].

The Concept of Media Competence

In various scientific sources, media competence has been defined as follows:

UNESCO (2011): Media competence is a set of knowledge, skills, and attitudes that enable individuals to apply critical thinking to any media and information sources, to understand, analyze, and use them effectively.

Buckingham, D. (2003): Media competence is the ability to understand, analyze, evaluate, and create media products.

According to Uzbek researchers: Media competence is the ability to act consciously in the information space, to use digital tools effectively, and to adhere to information security principles.

The Importance of Media Competence in Education

1. Enhances critical thinking: Students learn to critically evaluate information sources and view events from different perspectives.
2. Creates an interactive learning environment: The use of media tools makes education more engaging and visually enriched.
3. Fosters social activity and civic responsibility: Through media, students develop the ability to actively participate in societal events.

4. Ensures protection from internet and media risks: It develops the ability to distinguish false information, identify fake content, and form a culture of information security [2].

Media Competence in Higher Education

In pedagogical education, media competence plays a crucial role in students' professional activities. In this process, students are not only recipients of information but also become subjects who analyze, process, and create content. Therefore, in higher education, the development of media competence requires the integration of special modules, online courses, and interactive learning sessions.

Online Education Platforms and Their Opportunities

In the 21st century, educational technologies are developing rapidly. In particular, with the popularization of the internet and digital tools, online education platforms are becoming not only an alternative but also a primary means of learning. Through these platforms, students develop skills of independent learning, critical thinking, and the effective use of media and information technologies.

What is an Online Education Platform?

An online education platform is a web-based electronic learning environment where teachers and learners exchange information remotely, conduct classes, carry out assessment, and engage in communication.

The Main Opportunities of Online Education Platforms

1. Visualization of content – Knowledge acquisition becomes more effective through videos, infographics, animations, and audio lectures.
2. Interactive learning – Tests, quizzes, assignments, and online surveys help create an active learning environment.
3. Support for independent learning – Students can learn at their own pace and time, which ensures an individualized approach.
4. Development of media and digital skills – Working with multimedia materials and analyzing digital information are integral parts of the platforms.
5. Environment for exchange of ideas and collaboration – Forums, chats, and video conferencing tools provide opportunities for discussion and group work.
6. Accurate and quick assessment – Automated tests, playlists, and grading rubrics allow for rapid evaluation of student performance.
7. Monitoring of the learning process – Teachers can easily track students' activity, task completion, and results.

Development of Media Competence through Online Platforms

Opportunities	Impact on Media Competence
Working with video content	Ability to visually analyze information and extract key data
Preparing assignments	Skills in creating multimedia products
Online communication	Ability to convey information clearly and engage in constructive dialogue
Working with multiple sources	Comparing sources, evaluating reliability, and critical analysis
Interactive tests	Quick thinking and information processing skills

Pedagogical Advantages of Online Platforms

Simplified explanation of topics through visual support: Concepts can be more easily understood using visual materials.

Formation of creativity and media skills: Assignments that require a creative approach (such as writing blogs or producing videos) help students develop creativity and media competence.

Opportunities for interdisciplinary integration: For instance, in biology, ecological topics can be presented through infographics.

Increased motivation in learning: Gamification, badges, online rankings, and certificates enhance student engagement [3].

Limitations and Challenges

Challenge	Proposed Solutions
Lack of internet access for all students	Development of local servers, offline courses
Low computer literacy	Training sessions on ICT before starting the courses
Difficulty in students' self-regulation	Organizing education based on motivational learning models

Project-Based Learning

Project-Based Learning (PBL) is an innovative method aimed at developing students' knowledge and skills through the implementation of tasks close to real-life situations. In fostering media competence, this approach plays an important role in preparing students as active, creative, and independent thinkers.

Through this method, students design projects on a given topic, such as:

Infographics – present information visually, shaping analytical and design skills;

Video production – teach script writing, information processing, and working with technical tools;

Blog writing – requires students to think critically, analyze, and communicate information clearly and effectively.

During these activities, students:

independently search for and analyze information;

learn to create media products targeted at a specific audience;

apply copyright principles, information security, and ethical norms in practice [4].

Thus, not only media competence but also critical thinking, digital literacy, and a sense of social responsibility are developed.

Discussions and Exchange of Ideas

Discussion, dialogue, and commenting are among the most important teaching methods in online education platforms, as they develop one of the key components of media competence — the culture of constructive communication in the media environment.

Advantages of this method include:

Through online discussions (forums, video conferences, chat sessions), students learn to share opinions and respect others' viewpoints.

The culture of expression is formed — students approach information critically and justify their positions with evidence.

Information processing and analytical abilities are enhanced, as students reconsider their own views after analyzing others' opinions.

Media communication rules (ethical conduct, norms of criticism, online etiquette) are practically acquired.

Practical

example:

For instance, on Moodle, Edmodo, Google Classroom, or Telegram/EduPage platforms, a teacher may organize an online discussion on the topic *"How can fake news on social media be identified?"* Students express their views based on articles, videos, or case studies, analyze the comments of others, and strengthen their media competence through active debate.

Automated Assessment

Automated assessment is a technology that ensures quick, objective, and effective feedback on students' knowledge, skills, and competencies through artificial intelligence,

algorithms, or digital tools. In online education platforms, this method not only increases learning efficiency but also plays an important role in shaping media competence.

Its impact on media competence includes:

Instant feedback – students immediately become aware of mistakes in their knowledge or media texts, enabling them to analyze and make corrections.

Development of analytical skills – based on assessment results, students revise their work, reprocess information, and improve their outputs.

Evaluation of media products – blogs, infographics, or podcasts can be automatically checked for language norms, plagiarism, structural accuracy, and logical consistency.

Self-assessment and reflection – students develop critical and creative thinking components of media competence by reflecting on their own performance.

Here's the English version of the section you provided. I kept it in an academic article style, so you can directly integrate it into your paper:

Online Tools Applied

Google Forms / Microsoft Forms – for automatic result generation through tests and surveys.

Edmodo, Moodle, Canvas – for assessment through automated quizzes and assignments.

Turnitin, Grammarly – for evaluating the quality of media texts and plagiarism levels.

Kahoot, Quizizz – for activating critical thinking through interactive assessment.

Inequality in Access to Internet and Technology

One of the most significant challenges in developing media competence through online education platforms is the disparity in technical accessibility. Not all students have equal opportunities to use modern technologies such as the internet, computers, or smartphones. The impact of this issue includes:

Students living in areas with low or unstable internet speed are unable to actively participate in video lessons, online discussions, and projects.

Lack of access to essential devices (computers, tablets, smartphones) forces students to rely solely on mobile internet, which limits the use of certain platforms.

Inequality in access creates a gap in digital literacy and practice, leading to noticeable differences in the level of media competence development. [5].

Consequences:

Motivation decreases because students may feel left behind or unable to fully showcase their potential due to technical barriers.

Solutions:

Higher education institutions should provide smart devices, Wi-Fi zones, and computer labs.

Online platforms should develop offline-compatible versions (e.g., Google Docs offline, PDF-format materials).

Differentiating technological interactivity in the learning process by offering resources in multiple formats (video, text, slides, audio, etc.).

Difficulties in Self-Regulation

The individualized and flexible nature of online learning environments demands a high level of self-regulation, motivation, and responsibility from students. However, many students lack these skills, negatively influencing the development of media competence.

Key Challenges:

Poor time management – inability to meet deadlines for assignments, projects, or discussions.

Unclear goals – inability to prioritize tasks and define objectives.

Difficulty focusing – distraction caused by multiple online sources, social media, and news.

Lack of guidance and feedback – absence of continuous interaction with instructors weakens control over the learning process.

Impact on Media Competence:

Irregular information search, analysis, and processing.

Limited opportunities for consistent practice in creating media texts.

Weak development of critical thinking and reflection skills.

Recommendations:

Using features such as timers, competitions, and personal calendars within online platforms to support self-regulation.

Implementing mentoring or online tutoring systems by assigning a supervisor to each group. Encouraging students to keep a reflection journal to track their progress.

Lack of Digital Security Knowledge

During online learning, students interact with a wide range of digital environments, where knowledge of cybersecurity, personal data protection, phishing prevention, fake news detection, and online ethics is essential. However, these skills are often underdeveloped.

Manifestations of the Problem:

Students share personal data (logins, passwords, private files) with unverified platforms without checking security.

Fake news, manipulated videos, or misleading content are often accepted as real.

Misunderstanding the boundary between freedom of speech and online ethics may result in inappropriate online behavior.

Security breaches, viruses, or account hacking negatively affect students' media competence. [6].

Impact on Media Competence:

Weak ability to critically evaluate information and identify reliable sources.

Failure to behave as independent and responsible users in digital environments.

Acceptance of information randomly rather than with critical evaluation.

Insufficient skills in responding to digital threats and protecting oneself.

Proposed Solutions

1. Integration of Cybersecurity Modules in Educational Platforms

Introducing specialized modules on cybersecurity within online learning platforms is essential. These should include training and workshops on verifying information sources and "fact-checking" techniques. Practical exercises for identifying fake content, as well as courses covering ethics and legal aspects of working with information sources, should be applied. Students can also benefit from interactive cybersecurity tests, simulations, and case-based learning activities.

2. Implementation of Media Literacy Modules in Platforms

Dedicated modules on media literacy in online learning platforms help students develop the ability to select, analyze, and evaluate information, detect fake content, and adhere to ethical standards. These modules are best delivered interactively through video lectures, infographics, case studies, and assessments.

3. Enhancing Teachers' Digital Pedagogical Competence

The effectiveness of online learning depends heavily on the teacher's ability to utilize digital technologies effectively. Therefore, regular training sessions and workshops should be organized for teachers, covering areas such as the use of digitized educational tools, online lesson design, digital security, and media literacy. [7]. As a result, teachers themselves become media-competent individuals and serve as role models for students.

4. Strengthening Interdisciplinary Approaches to Academic Integrity and Information Security

Developing media competence requires special attention to academic integrity (avoiding plagiarism, using reliable sources) and information security (protecting personal data, identifying fake information). These competencies should be cultivated through an interdisciplinary

approach that integrates pedagogy, information technology, and law. This strengthens students' critical thinking, ethical awareness, and responsible attitudes toward information.

Conclusion

This article analyzed the key directions of developing media competence through online learning platforms: project-based learning, participation in online discussions, automated assessment, as well as the importance of digital security, academic integrity, and self-regulation in a digitized educational environment. These approaches and opportunities not only enhance the effectiveness of the educational process but also equip students with vital life skills.

At the same time, challenges such as unequal access to internet and technology, insufficient knowledge of digital security, and difficulties in self-regulation were identified as significant barriers. To address these, it was emphasized that implementing dedicated media literacy modules, improving teachers' digital pedagogical competencies, and reinforcing interdisciplinary approaches to information security and academic integrity are necessary.

In conclusion, media competence is not merely the ability to consume information, but the capacity to approach it critically, ethically, and with social responsibility. Therefore, the use of online learning platforms is important not only for improving the efficiency of education but also for fostering media-literate individuals capable of actively navigating the information-rich and digitally driven world.

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