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## Importance of Media Studies for Increasing Lesson Productivity

**Key words:** *Information-communication technologies, media, Media Studies, lesson productivity, Conference lessons, “Case study” technology, geography, intellectual capacity.*

**Annotation:** *Imposing information-communication technologies widely in the educational process, using media tools, electronic resources and information in lesson activities were discussed in the article. Also organizing “conference lesson” for geography teachers of secondary school based on Media Studies, as well as conducting “Case study” technology via using Media Studies were offered by the author.*

Young generation’s enjoyment by science and technology development in present condition, stability of peace and prosperity in society creates opportunity for them to enrich their own knowledge and mobilize all their forces into kind affairs. Great works are carried out under the realization of all opportunities of young generation in our country. Because the fate of each state is, of course, depends on how its young people are mature and developed. The role of education in striving of young generation in behalf of their country, in shaping their intellectual capacity, labor activity and their wide outlook is extremely large. This, in turn, causes carrying out education effectively in educational institutes, equipping young people with modern knowledge, supporting their initiative, raising their cultural level to world standards and opening up their talents. Nowadays imposing information-communication technologies widely in the educational process, increasing the quality of education in lesson activities by using media tools, electronic resources and information effectively is one of the important tasks. The main purpose of information-communication technologies in the educational process is to create a modern information environment in education system and to introduce new types of learning. Together with the development of theoretical and creative thinking of students, information-communication technologies will provide to express the image of particular event or specific moment in the head of students and will help to acquire knowledge from scientific aspect. Using media, one of information-technology instruments in education process is being applied widely in our country. According to experts, Media Studies teaches student to think independently, to develop more creativity, to process information, to generalize and to conclude it. The more Media Studies are complex in education process, the more it will serve to develop intellectual potential. Therefore, it is desirable to study firmly secrets of Media Studies from theoretical aspect and apply it sufficiently in practice. The use of media: internet, television, radio, film, video, telephone and other means of communication are paying off in the educational process.

According to scientists, if lessons are carried out by speech, knowledge extraction will make up 10%, if lessons are carried out by demonstration, it will make up 59% and if education process is carried out with information technologies, pedagogical technologies with the

participation of students' personal development quality and efficiency will make up 90%. Thus, the effective use of information and communication technologies in education, teachers can deliver up to 90% of information to students by giving Media Studies. Media Studies offers various opportunities in the development of the creative minds of the youth, their relationship to themselves and to the surrounding world imagining it as a part of the picture.

The universality of Media Studies without doubt will determine the future of the youth. It will require applying modern pedagogic and information technologies in lessons and introducing interactive methods in a large scale step-by-step in accordance with the principles of a wide range of education process. Therefore, it is appropriate to use mediata'limdan teaching of geography in secondary schools. In particular, the 8th grade of high school studying the "economic and social deeply," you can use Jump mediata'limdan

Therefore, it is appropriate to use Media Studies extensively in teaching Geography in secondary schools. In particular, Media Studies can be used extensively for studying "Economic and social geography of Uzbekistan" in the 8<sup>th</sup> grade of high school. Because students can acquire knowledge concerning economic and social geography of our native country Uzbekistan more deeply in this subject. In addition to the information in handbooks, students can enhance their knowledge by using modern information technologies during class without violating state education standards. In particular, it would be appropriate to teach topics covering national economy of our country, works carried out for the development of the country today and rapid improvements by Media Studies. Above all, conducting "conference lesson" based on Media Studies in lesson will develop learning activity of students, expand their scientific worldview, enabling them to be more and more acquainted with the local scientific and popular scientific literature, and develop skills and ability to work independently. Above all, conducting "conference lesson" based on Media Studies in lesson will develop learning activity of students, expand their scientific worldview, enabling them to be more and more acquainted with the local scientific and popular scientific literature, and develop skills and ability to work independently. Conference lessons play an important role in the preparation of young people for independent life and consciously choosing their future jobs.

Before conference lessons teachers scan thematic scientific and popular scientific literature after clearly defining the topic and objective of the lesson. The topic of the lesson is declared 10 days before, and literature for preparation is being advised. In declared didactic lesson choosing the role of "scientists", reviewing the topic from different aspects, preparing report according to interest and abilities of each student will be at the disposal of students.

In the period of preparation for the lesson, encouraging students to use internet and global media instruments widely in preparing their reports, promoting them and developing their communication skills stimulates the intense preparation of students for the lesson.

"Press Conference" is characterised as all students being active in the class during teaching and learning activities. Preparing to press conference for teachers is a bit harder. For example, Press conference also can be used for the topic "cars" in the manual of "Economic and social geography of Uzbekistan" which is studied in 8th grades. In order to organize it teacher divides students into two groups a week before. About 30% of students would play the role of the

professionals and foreign partners working in the sphere of car manufacturing, the rest would play the role of correspondents of newspapers and magazines published in the country and the role of employees of global media. After that, questions which every correspondent newspaper and magazine and employees of global media gives in press conference would be created by students. These questions should be about the achieved success in this sphere, problems and their solutions. After discussion the content of the questions, the role of newspaper and magazine reporters and mass media employees are distributed according to the will of students. Teacher works separately with students playing the role of newspaper and journal correspondents and global media employees. Teachers give instructions to students on how to use media tools and to find answers to the questions from additional publications.

In the current context when the flow of information and scope of data is expanding in a high speed it is difficult to convey all information to students only in lessons. Extensive use of "Case study" technologies develops along with the formation of independent decision-making skills, logical thinking and consolidates their knowledge of the subject. "Case study" in essence, consists of specific situation or event on its basis. In addition to the information given in lesson dealing with case study requires working with additional information. Working with this kind of information students make their own conclusions, give their recommendations for solving problematic situations. If we connect these technologies to Media Studies, several sources of information on the subject can be distributed, the difference between reality and representation can be explored and solution to problem can be searched. It is comfortable to apply "case study" technologies in Geography in upper classes. For high school students in vocational guidance, developing competence to work with information is one of the important tasks. For example, case study technologies can be linked to Media Studies in studying Class 7 manual "internal waters and water resources in Uzbekistan", "the use of water resources in Uzbekistan and protecting them", Class 8 manual "the coal industry", "Electric power", Class 9 manual "the world oceans. Space, climatic, biological and recreational resources", "pollution of the environment", "industry and environment". Students analyze the given situation, identify the problem, find the origin of the problem and solution to the problem. During the search for solution to the problem students use media, namely, internet, television, radio, film, video, telephone and other communication tools. This formats their creativity, innovation ability and creative aspiration. The formation of their abilities creates a solid foundation to choose profession. For example, sample from 7-class manual "internal waters and water resources in Uzbekistan":

Problem	The origin of the problem	Solution of the problem
Uneven distribution of the rivers in our Republic	78.7 percent of the territory of Uzbekistan consists of the plain parts. Rivers mainly start from mountains and when they reach the plain parts they are used for irrigation purposes and diffused to the earth they evaporate	Creating artificial ponds for water conservation to use water resources efficiently and the use of drip irrigation technology should be widely introduced

An increase in the water level in Aydarkul	The water level in the lake rises as a result of removing the ditch water from irrigated fields	It is known that soil is watered in order to eliminate soil salinity. Saline, water with a variety of chemical and toxic substances is disposed of into drain water. Instead of throwing drain water into lake it should be thrown to artificial lakes which clean it with chemicals
The emmergence of "Orolkum" dessert in Orol lake	Rare flow of Amu darya and Sir darya water to Orol lake	To maintain the water level in Aral Lake in particular level the local water in its pond should be used effieciently, using local water according to irrigation norms should be followed and variety of crops that require less water is needed.

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The result shows that along with finding solution to the problem, the idea of creating technology that can solve the problem arises. To create the water drip technology students can apply for the engineering profession and to create plant varieties that require less water they can apply for the professional colleges in this direction.

Conducting hours of spirituality effectively in secondary schools in the country is one of the actual tasks. Because, in this hour students would get acquainted with the latest news happening in the country and the world. It is desirable to use Media Studies resources in this process.

In conclusion, the use of information and modern pedagogic technologies in improving the efficiency of modern teaching is of great importance. In particular, the lesson that combines advanced pedagogic technologies with Media Studies improves the quality of education. At the same time, it plays a huge role in developing the outlook of young generation and intellectual capacity.

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