

FORMATION OF MEDIA EDUCATION IN THE EDUCATION OF MEDICAL STUDENTS

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Abstract. The application of media education through social media and other digital platforms provides students with learning opportunities not only in the classroom but also outside the classroom. Through this method, students collaborate with each other, stay in constant contact with teachers, and enhance independent learning. In general, media education helps to make the educational process more effective and interesting by introducing modern technology tools to traditional education. In this article, we have approached the analysis of several methods of students' acquisition of knowledge in a modern way.

Key word . virtual, multimedia, gamification, digital platform.

Creative technologies of digitization of educational processes, introduction of media education products in the information environment are being put into practice in world medical educational institutions. In the new concept of education for the period until 2030 adopted by international organizations and developed countries: "...in the modern world, media-literate personnel who have developed the ability to understand media from a socio-cultural and political point of view, perceive, create, analyze and evaluate media texts preparation..." is recognized as an urgent task, and systematic work is being carried out on defining prospective directions of media education, effective use of innovative pedagogical and information and communication technologies in educational processes.

Increasing the effectiveness of educational processes in medical institutions of higher education in world educational and scientific research institutions with modern teaching and laboratory equipment, wide introduction of advanced pedagogical and information and communication technologies in the educational process, development of students' media literacy competencies , scientific research is being conducted on the widespread use of multimedia electronic complexes in the educational process. Attention is paid to the development of students' media literacy skills, as well as to innovative education of students in the fields of activity, continuous improvement of their professional skills and qualifications, and training of modern specialists with media competence using media content in the educational process.

Media education is one of the effective methods that serve to enrich the modern educational process. It adds interactive and visual elements to traditional learning methods. The main methods used in media education include multimedia (video, audio, infographics), virtual games, social media and digital platforms. These methods help to attract students to the lesson and increase their interest. Through multimedia tools, teachers bring the topics to life, enrich the text with live visual materials. For example, in math or chemistry classes, explaining conceptual concepts through animation can provide a greater understanding of the subject for students. Virtual games and simulations allow students to get hands-on experience in situations close to real life. For example, by simulating important events in a history or geography lesson, students can better understand the subject and experience it in action.

The application of media education through social media and other digital platforms provides students with learning opportunities not only in the classroom but also outside the classroom. Through this method, students collaborate with each other, stay in constant contact with teachers, and enhance independent learning. In general, media education helps to make the learning process more effective and interesting by incorporating modern technology tools into traditional education.

One of the most important benefits of media education is that it encourages students to actively learn and develop their creativity. For example, the ability to review complex topics repeatedly through video lessons allows students to study at their own pace. Also, interactive presentations and graphics make students visually interesting and help them understand the lesson content more easily.

Learning through discussion groups and social media on digital platforms fosters students' enthusiasm for free expression, collective problem solving, and independent learning. In this way, students learn to share their knowledge with others rather than just receiving information. In particular, educational methods using game elements - gamification - play an important role in stimulating and making the learning process interesting. The wide use of media tools in education strengthens the relationship between the teacher and the student and helps them to master new knowledge more clearly. Media education with the help of digital technologies creates ample opportunities not only to update the educational process, but also to develop students' creativity and interest them in new topics. Therefore, media education is an important part of the educational system.

The future development of media education will help the learning process to be more personalized and flexible. For example, learning platforms developed on the basis of artificial intelligence can offer individualized learning plans based on the needs of each student. This makes it possible to develop students' abilities more effectively.

In addition, virtual and augmented reality (VR and AR) technologies enable students to learn experientially. For example, performing complex laboratory experiments in a virtual environment in biology or chemistry classes allows students to gain safe and accurate knowledge. In general, the rapid development of media education is playing a major role in making the educational process more interesting, deep and effective by bringing innovative innovations to the educational system.

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