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## FUNCTIONS OF MECHANISMS FOR IMPLEMENTING MEDIA TOOLS IN ORGANIZING EDUCATIONAL ACTIVITIES IN HIGHER EDUCATION

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### Abstract

The introduction of media tools in education lessons is an important means of adapting to modern education, increasing student interest, and enhancing the effectiveness of the lesson. Properly selected and purposefully used media tools not only convey information, but also form conscious thinking, independent analysis, and social activity in students.

**Keywords:** Enlightenment Lessons, modern education, media, national pride, social activism, progressive thinking, critical thinking.

The 21st century is the century of digital information and technologies. Today, educational lessons play an important role in the comprehensive upbringing of the younger generation, providing them with socio-spiritual knowledge, and forming a modern worldview. The use of media tools is gaining importance in increasing the effectiveness of these lessons. Information can be conveyed through media tools not only visually, but also in an understandable, interactive way. This article will highlight the mechanisms, advantages, and effective methods of using media tools in educational lessons. Educational lessons are usually aimed at the following goals: To form patriotism, national pride, social activism, and human values in students. To promote a modern worldview, legal knowledge, ecological culture, and a healthy lifestyle. To instill progressive thinking, critical thinking, and an idea of global problems in the minds of young people. To achieve these goals, it is necessary to increase the level of effectiveness



not only through verbal presentation, but also through interactive and visual methods.

### **Media can take the following forms:**

Media turi	Misollar	Qo'llanilishi
Audio	Podcast, audiokitob, intervyu	Ma'naviy mavzularni tinglab tushunish
Video	Hujjatli filmlar, animatsiyalar, bloglar	Tarixiy voqealarni ko'rgazmali tarzda tushuntirish
Grafik	Infografika, sxemalar, diagrammalar	Murakkab ma'lumotlarni soddalashtirib yetkazish
Interaktiv media	Quizlar, testlar, onlayn darslar, forumlar	Talabalarning faol ishtirokini ta'minlash
Ijtimoiy media	Telegram, YouTube, Instagram, TikTok	Yoshlar orasida keng tarqalgan platformalarda ta'sirchanlik

Media can be effectively integrated into lessons through the following mechanisms.

During the lesson preparation stage:

Selecting video, audio or graphic materials related to the lesson topic;

Creating mini-surveys or questions and answers on interactive platforms;

Preparing discussion posts on social networks on the topic of the lesson.

During the lesson:

Explaining the topic through short videos or documentaries;

Explaining complex concepts through animated graphics;

Enlivening the lesson through online tests or quizzes;

Dividing students into small groups and directing them to prepare a media project (for example: preparing a short video on the topic of "Population Health").

Giving students a video assignment (for example, expressing their thoughts through a video);

Organizing online discussions or exchanges of ideas;

Using interactive tests to assess acquired knowledge.



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### Advantages of using media tools

Visual understanding: Complex ideas are more easily understood;

Attracting the attention of young people: Boredom is prevented through interactivity;

Information-rich environment: The topic of the lesson is enriched;

Developing critical thinking Students learn to form their own opinions;

Increasing technological literacy: A culture of using modern tools is formed.

Practical examples (scenarios)

Topic: “The impact of social networks on the minds of young people”

Showing a relevant short film from YouTube, followed by a discussion.

Topic: “Love for the Motherland”

Showing clips from scenes dedicated to the homeland from Uzbek film archives.

Topic: “Let's protect the environment”

Showing environmental problems through infographics and animated videos, and assigning students to develop their own campaign.

The introduction of media tools in education lessons is an important means of adapting to modern education, using digital educational platforms to increase students' interest, worldview, and enhance the effectiveness of the lesson. Properly selected and purposefully used media tools not only convey information, but also form conscious thinking, independent analysis, and social activity in students.

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