COMPETENCE IN CREATING MEDIA EDUCATION AND VIDEO LESSONS DIGITIZATION OF THE EDUCATIONAL PROCESS

Gazieva Shakhnoza Abduvasievna

Samarkand State Institute of Foreign Languages, teacher

Fayziyeva Sanobar qizi

Samarkand State Institute of Foreign Languages, student

Abstract: This article discusses the importance of competence in creating media education and video lessons in the context of the digitization of the educational process. The article emphasizes the need for a strong understanding of the subject matter and technology used to create these materials, as well as consideration for the audience's learning styles and accessibility needs. The article concludes that competence in creating these materials can greatly enhance the educational experience for students and improve their engagement with content.

Key words: Digitization, Educational process, Media education, Video lessons, Technology, Learning styles, Accessibility, Engagement, Educational technology , Blended learning, Online learning, Distance education.

Introduction: The integration of technology in education has revolutionized the way students learn and interact with educational content. The digitization of the educational process has opened up new avenues for learning, such as blended and online learning, and has made education more accessible to a wider audience. As a result, educational institutions are increasingly relying on technology to support pedagogical practices and enhance student engagement. This article explores the impact of digitization on the educational process, with a particular focus on educational technology, blended learning, online learning, and the role of student engagement in these contexts. Additionally, the article examines the importance of learning management systems (LMSs) as a tool for managing and delivering educational content in digitized educational environments. Finally, the article highlights the need for ongoing research and development in the field of educational technology to ensure that digitization continues to enhance and support the educational process.

Results: The results of the digitization of the educational process have been transformative for education. Educational technology, such as learning management systems, online learning platforms, and digital textbooks, has made education more accessible to a wider audience, and has opened up new avenues for learning. Blended learning, which combines traditional face-to-face instruction with online learning, has become increasingly popular as a way to enhance student engagement and promote active learning. Online learning, which enables students to complete coursework entirely online, has also become more prevalent, particularly in higher education and continuing education contexts.

The use of technology in education has also led to an increased emphasis on student engagement. Digital tools, such as gamification, interactive multimedia, and social media, have been used to create more engaging learning experiences that encourage students to take an active role in their own learning. The importance of student engagement has been highlighted by research, which has found that engaged students are more likely to be successful in their academic pursuits.

Learning management systems have emerged as a key tool for managing and delivering educational content in digitized educational environments. LMSs enable instructors to create and manage course materials, track student progress, and facilitate communication between students and instructors. Additionally, LMSs can be used to provide personalized learning experiences that cater to the individual needs and preferences of each student.

The results of the digitization of the educational process have been overwhelmingly positive, providing students with greater access to educational opportunities and enhancing their engagement with educational content. Ongoing research and development in the field of educational technology will be essential to ensure that digitization continues to support and enhance the educational process.

Conclusion: In conclusion, the digitization of the educational process has transformed the way students learn and interact with educational content. The use of educational technology, blended learning, and online learning has opened up new opportunities for education and made it more accessible to a wider audience. The emphasis on student engagement has led to the development of digital tools that create more engaging learning experiences, which encourages students to take an active role in their learning. Learning management systems have emerged as a key tool for managing and delivering educational content in digitized educational environments.

Ongoing research and development in the field of educational technology will be essential to ensure that digitization continues to support and enhance the educational process. In particular, research should focus on identifying the most effective digital tools and instructional strategies for enhancing student engagement and promoting active learning in digitized educational environments.

In summary, the digitization of the educational process has the potential to transform education and improve learning outcomes for students. With continued investment in research and development, educational institutions can harness the power of technology to create more engaging and effective learning experiences that meet the needs of students in the 21st century.

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