

INNOVATIVE METHODS FOR DEVELOPING MEDIA COMPETENCE IN PRE-SERVICE PRIMARY EDUCATION TEACHERS

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INTRODUCTION

The rapid development of digital technologies has significantly transformed modern education systems. In the information society, the professional training of future primary education teachers requires the development of media competence, critical thinking skills, and digital communication abilities.

Media competence is considered an important professional quality for teachers working in digital learning environments. Future primary school teachers must be able to analyze information, evaluate media content, and apply digital technologies effectively in educational practice. The development of media competence contributes to improving teaching quality and supporting innovative pedagogical activities.

The integration of innovative teaching methods into teacher education programs plays a key role in forming professional competencies. Modern educational systems emphasize student-centered learning approaches and practical skill development.

Theoretical Background

Media competence includes the ability to access, analyze, evaluate, and create information using digital technologies. It also involves critical understanding of media messages and ethical use of information resources.

Innovative teaching methods are based on interactive learning technologies, problem-based education, and competency-oriented approaches. These methods support active student participation and independent learning development.

Teacher education programs should focus on developing digital pedagogical skills, information culture, and media literacy competence. Research shows that media competence formation improves professional adaptability and teaching effectiveness.

Research Methods

The study was conducted using theoretical analysis, pedagogical observation, and comparative research methods. The competency-based education model was applied to investigate media competence development processes among pre-service primary education teachers.

Data were collected through questionnaires, classroom observation, and practical skill assessment. Students participated in media literacy training activities such as digital information analysis, multimedia resource evaluation, and educational content development.

Interactive teaching strategies including project-based learning, collaborative tasks, and problem-solving exercises were implemented during the training process.

The research results showed that innovative teaching methods significantly improve media competence development among pre-service primary education teachers.

Students demonstrated improved skills in digital information search, media content analysis, and educational technology application.

The experimental group achieved higher performance indicators compared to the initial assessment stage.

Practical training exercises helped students develop independent learning skills, critical thinking abilities, and digital communication competence.

Systematic media literacy training contributed to strengthening professional pedagogical readiness.

Discussion

The development of media competence is an important component of modern teacher education. Innovative teaching methods support professional skill formation and digital learning adaptation.

Interactive educational technologies play a significant role in improving media literacy skills. Project-based learning, digital exercises, and collaborative activities enhance student motivation and learning effectiveness.

Future primary education teachers should be able to analyze digital information, identify reliable sources, and apply media resources in pedagogical practice.

The integration of artificial intelligence-based educational tools and online learning platforms is becoming increasingly important in teacher training programs.

Teacher education institutions should develop sustainable media competence formation models.

Conclusion

Innovative methods play a crucial role in developing media competence of pre-service primary education teachers. Competency-based education, digital pedagogy, and interactive teaching technologies improve professional training quality.

The study confirmed that systematic media literacy education enhances critical thinking, information evaluation skills, and pedagogical digital competence.

Future teacher education programs should focus on expanding innovative teaching technologies and strengthening media literacy training.

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