THE IMPORTANCE OF MEDIA LITERACY IN DIGITAL MARKETING AND ADVERTISING

Kokand State University, Faculty of Foreign Philology,
1-st year student: **Parizoda Abduvahobova Doniyorjon qizi**
*Scientific supervisor:***Xasanboy Abdupattayev Abduraxmonovich**

Abstract:

This article explores the importance of media literacy in digital marketing and advertising. In today's digital era, consumers are constantly exposed to persuasive messages through social networks, websites, and mobile applications. Media literacy helps individuals recognize manipulative content, evaluate information critically, and make responsible decisions. It also emphasizes ethical marketing practices and the necessity of developing media education programs to strengthen critical thinking.

Keywords:

media literacy, digital marketing, advertising ethics, manipulation, critical thinking

Аннотация:

В статье рассматривается значение медиаграмотности в цифровом маркетинге и рекламе. В современном обществе пользователи ежедневно сталкиваются с рекламными сообщениями, влияющими на их поведение и решения. Медиаграмотность позволяет критически оценивать контент, различать манипуляции и делать осознанный выбор. Подчеркивается важность этики цифрового маркетинга и обучения медиаграмотности для развития критического мышления.

Ключевые слова:

медиаграмотность, цифровой маркетинг, реклама, этика, манипуляция

Annotatsiya:

Ushbu maqolada raqamli marketing va reklama sohasida mediasavodxonlikning ahamiyati tahlil qilinadi. Hozirgi raqamli davrda insonlar ijtimoiy tarmoqlar, saytlar va mobil ilovalar orqali doimiy ravishda reklama oqimiga duch kelishadi. Mediasavodxonlik manipulyatsiyani aniqlash, axborotni tanqidiy baholash va mas'uliyatli qarorlar qabul qilishga yordam beradi. Shuningdek, raqamli marketing etikasi va mediasavodxonlikni o'qitish zarurligi ta'kidlanadi.

Tayanch so'zlar:

mediasavodxonlik, raqamli marketing, reklama etikasi, manipulyatsiya, tanqidiy fikrlash

Introduction

The digital era has transformed the way businesses communicate with their audiences. Marketing is no longer limited to billboards or television—it now lives in the fast-paced world of digital media. Through social networks, websites, and mobile applications, companies reach billions of users every day.

However, as the power of digital advertising grows, so does the need for media literacy. Media literacy, defined by UNESCO, refers to the ability to access, analyze, evaluate, and create media in a responsible way. In marketing, it allows consumers to understand persuasive strategies, identify misinformation, and make informed decisions rather than emotional ones.

The Role of Media Literacy in Digital Advertising

Digital advertising has become a powerful psychological and economic force. It uses algorithms to personalize messages and influence user preferences. Media-literate individuals can distinguish between genuine and manipulative content, recognize bias, and understand when emotions are being used to sell products.

Such awareness protects users from deceptive campaigns and builds a more ethical communication environment. It also encourages marketers to be transparent, accurate, and socially responsible in their messages.

Ethical Issues in Digital Marketing

Ethical challenges have become central to the digital marketing debate. Companies often rely on personal data to target specific audiences. While personalization increases efficiency, it may also violate privacy and manipulate emotions.

Media literacy helps users question such practices and understand their digital rights. Ethical advertising requires honesty, respect for consumers, and avoidance of psychological manipulation. A media-literate audience demands transparency, which motivates businesses to follow fair marketing standards.

Promoting Media Literacy Skills

Developing media literacy should be a shared responsibility between schools, governments, and digital platforms. Educational institutions can include media literacy as part of curricula to improve critical thinking.

Public campaigns should also inform citizens about misinformation, clickbait, and the use of data in advertising. Countries like Finland and Canada have implemented national programs that successfully integrate media education into

everyday learning, and such initiatives can serve as models for other countries, including Uzbekistan.

Conclusion

Media literacy in digital marketing is not just an academic subject—it is a social necessity. As technology continues to evolve, people must learn how to navigate digital information consciously and ethically.

A media-literate society is more resistant to manipulation, more aware of its digital rights, and more capable of making thoughtful choices. Encouraging media literacy helps create a transparent, responsible, and fair digital economy where both consumers and marketers act with integrity.

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