

MEDIA AND INFORMATION LITERACY – THE MAIN REQUIREMENT OF THE DIGITAL ERA

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Annotation

This article examines the concept of Media and Information Literacy (MIL) as a key competence in the digital age. It discusses how MIL enables individuals to access, analyze, evaluate, and create information across various media platforms responsibly and critically. The paper highlights the growing importance of MIL for students, educators, and society, emphasizing its role in combating misinformation, promoting ethical communication, and fostering informed decision-making. Furthermore, the article explores practical strategies for developing MIL skills, including critical thinking, source evaluation, and digital citizenship. The study concludes that strengthening media and information literacy is essential for empowering individuals to participate effectively and safely in today's information-rich environment.

Keywords: digital transformation, ICT skills, innovation, automation, data literacy, cybersecurity, Industry 4.0, digital society

Introduction

The 21st century has marked the beginning of a new technological phase often referred to as the digitalization era. This period is characterized by the increasing integration of digital technologies into all aspects of social, economic, and cultural life. Governments, businesses, educational institutions, and individuals are all undergoing rapid changes driven by big data, artificial intelligence, automation, and high-speed communication systems [3.12]. As digital transformation accelerates globally, new requirements emerge that determine whether societies can remain competitive and

innovative. This article explores the main requirements of the digitalization era, focusing on human skills, technological infrastructure, innovation capacity, and regulatory frameworks.

1. Development of Digital and ICT Competencies

One of the core requirements of the digitalization era is the development of digital competencies among citizens and employees. The ability to work with digital tools, use online platforms, analyze data, and understand basic cybersecurity principles has become essential for daily tasks and professional success [2.18].

Today's labor market demands not only traditional skills but also:

Information and Communication Technology (ICT) skills

Data literacy and data interpretation

Basic programming or computational thinking

Digital collaboration skills

Research shows that companies hiring employees with strong digital competence achieve faster growth and higher productivity [5.45]. Therefore, governments and educational institutions must integrate digital literacy into all levels of education.

2. Advanced Technological Infrastructure

Digitalization cannot function without a strong technological foundation. Countries that invest in high-speed internet, cloud computing platforms, 5G networks, and secure data centers become leaders of the global digital economy [4.07].

Key infrastructure elements include:

Reliable broadband access

Mobile internet and 5G connectivity

Cloud services and data storage systems

Smart city technologies

Cyber-secure digital platforms

Without these components, it becomes impossible to implement e-government services, digital healthcare, online education, and innovative business solutions.

3. Cybersecurity and Data Protection

As digitalization expands, so do cyber threats. The digital era requires robust cybersecurity systems to protect personal data, government information, and business operations. Cyberattacks, identity theft, and online fraud represent major risks for digital societies [6.22].

To ensure safety, organizations must adopt:

Modern encryption methods

Multi-layer security systems

Regular cybersecurity audits

Staff awareness training

Moreover, strong data protection laws—similar to the GDPR in the European Union—play a crucial role in building public trust in digital services [7.34].

4. Innovation, Creativity, and Continuous Learning

Digital transformation demands continuous innovation. Technologies such as artificial intelligence, robotics, and blockchain evolve extremely quickly, so individuals and companies must adapt by learning new skills and redesigning processes [8.11].

Successful digital societies encourage:

Research and development (R&D)

Start-up ecosystems

Creative problem-solving approaches

Flexible organizational models

Continuous learning becomes a lifelong need rather than a one-time stage of education. This is why many countries promote online learning platforms and professional reskilling programs.

5. Digital Governance and Ethical Standards

The digitalization era requires governments to establish clear regulations and ethical guidelines. Issues such as privacy, AI ethics, misinformation, and digital rights must be handled responsibly [9.02].

Key principles include:

Transparency and accountability in digital tools

Ethical use of AI and automation

Protection of citizens' digital identities

Regulation of digital markets and platforms

Without proper governance, digitalization can lead to inequality, privacy violations, and social tension.

Conclusion

The digitalization era presents enormous opportunities but also significant challenges. To thrive in this environment, countries must invest in human capital, technological infrastructure, cybersecurity, innovation ecosystems, and ethical digital governance. These requirements shape the foundation of a competitive, secure, and sustainable digital society. As technology evolves, individuals and institutions must remain adaptable and proactive, ensuring that digital transformation benefits all members of society.

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