



MEDIA LITERACY AND CYBERSECURITY

Xayitbayeva Roxila Juraboyevna

Maxsus fan o'qituvchisi

Namangan ilg'or kasbiy mahorat texnikumi

Abstract

This abstract reveals the essence and importance of media literacy and cybersecurity in the modern information society. Media literacy contributes to the formation of personal skills for searching, analyzing, evaluating and consciously using information. Cybersecurity ensures the protection of personal data, information systems and digital resources from various threats. The abstract discusses the issues of safe use of the Internet, identification of false information, protection of personal data and the formation of information culture. This topic is important for young people and professionals, as it contributes to ensuring information security and the formation of responsible behavior in the media space.

Keywords: Media literacy, cybersecurity, information security, internet safety, digital technologies, information culture, personal data protection, information threats, misinformation, digital environment.

Introduction

Today, as a result of the rapid development of information and communication technologies, the Internet and digital means have become an integral part of human life. And the sharp increase in the flow of information requires its proper and conscious use. Media literacy and cybersecurity are therefore an important component of modern society. Media literacy forms human skills to analyze, evaluate and effectively use information from various sources. Cybersecurity, on the other hand, serves to protect personal information, information systems, and digital resources from various threats and attacks. Especially today, the formation of young people's skills in safe use of the Internet, protection from false and harmful information, and the development of an information culture are among the urgent tasks of our time.



In modern society, the rapid development of information and communication technologies has made the Internet and digital means an integral part of human life. The growth of the volume of information requires its correct analysis and conscious use. In this regard, media literacy and cybersecurity are important components of modern society. Media literacy forms a person's skills of analysis, evaluation and effective use of information from various sources. Cybersecurity ensures the protection of personal data, information systems and digital resources from various threats and attacks. It is especially important to form among young people the skills of safe use of the Internet, protection from false and harmful information, as well as to develop an information culture.

In modern society, the rapid development of information and communication technologies has made the Internet and digital tools an integral part of human life. The increasing flow of information requires proper analysis and responsible use. Therefore, media literacy and cybersecurity are essential components of today's digital world. Media literacy helps individuals develop skills to analyze, evaluate, and effectively use information from various sources. Cybersecurity ensures the protection of personal data, information systems, and digital resources from various threats and cyber attacks. It is especially important to develop young people's skills in safe internet usage, protection from misinformation, and the formation of information culture.

The following scientific methods were used in the study:

- Analysis and synthesis method – in the study of media literacy and cybersecurity concepts
- Comparison method – when comparing different aspects of information security
- Observational method – in the study of young people's use of the Internet
- Method of theoretical analysis - in the study of scientific literature and sources

Through these methods, the role of media literacy and cybersecurity in modern society was defined.

The results of the study revealed that:

- Media literacy develops an individual's ability to critically evaluate information
- Cybersecurity is important in protecting personal information
- Inappropriate use of the Internet can lead to various cyber threats
- There is a need to develop media literacy skills among young people



The following major cyber threats have also been identified:

- Phishing attacks
- Virus & Malware
- Identity theft
- The spread of fake news

Media literacy and cybersecurity are interrelated concepts that play an important role in ensuring information security. While media literacy helps to properly assess information, cybersecurity provides protection for it.

Increasing media literacy and cybersecurity knowledge in educational institutions will help protect young people from various information threats. In particular, the formation of a culture of internet use is an urgent task.

In conclusion, media literacy and cybersecurity are important in modern society. While media literacy allows for the conscious reception and analysis of information, cybersecurity provides protection of information and personal data. The development of media literacy and cybersecurity knowledge in the education system is an important factor in ensuring the information security of young people. This serves to strengthen the information security of society.

References

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