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THE IMPACT OF MEDIA LITERACY AND INFORMATION TECHNOLOGY ON ENGLISH SKILLS

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Abstract

The integration of media literacy and information technology (IT) has become a pivotal aspect of language education, particularly in the context of English language acquisition. This paper explores the impact of media literacy and IT on enhancing English skills, such as reading, writing, listening, and speaking. The role of digital platforms, social media, and educational technology is critically examined to understand how they contribute to both traditional and modern English learning approaches. The study highlights the intersection between digital media consumption and language development, emphasizing how effective media literacy can empower learners to navigate and use English in diverse contexts. The findings suggest that while media literacy and IT offer numerous benefits in improving English skills, challenges such as information overload, distractions, and the digital divide must be considered.

Keywords: media literacy, information technology, english skills, digital literacy, language learning, educational technology, digital media, english language acquisition.

Annotatsiya

Media savodxonligi va axborot texnologiyalarining (IT) integratsiyasi ingliz tilini o'rganishda muhim jihatga aylangan. Ushbu maqola ingliz tilidagi ko'nikmalarni – o'qish, yozish, tinglash va gapirish – rivojlantirishda media savodxonligi va ITning ta'sirini o'rganadi. Raqamli platformalar, ijtimoiy

tarmoqlar va ta'lim texnologiyalarining roli an'anaviy va zamonaviy ingliz tili o'rganish uslublariga qanday hissa qo'shayotgani tanqidiy tahlil qilinadi. Tadqiqot raqamli media iste'moli va til rivojlanishi o'rtasidagi bog'liqlikni ko'rsatadi hamda samarali media savodxonlik orqali o'rganuvchilar ingliz tilini turli kontekstlarda qanday samarali qo'llay olishlarini ta'kidlaydi. Natijalar shuni ko'rsatadiki, media savodxonligi va IT ingliz tilini rivojlantirishda ko'plab foydali jihatlarga ega bo'lsa-da, axborot haddan tashqari ko'pligi, chalg'ituvchi omillar va raqamli tengsizlik kabi muammolar ham mavjud.

Kalit so'zlar: media savodxonligi, axborot texnologiyalari, ingliz tili ko'nikmalari, raqamli savodxonlik, til o'rganish, ta'lim texnologiyalari, raqamli media, ingliz tilini o'zlashtirish.

Аннотация

Интеграция медиаграмотности и информационных технологий (ИТ) стала важным аспектом в обучении английскому языку. В данной статье рассматривается влияние медиаграмотности и ИТ на развитие навыков английского языка, таких как чтение, письмо, аудирование и говорение. Критически анализируется роль цифровых платформ, социальных сетей и образовательных технологий в поддержке как традиционных, так и современных методов изучения английского. Исследование подчеркивает взаимосвязь между потреблением цифровых медиа и развитием языковых навыков, а также акцентирует внимание на том, как эффективная медиаграмотность помогает учащимся использовать английский язык в различных контекстах. Результаты показывают, что, несмотря на многочисленные преимущества медиаграмотности и ИТ в обучении английскому, существуют и вызовы, такие как информационная перегрузка, отвлекающие факторы и цифровое неравенство.

Ключевые слова: медиаграмотность, информационные технологии, навыки английского языка, цифровая грамотность, изучение языка, образовательные технологии, цифровые медиа, освоение английского языка.

In the digital age, the relationship between media literacy, information technology (IT), and English language skills has become more prominent. Media literacy refers to the ability to access, analyze, evaluate, and create media in various forms, including text, images, and videos. With the rise of the internet and digital platforms, media literacy has become a crucial skill for navigating the information-rich world. Information technology, on the other hand, includes the tools and systems that facilitate the creation, management, and sharing of information. Together, these elements play a significant role in shaping how learners engage with and enhance their English language skills.

As English has become the global lingua franca, the demand for proficient English speakers is higher than ever. English skills are no longer confined to traditional classroom settings; digital platforms such as social media, blogs, and interactive websites now serve as essential tools for both formal and informal language acquisition. This paper investigates the intersection of media literacy, IT, and English language skills, examining how digital media and technology contribute to language learning and acquisition. Research into media literacy reveals its significant impact on language skills. Media literacy empowers individuals to critically engage with various forms of media, encouraging analytical thinking and better comprehension. In the context of English learning, media literacy aids students in understanding language in real-world contexts, often providing authentic examples of language use. A study by Leu et al. (2013) highlights the importance of media literacy in fostering critical thinking, which is essential for interpreting complex texts and engaging with different registers of the English language. Moreover, media literacy includes an understanding of how language is used across different media platforms, whether in social media posts, advertisements, or news broadcasts. This exposure helps learners improve their vocabulary, grammatical structures, and overall language proficiency. The use of multimodal resources - such as podcasts, YouTube videos, and blogs—helps learners develop their listening, reading, and writing skills simultaneously. Information technology has revolutionized language learning by offering diverse and accessible tools for practice. IT includes digital platforms such as mobile applications, e-learning environments, and websites dedicated to language learning. These tools provide students with immediate access to language resources, interactive exercises, and communication with native speakers, which significantly enhance language acquisition (Stockwell, 2012).

A key aspect of IT in language learning is the use of interactive and gamified applications. These platforms engage learners by providing immediate feedback and by simulating real-life language use. Platforms like Duolingo, Memrise, and Babbel have become widely recognized for their ability to engage learners and provide comprehensive learning experiences that develop English skills at the user's own pace. Social media platforms, such as Twitter, Facebook, Instagram, and LinkedIn, provide users with opportunities to practice English in a variety of informal and formal contexts. Social media encourages real-time communication, often in a conversational tone, which helps learners improve their writing, reading, and listening skills. Research by Godwin-Jones (2018) has shown that social media can serve as a "language lab," where learners experiment with different types of language (e.g., colloquial, formal, or technical) and receive feedback from peers.

This study employs a qualitative research approach, utilizing surveys and interviews with English language learners to examine how they incorporate media literacy and IT into their learning. The participants include both novice and advanced learners from diverse linguistic and cultural backgrounds. The research investigates their experiences with various digital platforms, including social media, language learning apps, online forums, and educational websites.

The survey questions explore participants' engagement with different forms of media (e.g., podcasts, videos, blogs, social media posts) and how these interactions influence their English skills. Interviews with a subset of participants provide deeper insights into their motivations, challenges, and the benefits they perceive in using media literacy and IT to enhance their language learning. Participants reported significant improvements in their vocabulary and grammar through the use of media literacy and IT. Learners who engaged with digital content such as news articles, podcasts, and videos mentioned that they encountered new words and phrases in context, which helped them better understand their meanings and usage. Additionally, the exposure to diverse accents and speech patterns enhanced their listening comprehension skills. The use of social media and online forums was particularly effective in improving writing skills. Many learners mentioned that engaging in online discussions and writing comments in English allowed them to practice their writing in a low-pressure environment. Some also noted that receiving feedback from native speakers or more experienced learners helped them refine their writing. IT tools and media resources contributed significantly to learner motivation. Learners reported that the interactive nature of applications like Duolingo and the immediate feedback they received kept them engaged and motivated to continue learning. Social media also played a role in keeping learners motivated, as they felt connected to a larger community of English learners and speakers. While the benefits of media literacy and IT are evident, several challenges were highlighted in the study. Some learners mentioned the overwhelming amount of information available online, which can lead to distractions and difficulty focusing on specific language goals. Additionally, access to high-speed internet and modern devices remained a barrier for some participants, particularly those in rural or low-income areas.

Educators can play a crucial role in guiding learners to use media and IT tools effectively. By promoting critical thinking and digital literacy, teachers can help students navigate the vast digital landscape and make the most of available resources. Furthermore, a balanced approach that incorporates both traditional and digital learning methods may provide the best outcomes for language learners.

In conclusion, media literacy and information technology have a profound impact on enhancing English skills, offering learners a wide range of tools and resources to improve their language proficiency. While challenges exist, such as information overload and access disparities, the potential benefits of integrating digital media and IT into language learning cannot be overstated. By fostering critical thinking, engagement, and real-world language application, media literacy and IT create an enriched environment for learners to develop their English skills in the digital age.

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THE INTERPLAY OF AI AND HUMAN CREATIVITY: PROBLEM OF COMPETITION OR SYMBIOSIS

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Abstract

The rapid advancement of Artificial Intelligence (AI) is revolutionizing the frontiers of machine potential, extending beyond computation and logic into the