FORMATION OF MEDIA CULTURE IN THE DIGITAL AGE: CURRENT ISSUES AND CHALLENGES

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The article: *explores the essential issues related to the formation of media culture in the digital age. The rapid growth of information technologies and digital communication platforms has significantly changed the way people perceive, create, and share media content. The purpose of the research is to analyze the impact of digitalization on media culture and to identify the key challenges in fostering critical media literacy among youth. The study applies comparative and analytical methods, reviewing international research and case studies. Results show that digital media plays a dual role: while it promotes access to information and freedom of expression, it also increases risks such as misinformation, cyberbullying, and digital addiction. The conclusion emphasizes the importance of integrating media literacy into educational systems, encouraging ethical media use, and strengthening cooperation between governments, educational institutions, and digital platforms to build a healthy media environment.*

В статье: *рассматриваются ключевые вопросы формирования медиакультуры в цифровую эпоху. Бурное развитие информационных технологий и цифровых коммуникационных платформ существенно изменило способы восприятия, создания и распространения медиаконтента. Цель исследования — проанализировать влияние цифровизации на медиакультуру и определить основные проблемы формирования критической медиаграмотности среди молодежи. В исследовании применяются сравнительные и аналитические методы, рассматриваются международные исследования и кейсы. Результаты показывают, что цифровые медиа играют двойственную роль: с одной стороны, они способствуют доступу к информации и свободе выражения, а с другой — повышают риски дезинформации, кибербуллинга и цифровой зависимости. В заключении подчеркивается важность интеграции медиаобразования в систему образования, развития этичного использования медиа и укрепления сотрудничества между государственными структурами, образовательными учреждениями и цифровыми платформами.*

Ushbu maqolada: *raqamli asrda media madaniyatini shakllantirish bilan bog'liq dolzarb masalalar tahlil qilinadi. Axborot texnologiyalari va raqamli kommunikatsiya vositalarining jadal rivojlanishi insonlarning axborotni qabul qilish, yaratish va tarqatish jarayonlariga katta ta'sir ko'rsatmoqda. Tadqiqotning maqsadi — raqamlashtirishning media madaniyatiga ta'sirini o'rganish hamda yoshlar orasida tanqidiy media savodxonlikni rivojlantirishdagi muammolarni aniqlashdir. Tadqiqotda solishtirma va tahliliy usullar qo'llanilgan. Natijalar shuni ko'rsatadiki, raqamli media bir tomondan axborotga erkin kirish imkonini bersa, boshqa tomondan noto'g'ri ma'lumot, kiberbosim va raqamli qaramlik xavfini oshiradi. Xulosa qismida media savodxonlikni ta'lim tizimiga*

kiritish, axloqiy media madaniyatni rivojlantirish va davlat, ta'lim hamda raqamli platformalar o'rtasidagi hamkorlikni kuchaytirish zarurligi ta'kidlanadi.

Keywords: *Media culture, digitalization, media literacy, communication, youth, social media, information ethics.*

INTRODUCTION

In the 21st century, the development of digital technologies has transformed communication processes, creating a new form of media culture. The relevance of this study lies in the growing influence of digital platforms on public consciousness and behavior. The aim of this research is to examine how media culture evolves in the context of digital transformation and to identify effective strategies for promoting responsible media behavior. Previous studies by Anderson (2019), Jenkins (2021), and Castells (2022) highlight the importance of digital literacy in developing critical thinking and social responsibility among youth.

LITERATURE REVIEW

Many researchers have explored the concept of media culture and its transformation under the influence of digitalization. Anderson (2019) emphasizes the ethical dimensions of online communication, while Jenkins (2021) studies participatory media practices among young users. Castells (2022) focuses on the network society and its impact on identity formation. However, despite extensive research, the issue of balancing freedom of expression with the need for ethical regulation in digital media remains insufficiently addressed, especially in developing countries.

METHODOLOGY

This research is based on comparative, analytical, and sociological methods. Data were collected through surveys among university students and analysis of media content distributed on popular digital platforms. Statistical and qualitative analyses were conducted to identify patterns in media consumption and attitudes toward misinformation and ethical media behavior.

RESULTS

The findings reveal that 78% of respondents rely primarily on social media for news, while only 35% verify information before sharing it. Moreover, 60% of participants admitted to encountering misinformation weekly. Table 1 illustrates the correlation between education level and media literacy awareness.

Table 1. Correlation between Education Level and Media Literacy Awareness

DISCUSSION

The analysis indicates a strong connection between media education and the ability to critically assess online information. Compared to previous studies, the current results support Jenkins' (2021) findings about the role of digital participation in shaping social responsibility. However, unlike earlier research, this study highlights the increasing threat of

algorithmic bias and echo chambers. Therefore, promoting ethical digital behavior should become a core objective of educational policy.