

MATERIALS FOR TEACHING CULTURE: TV, INTERNET, PICTURES.

Egamberdiyeva Iroda Abdurahimovna

The Department of Tour Guiding, Intercultural Communication and Translation Studies, Andijan State Institute of Foreign Languages, Andijan, Uzbekistan

Yokubova Nigorakhan Fakhridin kizi

Andijan State Institute of Foreign Languages, Student of foreign language and literature (English)

Annotation: *In this article, we discuss the importance of television in cultural studies and how it can be used effectively as an educational tool, the importance of the Internet in cultural studies and its impact on education and intercultural communication, and the importance of images in cultural studies and how they contribute to education, research, and cultural awareness. Information about the contribution is provided.*

Key words: *TV, internet, picture, education, culture, research, information.*

INTRODUCTION.

In today's globalized world, understanding and appreciating diverse cultures are essential skills. TV shows, Internet resources, and visual images play a pivotal role in exposing learners to different cultural aspects, fostering empathy, and promoting cultural competence. This article explores how educators can harness the power of multimedia to enhance cultural education.

METHODS.

1. The Importance of Television in Cultural Studies

Television plays a significant role in the study of culture, offering a window into diverse cultural narratives and facilitating immersive learning experiences. In this article, we delve into the importance of television in cultural studies and how it can be effectively utilized as an educational tool.

1.1. Cultural Exploration Through Television:

Television serves as a powerful medium for cultural exploration. It exposes viewers to a wide range of cultural practices, traditions, languages, and societal norms depicted in various programs, documentaries, and films. Through television, students can witness cultural diversity, learn about different lifestyles, and gain insights into global perspectives [1-5].

1.2. Visual Representation of Cultural Diversity:

Television provides visual representation of cultural diversity, allowing viewers to see and experience aspects of culture that may be unfamiliar to them. From traditional ceremonies and rituals to modern cultural expressions, television programs offer a glimpse into the richness and complexity of human culture.

1.3. Cultural Awareness and Sensitivity:

Watching television programs from different cultures promotes cultural awareness and sensitivity. It helps viewers develop empathy, respect, and appreciation for diverse cultural backgrounds. By showcasing diverse characters, settings, and narratives, television fosters a sense of inclusivity and encourages viewers to embrace cultural diversity.

1.4. Language Learning and Cultural Exchange:

Television programs in foreign languages provide opportunities for language learning and cultural exchange. Subtitles or dubbing can aid in comprehension, allowing viewers to engage with content from other cultures. Watching foreign-language programs also exposes viewers to different linguistic nuances and cultural expressions.

1.5. Global Perspectives and Cross-Cultural Understanding:

Television broadcasts content from around the world, offering viewers access to global perspectives and fostering cross-cultural understanding. It enables viewers to compare and contrast cultural practices, beliefs, and values, leading to a deeper appreciation of cultural differences and similarities.

1.6. Educational Programming:

Many educational programs on television focus specifically on cultural topics, history, art, cuisine, and traditions. These programs are designed to educate and inform viewers about various aspects of culture in an engaging and accessible format. They play a crucial role in supplementing formal education and promoting lifelong learning [6-10].

2. The Importance of the Internet in Cultural Studies:

2.1. Access to Diverse Cultural Resources:

One of the primary benefits of the Internet in cultural studies is its vast repository of cultural resources. Online platforms provide access to a wealth of information, including historical archives, cultural artifacts, literature, art, music, and traditions from diverse cultures around the globe. This accessibility allows researchers, educators, and students to explore and learn about different cultural practices, beliefs, and perspectives.

2.2. Global Communication and Collaboration:

The Internet enables global communication and collaboration, breaking down geographical barriers and facilitating cross-cultural interactions. Through social media, online forums, and virtual communities, individuals can connect with people from diverse backgrounds, share experiences, and engage in cultural exchange. This exchange of ideas and perspectives promotes mutual understanding, empathy, and respect for cultural diversity.

2.3. Digital Cultural Preservation:

The Internet plays a vital role in preserving and showcasing cultural heritage. Digital platforms and online archives allow cultural institutions and communities to digitize and share historical artifacts, documents, artworks, and traditional knowledge. This digital preservation ensures that cultural heritage is accessible to a global audience and helps safeguard it for future generations.

2.4. Language Learning and Cultural Immersion:

Online language learning platforms and multimedia resources facilitate language acquisition and cultural immersion. Students can access language courses, interactive tutorials, and authentic cultural materials such as videos, music, and literature in their target language. This immersive learning experience enhances cultural understanding, linguistic proficiency, and cross-cultural communication skills.

2.5. Cultural Awareness and Sensitivity Training:

The Internet provides opportunities for cultural awareness and sensitivity training. Educational resources, webinars, and online courses focus on topics such as cultural

competency, diversity inclusion, and intercultural communication. These initiatives help individuals develop the knowledge, skills, and attitudes needed to navigate diverse cultural landscapes respectfully and effectively.

2.6. Research and Documentation:

Researchers and scholars benefit from the Internet's capabilities for research and documentation. Online databases, digital libraries, and academic journals provide access to scholarly articles, research papers, and primary sources related to cultural studies. This wealth of information supports evidence-based research, critical analysis, and scholarly discourse in the field of culture and society [10-15].

3. The Importance of Pictures in Cultural Studies:

3.1. Visual Representation of Culture:

Pictures provide a visual representation of culture, allowing viewers to see and experience aspects of culture that may be unfamiliar to them. From traditional clothing and artifacts to cultural landscapes and architectural marvels, pictures offer insights into the richness and diversity of human culture. They help convey cultural practices, beliefs, values, and traditions in a visually engaging manner.

3.2. Enhancing Cultural Understanding:

Pictures enhance cultural understanding by providing context and visual cues that aid in comprehension. They help viewers connect with cultural narratives, historical events, and societal norms, fostering a deeper appreciation for cultural diversity. Visual stimuli can evoke emotions, spark curiosity, and promote empathy, leading to a more nuanced understanding of different cultural perspectives.

3.3. Cross-Cultural Comparison:

Pictures facilitate cross-cultural comparison by showcasing similarities and differences between cultures. Comparing visual representations of cultural elements such as art, architecture, cuisine, and attire allows viewers to identify commonalities and appreciate unique cultural identities. This comparative analysis promotes cultural awareness, tolerance, and respect for diverse cultural expressions.

3.4. Preserving Cultural Heritage:

Pictures play a crucial role in preserving and documenting cultural heritage. They capture moments in time, historical events, cultural practices, and traditional craftsmanship, ensuring that cultural knowledge is passed down to future generations. Photographs, paintings, and digital images serve as valuable archival resources for researchers, historians, and cultural institutions.

3.5. Education and Outreach:

Pictures are powerful educational tools that engage learners and enhance learning experiences. In educational settings, visual materials such as posters, infographics, and slideshows can be used to teach cultural concepts, promote discussion, and encourage critical thinking. Visual aids stimulate visual learners and reinforce verbal information, making cultural education more accessible and inclusive.

3.6. Promoting Cultural Appreciation and Respect:

Pictures promote cultural appreciation and respect by showcasing the beauty, diversity, and creativity of human cultures. They challenge stereotypes, break down barriers, and foster

positive intercultural interactions. Viewing pictures from different cultures encourages viewers to embrace cultural diversity, celebrate cultural heritage, and engage in meaningful cross-cultural dialogue [16-20].

RESULTS.

Integrating TV, Internet, and pictures in cultural education yields several positive outcomes:

- Engaging Learning Experiences: Multimedia resources captivate students' interest and facilitate active participation in cultural exploration.
- Cultural Understanding: Exposure to diverse cultural narratives promotes empathy, respect, and a broader worldview among learners.
- Visual and Auditory Learning: Visual and auditory stimuli enhance comprehension and retention of cultural concepts and practices.
- Critical Thinking Skills: Analyzing media representations and engaging in discussions foster critical thinking and cultural sensitivity [1-5].

DISCUSSION.

The use of TV, Internet, and pictures in cultural education goes beyond mere exposure; it nurtures global citizens equipped with intercultural competence and empathy. Educators play a vital role in guiding students to critically analyze media portrayals, challenge stereotypes, and embrace cultural diversity. By leveraging multimedia resources effectively, educators cultivate a learning environment that celebrates cultural richness and promotes mutual respect in an interconnected world.

CONCLUSION

Television is a valuable tool in the study of culture, providing visual representation, promoting cultural awareness, fostering cross-cultural understanding, and facilitating language learning. Educators and learners can leverage television as an educational resource to explore diverse cultural narratives, promote empathy and inclusivity, and enhance global citizenship. By incorporating television programs into cultural studies curricula, we can create enriching learning experiences that broaden perspectives and cultivate appreciation for the richness and diversity of human culture.

The Internet plays a pivotal role in cultural studies by providing access to diverse cultural resources, promoting global communication and collaboration, preserving cultural heritage, facilitating language learning and cultural immersion, offering cultural awareness training, and supporting research and documentation. As technology continues to evolve, the Internet will remain a valuable tool for fostering cross-cultural understanding, promoting cultural diversity, and advancing knowledge in the study of culture and society.

Pictures play a vital role in cultural studies by providing visual representations that enhance cultural understanding, facilitate cross-cultural comparison, preserve cultural heritage, support education and outreach, and promote cultural appreciation and respect. As visual storytellers, pictures have the power to transcend language barriers, evoke emotions, and inspire meaningful connections across cultures. Integrating pictures into cultural education and research enriches learning experiences, fosters empathy, and contributes to building a more inclusive and culturally literate society.

In conclusion, incorporating TV, Internet, and pictures in cultural education enriches learning experiences, promotes cultural understanding, and nurtures global citizens ready to navigate our diverse and interconnected world with empathy and appreciation for cultural diversity.

REFERENCES:

1. Abdurahimovna E. I. et al. USE OF MASS MEDIA CAMPAIGNS TO CHANGE HEALTH BEHAVIOUR //Ta'lim innovatsiyasi va integratsiyasi. - 2023. - T. 11. - №. 3. - C. 43-45.
2. Abdurahimovna E. I. et al. BENEFITS OF ENGAGING IN DEBATES FOR ENGLISH AS A SECOND LANGUAGE LEARNERS //Ta'lim innovatsiyasi va integratsiyasi. - 2023. - T. 11. - №. 3. - C. 37-39.
3. Abdurahimovna E. I. et al. THE ROLE OF COMMUNICATIONAL DEVICES IN CLASSROOM //Ta'lim innovatsiyasi va integratsiyasi. - 2023. - T. 11. - №. 3. - C. 46-49.
4. Abdurahimovna E. I. et al. CULTURE OF RELATIONSHIPS IN UZBEKISTAN: NURTURING TRADITIONS OF HOSPITALITY AND RESPECT //O'ZBEKISTONDA FANLARARO INNOVATSIYALAR VA ILMIY TADQIQOTLAR JURNALI. - 2023. - T. 2. - №. 25. - C. 192-199.
5. Abdurahimovna E. I. et al. LEVERAGING BODY LANGUAGE: ENHANCING FOREIGN LANGUAGE INSTRUCTION IN THE CLASSROOM //O'ZBEKISTONDA FANLARARO INNOVATSIYALAR VA ILMIY TADQIQOTLAR JURNALI. - 2023. - T. 2. - №. 25. - C. 188-191.
6. Abdurahimovna E. I. et al. THE IMPACT OF MASS MEDIA ON LANGUAGE LEARNING: EXPANDING HORIZONS THROUGH MULTIFACETED ENGAGEMENT //O'ZBEKISTONDA FANLARARO INNOVATSIYALAR VA ILMIY TADQIQOTLAR JURNALI. - 2023. - T. 2. - №. 25. - C. 200-203.
7. Abdurahimovna E. I. et al. THE INTERNET IS SOME NEGATIVE FOR LANGUAGES EFFECTS //Ta'lim innovatsiyasi va integratsiyasi. - 2023. - T. 11. - №. 3. - C. 40-42.
8. Yokubov S. DEVELOPMENT OF AGRICULTURAL CARDS USING ARCGIS AND PANORAMA TECHNOLOGIES //Innovations in Science and Technologies. - 2024. - T. 1. - №. 1. - C. 101-107.
9. Khakimova K., Yokubov S. CREATION AND MAINTENANCE OF STATE CADASTERS IN THEREPUBLIC OF UZBEKISTAN //Innovations in Science and Technologies. - 2024. - T. 1. - №. 1. - C. 85-93.
10. Кимсанов И. Х., Жўраев А. А., Абдукодиров Х. ФАРҒОНА ВИЛОЯТИ СУҒОРИЛАДИГАН ТУПРОҚЛАРИНИ БАҲОЛАШ (ДАНҒАРА ТУМАНИ МИСОЛИДА) //O'ZBEKISTONDA FANLARARO INNOVATSIYALAR VA ILMIY TADQIQOTLAR JURNALI. - 2024. - T. 3. - №. 28. - C. 106-110.

11. Yusufovich G. Y. et al. The use of remote sensing technologies in the design of maps of agricultural land //Texas Journal of Agriculture and Biological Sciences. – 2023. – T. 23. – C. 17-21.
12. Yusufovich G. Y. Shavkat o'g'li SY CARTOGRAPHIC RESOURCES USED IN THE CREATION OF ELECTRONIC AGRICULTURAL MAPS OF FERGANA REGION //Finland International Scientific Journal of Education, Social Science & Humanities. – 2023. – T. 11. – №. 3. – C. 1001-1009.
13. Abduvakhbovich A. A. Shavkat o'g'li SY IMPROVING THE METHOD OF MAPPING AGRICULTURE USING REMOTE SENSING DATA //Finland International Scientific Journal of Education, Social Science & Humanities. – 2023. – T. 11. – №. 3. – C. 1093-1100.
14. Eshnazarov D. et al. Describing the administrative border of Koshtepa district on an electronic digital map and creating a web map //E3S Web of Conferences. – EDP Sciences, 2023. – T. 452. – C. 03009.
15. Khakimova K. et al. Application of GIS technologies for improving the content of the tourist map of Fergana province, Uzbekistan //E3S Web of Conferences. – EDP Sciences, 2023. – T. 386. – C. 04003.
16. Khakimova K., Yokubov S. Creation of agricultural electronic maps using geoinnovation methods and technologies //Science and innovation. – 2023. – T. 2. – №. D1. – C. 64-71.
17. qizi Olimova D. S. et al. THEORETICAL BASIS FOR THE USE OF MODERN GIS TECHNOLOGIES IN THE CREATION OF NATURAL CARDS //RESEARCH AND EDUCATION. – 2022. – T. 1. – №. 4. – C. 4-10.
18. Mavlyankulova S. Z. et al. THE ESSENCE OF CARTOGRAPHIC MAPS IS THAT THEY ARE USED FOR CARTOGRAPHIC DESCRIPTION OF THE TERRAIN. GENERALIZING WORKS IN THE PREPARATION OF MAPS //RESEARCH AND EDUCATION. – 2022. – T. 1. – №. 4. – C. 27-33.
19. Alakhanov Z. M. et al. The state cadastre for the regulation of information resources for the formation and improvement //Educational Research in Universal Sciences. – 2022. – T. 1. – №. 1. – C. 47-53.
20. Arabboevna A. M., Shavkat o'g'li Y. S. The Use of Geoinformation Systems in the Study of the Land Fund of Household and Dekhkan Farms //Texas Journal of Multidisciplinary Studies. – 2022. – T. 8. – C. 163-164.