

## THE ROLE OF ARTIFICIAL INTELLIGENCE IN MODERN MEDIA EDUCATION TECHNOLOGIES IN UZBEKISTAN

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**ABSTRACT:** This abstract provides an overview of the role of artificial intelligence in modern media education technologies in Uzbekistan. Artificial Intelligence (AI) plays a significant role in transforming the educational process, particularly in the field of media education. This abstract provides an overview of the role of artificial intelligence in modern media education technologies in Uzbekistan.

**KEYWORDS:** Artificial intelligence, media education, virtual and augmented reality, educational process.

### INTRODUCTION

Artificial intelligence in media education in higher education provides unique opportunities for students and teachers. Initially, AI is used to personalize the educational process, adapting educational materials to the individual needs of each student. This contributes to more effective learning of the material and improved academic performance.

In addition, AI in media education makes it possible to create innovative educational content, such as virtual and augmented reality applications, educational chatbots and automated assessment systems. These technologies not only make the educational process more interesting and accessible, but also contribute to the development of students' digital literacy.

An important part of the role of AI in media education is data analysis. AI can process large amounts of information, identify trends and patterns in student learning, which helps improve educational programs and methods. However, it is necessary to pay attention to the ethical and privacy issues associated with the use

of AI in education. It is important to develop strict rules and regulations to protect student data and ensure the safe use of AI in Uzbek media education.

So, artificial intelligence plays an important role in modern media education technologies in Uzbekistan, contributing to the personalization of education, the creation of innovative content and data analysis. However, it is necessary to take into account ethical aspects and ensure data security when introducing AI into the educational process.

Media education in higher education institutions is undergoing significant changes and modernization, in accordance with the requirements of the modern information society. The country is actively introducing modern technologies and Artificial Intelligence into the educational process to provide students with quality training in the media and related industries.

Uzbekistan has a rich history in the field of education. The country has many higher educational institutions, including the State Institute of Art and Culture of Uzbekistan. These institutions actively develop media education and provide students with modern resources and learning opportunities.

Artificial intelligence also makes it possible to create personalized educational materials. It analyzes the level of knowledge and needs of each student, and then provides individual recommendations and assignments. This promotes more effective learning and allows you to study at a pace that suits the individual student.

To provide students with the necessary tools, many universities and colleges in Uzbekistan are creating media laboratories with modern equipment and software. These labs provide access to graphics programs, video editors, and audio and video production tools.

Virtual and augmented reality is another area where AI plays a key role in media education. With the help of virtual and augmented reality technologies, students can immerse themselves in interactive educational environments where they can put their knowledge into practice. AI in this context can create autonomous virtual teachers and learning scenarios.

With the development of Internet technologies and access to high-speed networks, distance learning is becoming increasingly popular in Uzbekistan. This allows students to study anywhere and at any time, enhancing the accessibility of media education.

Uzbekistan is also actively developing partnerships between educational institutions and the media industry. This allows students to gain practical knowledge and skills by working on real projects and interning in media companies.

To meet the needs of modern media specialists, specialized educational programs are being created. These include courses in video content creation, audio production, graphic design and even virtual reality.

Teaching students to use AI-enhanced graphics programs is also becoming more accessible and effective. Modern educational programs in higher education institutions include training in the use of these programs, which allows graduates to be more qualified and competitive in the labor market.

Artificial Intelligence in graphics programs has become an indispensable tool for students and professionals in the field of media and design. It not only improves the quality and speed of work, but also simplifies the creative process, making it more accessible and efficient.

In modern media education in higher education institutions, graphics programs improved using Artificial Intelligence (AI) play an important role in developing students' skills and preparing future media specialists. Let's look at what specific graphics programs use AI and how it affects the educational process.

Adobe Creative Cloud (CC) is one of the most famous and widely used graphic design and video editing software suites. Adobe is integrating AI into many of its applications to improve and simplify the creative process.

Adobe Photoshop is one of the leading image editing programs. Using AI, Photoshop provides the user with more accurate and faster photo retouching and enhancement tools. Machine learning algorithms can automatically remove unwanted elements from a photo, improve the color palette, and even create realistic photo collages.

Adobe Premiere Pro is video editing software. Using AI, it can automatically optimize the editing process, providing automatic audio and video synchronization, color correction and audio quality enhancement functions.

Canva is an online platform for creating graphic designs. Canva uses AI to provide the user with ready-made design templates that can be personalized. This allows even novice designers and students to quickly create professional-looking materials such as banners, logos and social media posts. The service allows you to quickly and easily create cool posts for social networks, creative videos, presentations, Instagram Stories and other visual materials.

CorelDRAW is another popular graphic design program. Using AI, CorelDRAW provides automatic error detection and correction to help speed up the design process and improve design quality. CorelDRAW also incorporates elements of artificial intelligence (AI) to improve functionality and usability.

AI-enhanced graphics programs can also optimize resource utilization. For example, they can automatically compress images and videos to reduce the amount of data they store. This is important in the context of the growing volume of media content used in media education.

With the development of AI and modern technologies in media education, new challenges arise. Issues of data privacy, equipment availability, and teacher training require attention. However, despite these challenges, the role of AI and graphics programs in media education is becoming increasingly important. These technologies help prepare a new generation of specialists who can successfully work in the media and creative industries.

## CONCLUSION

Media education is at the intersection of modern technology and creativity. The role of Artificial Intelligence and AI enhanced graphics programs cannot be underestimated. They are changing the way we learn and create media content, making education more accessible, effective and fun for students in Uzbekistan and around the world.

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