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AZOD SHARAFIDDINOV AND THE MODERN INFORMATION SPACE: ISSUES OF MEDIA THOUGHT AND FORMATION OF SOCIAL CONSCIOUSNESS THROUGH LITERARY CRITICISM

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21st century information society as human to the mind directly and fast impact indicator to the period Today 's media only during the day message delivery person tool not , maybe social consciousness formative , values determinant and public his/her opinion guide strong institute as manifestation Especially in journalism , PR and information service in the fields activity to conduct being prepared students for information selection , analysis to do and assessment issues important professional competence has become . Such under the circumstances national literary-critical thought to school appeal to do in the modern media environment solid methodological basis become service does . Uzbek in literary studies this regarding deep , bold and principal position caught from scientists one Free Sharafiddinov . He is a literary criticism society alarm clock intellectual power as seen .

Free Sharafiddinov XX century Uzbek literary in criticism deep trail left literary critic , literary critic and He is a publicist . He is his scientific-critical activity with national literary studies school in formation , literary criticism theories in enrichment and of the creators creative approaches deep analysis in the process of important role played intelligent is considered . His creative legacy Uzbek literature theoretical and practical aspects world literature in the context of assessment and national to think implementation to reach Sharafiddinov criticism activity during literature and society between integral dependency many once record Criticism his/her theoretical in his works artistic works not only aesthetic at the level assessment instrument as , maybe in society social processes analysis to do tool It is also seen as a literary work . social consciousness in formation role , national values , spirituality and human his/her thinking promotion issues his/her critical at school central place occupies .

Modern information place and global information flow , information technologies , media and digital platforms wide spread with described . In today's media space information speed increasing , massive of culture impact individuals as they expand social consciousness formation in the process only artistic works through not media products through and through is affected . Information culture , media literacy and critical thinking this in context the most current Literary issues . criticism Sharafiddinov of creativity important from instruments one is , he criticizes through artistic works context with tie and their social importance to illuminate His " Creativity " understanding " happiness " like in his works creative of the process essence , creator in society place and responsibility , and critical thought organization as a contributing element of literature high tasks analysis Literary media thinking of criticism impact one how many at the level First , criticism is directed at the media consumer . only correspondence for information related from being stop , deep analytical to think This media product content , artistic-aesthetic features and social context in understanding Secondly , criticism is important through the media . widespread text and of thoughts social importance analysis to do through , the person information acceptance to do culture develops . In this process critical thinking formation as a result social of mind strengthening face gives .

Sharafiddinov critical views , national tradition , historical memory and social the truth out of sight did not escape without , in the modern media environment information analyze the products as well to do possible was theoretical the basics working This is literary studies with media research between effective to integration road opens .

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Free Sharafiddinov scientific in their views criticism this denial to do or verdict release not , maybe the truth search for the word social responsibility understanding and artistic thinking upbringing It is a tool . It creates works ideological order based on not , maybe aesthetic value , human problem and spiritual impact criteria based on analysis This approach today's information in the place especially relevant , because digital on platforms often emotional , superficial and manipulative contents advantage Sharafiddinov is doing legacy and the youth information deep understanding , fact and artistic the truth separation , word to feel the consequences teaches . As a result media literacy in students with together moral and intellectual Responsibility is also formed .

Today on the day literary criticism traditional scientific magazines with limited kalmay , blogs , social networks , podcasts and on online media platforms active manifestation is happening . Students by take going analytical pages , authorship comments and media monitoring work Free Sharafiddinov basis put critical thought of the school modern The difference is is that today criticism fast and public to dream has . So although , its quality Sharafiddinov previously pushed aesthetic and conscientious to the criteria If it is not reliable , it is information to the noise around to remain possible . This because of scientist criticism culture about views modern journalist and PR specialist for important professional manual task will do .

Free Sharafiddinov creativity freedom human of thought natural need as evaluated , but this freedom irresponsibility with strictly opposite He put it . That word through society to the mind impact show big responsibility that it is emphasized . Today on the day information services , press releases , official statements and PR campaigns are exactly the same this criterion based on working exit necessary . Content , form and social goal harmony Sharafiddinov of views modern information in the field practical is a continuation . Therefore , its scientific legacy not only philologists , perhaps information service employees , PR specialists and media managers also important for theoretical basis is considered .

Modern education system students only information with not , maybe critical and strategic thinking ability with to arm in sight In this process Free Sharafiddinov works seminar and practical training rich intellectual for source become service does . His articles based on take visited discussions in students debate culture , argumentation , information conscious attitude and independent position to the formation service does . As a result literary criticism of modern media education inseparable to the part turns .

Conclusion as in other words , Free Sharafiddinov legacy today's information society under the circumstances strategic importance profession It is in the students critical thought , media culture and social consciousness in formation strong intellectual support become service does . Digital in the period information with work process Sharafiddinov previously pushed word responsibility and aesthetic to the criteria If it relies on society for useful , reliable and stable It will be . So , Ozod Sharafiddinov not only literary critic scientist , maybe important part of modern media thinking theoretical from the founders is one .

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