

Media Resources: The Requirement of the Modern Generation of Learners

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Received: February 16, 2020

Revised: March 9, 2021

Accepted: March 17, 2021

Abstract

The article discusses the organization of educational activities according to the requirements of representatives of modern generations and time. According to the author, the use of media resources in the educational process is a dictate of the time.

Keywords: digitalization, mobile technologies, Theory of Generation, Alpha Generations, media resources.

Introduction

The digitalization is changing everything: life, every area of life such as educational, technical, socio, economic spheres etc., any kind of technology and even people themselves are evolving.

XXI century offers us great opportunities: such as Computers, Internet, digital and mobile technologies. Today, computers and the digital revolution are spreading across the globe, creating connections we have never before imagined (Ally, 2009). Digitalization of every sphere is become a requirement of the time. The introduction of modern information and communication technologies, particularly mobile technologies such as smart phones, tablets and different digital technologies in the education sector allows qualitatively and flexibly changing the forms and methods of education based on new approaches (Mamadaliyev et al., 2020). All of this modernization is done for the representatives of the new generation of alpha, as described in "Theory of Generation" to meet their requirement and needs.

Theoretical Basis

The popular theory of generations appeared in 1991 and it was created by scientists from America, William Strauss and Neil Hove. They simultaneously and independently had decided to study in detail such a concept as "generation", then in 1991 they united and wrote jointly book about generations. It is believed that approximately every 20 years a new generation appears with own values.

There are different studies and interpretations about generations, out of these formed different types of generations like this: baby boomers, generation X, generation Y or millennials, generation Z, Generation alpha.

In the literature, one can find various versions of the time frames dividing generations. Some experts call the millennials of people, who were born from 1984 to 2000, before them were born generation X from 1963 to 1983, and after 2000 were born representatives of generation Z.

There are 5 generations that were born after the second world war and are related to the present according to generation theory, namely: Baby Boomer his generation that was born after World War II has many siblings, as a result of the many couples who dared to have many offspring. Adaptive generation, easy to accept and adapt. Is considered an old person who has life experience.

Generation X The years when this generation were born were the beginning of the use of PCs (personal computers), video games, cable tv, and the internet. The data storage also uses a floppy disk or floppy disk. MTV and video games are all the rage these days. According to research conducted by Jane Deverson, some of this generation have negative behaviors such as disrespect for their parents, getting to know punk music, and trying to use marijuana.

Generation Y Known as the millennial or millennial generation. The phrase generation Y began to be used in the editorials of major US newspapers in August 1993. This generation uses a lot of instant communication technologies such as email, SMS, instant messaging and social media such as Facebook and Twitter. They also like to play online games.

Generation Z Also called Generation, net generation or internet generation. They have something in common with the Y generation, but they are able to apply all activities at one time such as tweeting using a cellphone, browsing with a PC, and listening to music using a headset. Whatever is done is mostly related to cyberspace. Since childhood, they have known technology and are familiar with sophisticated gadgets that indirectly affect their personalities.

Alpha Generation The generation that was born after generation Z, was born from the last generation X and Y. The generation who are highly educated because they go to school early and learn a lot, on average have rich parents with little. Judging from the many leaders, both state and company, generation X still dominates. Meanwhile, Generation Y is still struggling, looking for stability in the work and personal fields, it is undeniable that some have become leaders of a company from a young age. Generation Z, who are the descendants of generations X and Y, are currently young people who are still looking for their identity on average, some of whom already have substantial income, especially from the arts.

The following are the characteristics of generations X, Y, and Z

Generation X has the characteristics of being able to adapt, able to accept change well and is called a strong generation, has an independent and loyal character (loyal), highly prioritizes image, fame, and money, type of hard worker and drawbacks always calculates the contribution that has been given company to the results of their work. Whereas Generation Y has different characteristics of each individual, depending on where he grew up, the economic and social strata of his family, his communication patterns are very open compared to previous generations, fanatical social media users and their lives are very much influenced by technological developments, more open to political and economic views, so they look very reactive to changes in the environment that occur around them and have more attention to 'wealth' or wealth. Next Generation Z Is a digital generation who is proficient and passionate about information technology and various computer applications. They will access the information needed for educational and personal purposes quickly and easily. Really like and often communicate with all groups, especially through social networks such as Facebook, Twitter or SMS. Through this media they are freer to express what they feel and think spontaneously. Tend to be tolerant of cultural differences and care deeply about the environment and are accustomed to various activities at the same time. For example reading, talking, watching, and listening to music at the same time. This is because they want everything

to be fast paced, not wordy and convoluted. Tend to lack in verbal communication, tend to be egocentric and individualistic, tend to want to be instantaneous, impatient, and disrespect the process.

Generation X, Y, and Z each have positive and negative traits. By understanding their differences, it is hoped that educators or company leaders can understand individuals from these three generations according to their characteristics. Obviously the challenge of generation Z is bigger than generation Y or X as the previous generation.

For generations X and Y who have and will have generation Z or Alpha as their next generation, of course they must have understood the characteristics of this youngest generation. This generation deserves to be monitored, especially its internet usage, but of course not. As parents, generation X and Y must be assertive but gentle and patient, build healthy and open dialogue and communication, be present in their entirety to accompany them, and provide education with positive character values with love.

For companies, generations Y and Z expect honest leaders. The more honest the leadership is, the more respected it will be. Social networks can be used for leaders to share daily activities with their employees. The company as much as possible creates a superior work culture where employees have friends who are involved in their work and get benefits.

However, in this discussion we focus on the modern generation of students

The term "Generation Alpha" was proposed by the Australian scientist Mark McKrindl. In 2005 he provided the survey to find out who will come after the generation Z.

Who are the Alpha Generations? Generation Alpha is considered the children of millennials and children of representatives of generation X, who born after 2010. They are very different from previous generations: from an early age they use various gadgets, digital technology, prefer chatting online and they are active Internet users.

As part of the Media Innovation Technologies, Anna Zhukovskaya, Director of Isobar Ukraine, told what is changing in the media habits of the audience and what to expect from the followers of the millennials - the Alpha generation. According to Nagy & Kölcse. (2017) it's still very early to talk about drawing up a more or less complete picture of the representatives of the Alpha generation, but the main trends and differences from previous generations can be seen now.

Generation Alpha has a special character and special mission. They cannot be forced to do something (Tootell et al., 2014). They themselves choose what to watch and how to watch online; even they can actively create new content. A typical representative of the Alpha generation from an early age knows how to use youtube before learning to write and read. The most preferred type of leisure for them is surfing the Internet.

Demographers believe Alpha generations will be the driving force behind progress. They are more balanced, positive, they will also be well erudite than representatives of previous generations. Because their education will begin earlier, from the moment the child picks up a tablet or smartphone and continues for almost his entire life (Nagy & Kölcsey, (2017).

Coercion as a teaching method does not work on them. They will receive knowledge with interest, but only if they realize why they need it. The organization of educational process with severity, fear, screaming, threats, and punishment does not work for them, and it is impossible

to get good results from this. Effective methods are collaboration, involvement, and encouragement. This motivates them and gives freedom to develop.

The younger generation has serious problems with prolonged concentration. They consume information for almost 10 hours a day, so their brain needs to somehow cope with such a load. In their world, the picture supplants the text, and the average concentration time on one post was reduced to 1 second, although even in people generation Z it reaches about 8 seconds (Strauss & Howe, 1991).

The decision on the need for any information is made in 1 second? So teachers who are not able to capture them with an object, they will not listen: they will get bored.

Representatives of the Alpha generation require getting what they want at the first click of the mouse, they will not forgive delay.

Dr. Marcus Specht – "The students of the future will demand the learning support that is appropriate for their situation or context. Nothing more. Nothing less. And they want it at the moment the need arises. Not sooner. Not later. Mobiles will be a key technology to provide that learning support (Ally, 2009). In general, smart mobile devices, which are already using by millions of people, offer students greater freedom – they can move forward at their own pace and be guided by personal an interest, which increases the motivation for learning. Perhaps because of its advantages, mobile technologies in general, digital technologies have conquered the whole world.

In order to meet the mobile needs of the growing future, that is, the Alpha generation, we need to improve the teaching methodology and we need to adjust to their needs.

The main task of today's teachers is to help them find what interests them, inspires and motivates them. Nowadays learning is fundamentally changes the role of the teacher in the classroom. As John Dewey said: "If we teach today as we taught yesterday, we rob our children of tomorrow". Today's education systems require lessons should be both interesting and useful (Ally, 2009). The most effective tool in this case is media technologies and media resources.

Media resources provide users with simple, vibrant, emotionally colored, breathtaking images of reality (Tyunnikov et al., 2018). In addition, information in various formats is transmitted to users through media resources.

The methodology of using media resources in the educational process provides for classes based on problematic, heuristic, game based and other productive forms of learning that develop the individuality of the student, the independence of his thinking, stimulate his abilities in assimilation of knowledge through direct involvement in creative activity, perception, interpretation and analysis of media information. According to Zakhro. (2020) the methodology we propose, the organization of self - education of students on the basis of media resources is governed by the process of teaching and learning in the form of digital education on special programs organized according to the choice and needs of students (Muslimov & Umarova, 2021). Generations of Alpha are representatives of bright, creative, harmoniously developed, self-sufficient individuals who are able to achieve higher realization and positively influence the world around them.

Conclusion

All in all, Alpha generations are prone to self-learning, not external control over the learning. We should not force representative of alpha generations to learn something, we just need to

give them some freedom and opportunity to self - learn, and more precisely we should motivate them to learn giving them what they want: digital technologies and media environment.

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