

MEDIA COMPETENCE AND LINGUISTIC SKILLS: AN INTEGRATIVE APPROACH TO DEVELOPING COMMUNICATIVE PROFICIENCY

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Abstract: This paper explores the relationship between media competence and linguistic skills, emphasizing an integrative approach to developing communicative proficiency. In the modern digital era, effective communication requires not only language knowledge but also the ability to critically engage with various media sources. The study highlights how combining media literacy with language edia competence, linguistic skills, communicative proficiency, integration, language learning.

Key words: learning enhances learners' ability to interpret, produce, and interact with information across different platforms.

Annotatsiya Ushbu maqolada media kompetensiyasi va lisoniy ko'nikmalar o'rtasidagi bog'liqlik o'rganilib, kommunikativ mahoratni rivojlantirishga integratsiyalashgan yondashuv muhimligi ta'kidlanadi. Zamonaviy raqamli davrda samarali muloqot nafaqat til bilishni, balki turli media manbalari bilan tanqidiy ishlay olish qobiliyatini ham talab etadi. Tadqiqot media savodxonligini til o'rganish bilan birlashtirish o'rganuvchilarning turli platformalarda ma'lumotni talqin qilish, yaratish va o'zaro aloqa qilish qobiliyatini qanday oshirishini yoritib beradi.

Kalit so'zlar: media kompetensiyasi, lisoniy ko'nikmalar, kommunikativ mahorat, integratsiya, til o'rganish.

Аннотация. В данной работе исследуется взаимосвязь между медиакомпетентностью и языковыми навыками, при этом особое внимание уделяется интегративному подходу к развитию коммуникативной компетенции. В современную цифровую эпоху эффективная коммуникация требует не только знания языка, но и способности критически взаимодействовать с различными медиаисточниками. Исследование подчеркивает, что сочетание медиаграмотности с изучением языка расширяет возможности учащихся интерпретировать, создавать и обмениваться информацией на различных платформах.

Ключевые слова: медиакомпетентность, языковые навыки, коммуникативная компетенция, интеграция, изучение языка.

Introduction.

Media competence refers to the ability to access, analyze, evaluate, and create messages across a variety of media formats. In today's globalized and digital world, communication is no longer limited to traditional language use but involves interaction with multimedia content such as social networks, videos, and online texts.

An integrative approach to developing communicative proficiency combines linguistic skills—such as reading, writing, speaking, and listening—with media literacy. This approach allows learners to use language effectively in real-life contexts, where communication often occurs through digital platforms. As a result, learners become more active participants in communication rather than passive recipients of information.[1]

Literature Review and Methodology.

The concept of communicative proficiency has been widely discussed in linguistics and language pedagogy. Scholars emphasize that effective communication involves not only grammatical accuracy but also sociocultural and pragmatic competence. At the same time, researchers in media studies highlight the importance of critical thinking and digital literacy in modern communication[1].

This study uses a qualitative methodology. It is based on the analysis of theoretical sources related to media competence and language learning, as well as practical examples of integrating media into language education. The research focuses on identifying key strategies that support the development of communicative proficiency through media-based activities.

Discussion.

The integration of media competence and linguistic skills provides several advantages in language learning. One important strategy is the use of authentic media materials such as videos, podcasts, and social media content. These resources expose learners to real-life language use and cultural contexts, improving both comprehension and production skills.

Another key approach is interactive learning, where students actively engage with media by creating their own content. For example, producing videos, writing blogs, or participating in online discussions helps learners develop both language skills and critical thinking abilities.

Additionally, critical analysis plays a significant role. Learners are encouraged to evaluate media messages, identify bias, and interpret meaning[2]. This not only improves their understanding of language but also enhances their ability to communicate effectively in diverse contexts.

The success of this integrative approach depends on balancing language instruction with media literacy training. Teachers must guide students in both linguistic accuracy and meaningful communication through media[3].

Results.

The study shows that integrating media competence into language learning significantly improves communicative proficiency. Learners become more confident in using language across different contexts and platforms.

The findings also indicate that students who engage with media-based tasks demonstrate better critical thinking, creativity, and adaptability. They are able to understand and produce messages more effectively, which is essential in modern communication[4].

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