

THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN INCREASING INNOVATIVE POTENTIAL AND ACTIVITY AMONG YOUNG PEOPLE

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ABSTRACT

The current stage of development is based on a complex organic connection of social and economic processes, as a result of which there is a growing need in society for creative, intellectually developed individuals. This article analyzes the role of national values in the formation of intellectual potential.

KEYWORDS: *Potential, Intellectual Potential, Human Capital, Mentality, Spirituality, Values, Upbringing, Education, Culture, Cultural Heritage.*

INTRODUCTION

In the modern world, information and communication technologies and the Internet are rapidly developing. Mass media, as in other fields, cannot be imagined without them. Taking into account that the main part of their audience is young people, it becomes clear that the issues raised at the event are of urgent importance. Since the interests of the growing generation are inextricably linked with the global network, the number of Internet users will continue to increase day by day. In such conditions, it is important to be able to distinguish reliable information from information that has a harmful effect on the physical and spiritual development of a person.

In any society, information has always served as a mirror of the country's development, the main tool in the formation of people's consciousness, outlook and political level. This situation is more prevalent than ever, especially in today's rapidly changing globalization era. Therefore, it is impossible to imagine any sphere of everyday life without mass media.

developing countries, information is a national resource, and it is fully understood that its preservation, development and rational use is a task of state importance. Thus, at the current stage, it is aimed at the development of the information sector in society, and not only telecommunication means, but also the processes and relationships related to the creation, storage, work on and distribution of information (focused on business, being aware of the audience and scientific-educational news, etc.) a state policy covering the whole is being formed.

Information has always occupied an important place in the life of society and in the life of an individual. Information is a detailed report or information about an event, and means an official government announcement about an agreement or contract concluded as a result of negotiations

between countries. In international law, the news about agreements, contracts or other decisions made as a result of diplomatic negotiations between two or more countries is officially announced by two or more countries. Information about negotiations between two countries is usually called joint information. According to another interpretation, the name of some periodical publications (for example, information of the Academy of Sciences of the Republic of Uzbekistan, information of the State Test Center of the Republic of Uzbekistan, etc.)[1].

Information is a set of information about indicators, characteristics and conditions of environmental objects and events, regardless of its sources and form of presentation, it reflects the facts about a person, object, fact, event, event and processes [2].

Development of human capital in digitization activities in cooperation with the centers of large international enterprises, including. It is necessary to pay special attention to popularization of professions in the field of IT, improvement of institutional conditions for IT enterprises and reduction of administrative obstacles [3. – B.194.]. Taking into account the current global trends, the rapid use of ICT in all spheres of society, as well as the general development of digital technologies, will become the driving force for innovations and rapid entry and integration into the world economy for Uzbekistan. For this, measures are being implemented rapidly in the Republic, but high efficiency cannot be achieved in these processes without a preliminary scientific basis and scientific research.

Information technology is the total methods, devices, methods and processes used to collect, store, search, process and distribute information. The word technology is derived from two Greek words - technos (technt) - art, craft and logos (logos) - science, teaching.

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actors affecting the formation of innovative consciousness create a socio-economic relationship with several subjects.

First, an innovative person is a person who accepts, creates, implements and distributes innovations in his life.

The essence of the new approach to the teacher-disciple tradition in our national mentality can have a significant impact on the individual mind. It will be possible to achieve certain positive results by raising the social status of these traditions and creating their legal basis.

Secondly, innovative groups are creative groups consisting of several initiators, innovators, and implementers. Such a group is a small team that initiates innovations in society based on an innovative approach, implements them, and achieves certain positive results. It refers to the social consciousness of the group arising as a result of the intention-interaction within the group. The role of groups in mastering advanced trends and trends of innovation, legal, economic and social practices in this regard is of practical importance. From this point of view, it is necessary to take into account their mentors and creative groups to which they belong, together with personal awards, to encourage young people in the field of science. Another interesting side of the matter is that 26 of the Nobel Prizes in economics have been awarded to two-person creative teams, 17 to three-person teams, and 3 to three-person research groups. The composition of such a creative group is the core of creativity, creativity and innovation. They have new ideas, the ability to perform complex tasks, and form a certain "creative ethnos". [4. -S. 22.] Such research

groups can have a direct impact on the formation of an innovative society by uniting individuals who have leadership qualities, who can respond to the modern needs of social life and who think in a creative content with strong intellectual potential. They can bring great achievements to the team.

The innovative processes taking place on a global scale require the adaptation of the economic development strategy of each country to this direction. The concept of human capital clearly defines the role of human resources in the sustainable socio-economic development of the national economy and its effective functioning. At the same time, ensuring the stable development of the country's economy makes the labor market dependent on the reforms taking place at the international level. In fact, today we are moving on the path of innovative development aimed at the radical renewal of all spheres of state and social life. Based on the changes in this regard and the tasks set by the President, on January 12 of this year, the Cabinet of Ministers adopted a decision "On measures to create effective mechanisms for applying scientific and innovative development and technologies to production". improvement of state regulatory mechanisms, improvement of the innovation environment, improvement of the efficiency and quality of scientific research activities, creation of necessary conditions for obtaining competitive scientific and practical results in the domestic and foreign markets of scientific voluminous products.

"Innovation" has become one of the main words in our vocabulary today due to the modern technologies and knowledge that began to develop at the beginning of the reforms of New Uzbekistan. According to modern political and scientific approaches, youth is an important strategic resource of society. The reason is that the prospects of the country's sovereignty and its sustainable development, the moral improvement of society, and the effective organization of foreign and regional policy are related to the issues of increasing the knowledge of young people and being able to use their abilities and talents.

Development of innovative environment and popularization of new ideas

In-depth research of modern scientific approaches in the field is also considered one of the urgent issues. "European Journal of Futures Research",[6] "Triple Helix" journal,[7] "Journal of Targeting, Measurement and Analysis" ("Journal of Targeting , Measurement and Analysis for Marketing") [8] and the scientific significance of other similar studies is that they allow monitoring and analysis of trends in the international arena within the field. Innovation has existed since the dawn of mankind. "Our ancestors also changed or advanced the life of society, engaged in basic or specific innovations of the time they lived in. For example, the creation of iron casting technology in 1200 BC caused great changes in human history" [9]. It is worth noting that the discoveries and scientific hypotheses created by our ancestors during the Renaissance, which left an indelible mark on the history of our country, guarantee that Uzbekistan will make another significant contribution to world civilization in the future. That is why the task of filling the gap that has arisen on this front by comprehensively supporting the reforms implemented in our country is an urgent issue today.

Projects serving innovative development appear as ideas among young people and scientists with high scientific potential and deep thinking. The transformation of an idea into a final project and its implementation requires support.

It should also be noted that in our country, it is necessary to ensure that representatives of the younger generation get a full education, benefit from the necessary resources and literature, create opportunities for them based on the existing conditions, connect to the Internet in educational institutions operating in the republic's territories, and , the "Internet Q-Box" project was developed in order to solve the existing problem of obtaining information, education and modern online textbooks and information.

Most of the projects implemented by "Youth Academy" are aimed at increasing the intellectual, scientific and creative potential of boys and girls in the regions, turning them into active leaders of the reforms being carried out in the society. For this purpose, according to the decision of the government, Youth Technoparks will be gradually established in each region of the republic. The activity of the innovative educational bus "Technobus" aimed at training young men and women living in remote areas in areas and directions important for the development of our country, was launched. A number of laboratory services have been established for project owners funded by the Ministry of Innovative Development to improve their development. In particular, young scientists conducting scientific experiments have the opportunity to use the "Aviation and space", "Unmanned flying device" (drone), "3D prototyping", "Information technologies", "Robotics", and "5G" educational and research laboratories.

Systematic involvement of young talents in the field of innovative entrepreneurship, creation of a unified system for talented young people to work in cooperation with businessmen and leading scientists, application of high technologies in the field of production and involvement of young people in scientific research, and creation of platforms for the implementation of scientific, technical and innovative projects a competition of "Startup" projects is being organized for the purpose.

It should be noted that intellectual education plays an important role in increasing the innovative potential of young people. It is known that intellectual education is a set of educational methods aimed at increasing mental potential, imparting knowledge and spiritual development of an individual. In this case, the systematic, purposeful indirect and direct influence of the teacher on the learner serves as a factor in the formation and development of intellectual potential.

The widespread spread of various harmful ideas and false values in society leads to the violation of the moral consciousness of young people. This is clearly visible in the example of negative information coming from the Internet and other mass media. Through mobile phones and social networks, various destructive ideas foreign to our mentality and obscene photo, audio and video materials that have a negative effect on the behavior of young people are spreading. Recently, there has been a wide spread of video materials promoting violence, indecency and obscenity.

To sum up, today in our country, in order to increase the innovative potential of young people, it is necessary to research modern international trends in the field, make effective use of information technologies and train political leaders of the front, organize electronic intellectual education, search for and discover innovators among young people, and promote innovations. , we believe that it is appropriate to establish a non-governmental, non-commercial television and radio channel that performs tasks such as the development of initiative among young people, the promotion of various modern discoveries, the creation of new ideas and their implementation. In today's world, the number of countries that are rapidly developing due to the introduction of innovative development models, the export of advanced ideas, "know-how" and "smart"

technologies is increasing. We must admit that for a certain period of time, the work done in this direction in our country was not satisfactory. Therefore, from the first years of his tenure, the head of our state has been determined to solve the current problems in this direction.

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