

# The Role of Media in Teaching Agriculture

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## ABSTRACT

The purpose of the article is to consider new approaches in the preparation of students of an agricultural university with the support of modern information and communication technologies (ICT). The transition of agricultural education and methods of preparing students to new educational programs and standards, modern information platforms, digital technologies, information resources and online courses is obvious, allowing to improve the professional level of knowledge, skills and abilities. The article is of interest for further research of innovative solutions in the field of digital transformation of agricultural education.

**KEYWORDS:** *agricultural education, smart technologies, digital technologies, competencies*

## Introduction

Currently, the innovative development of the agricultural sector requires new training, the use of digital technologies - modern information and communication technologies (ICT) [7]. The issues of development of agricultural education and staffing of the agro-industrial complex are today the most important priorities of state policy. It is on highly qualified specialists that the future of the agro-industrial complex and the whole country depends. In the context of digitalization, technological platforms should become the main means of supporting agricultural education. The creation and functioning of the digital agricultural sector requires specialists with new competencies [1].

## MATERIALS AND METHODS

The relevance of the topic of the article is due to the fact that the digitalization of agricultural education and the digital economy in agriculture are the present and future of the agro-industrial complex of Uzbekistan. It is obvious that innovations, discoveries, ideas will come when young specialists with knowledge in the field of digital (smart) technologies and the digital economy of the agro-industrial complex come to agriculture. Today, the agro-industrial complex needs new personnel capable of putting smart technologies into practice.

In this regard, new approaches are needed in the training of personnel for the agro-industrial complex.

As part of the digital transformation of agricultural education and the economy of the agro-industrial complex, it is necessary to introduce modern information platforms, technologies, information resources and online courses. To do this, it is necessary to develop and introduce new educational programs and training standards on innovative technologies of the digital economy, digital farming, crop production and animal husbandry into the system of higher professional agrarian education.

## RESULTS AND DISCUSSION

Today, the most discussed topic all over the world is digital transformation, digital economy, digital agriculture, digital educational space [3]. Achievements of the digital age, such as clouds, analytics, mobility, social media, smart devices, blockchain, can radically change people's lives, production and education [5, 6].

The main digital technologies that affect the efficiency of production, and which you need to know and be able to put into practice, are:

- big data;
- neurotechnologies and artificial intelligence;
- distributed ledger systems;
- quantum technologies;
- new production technologies;
- Industrial Internet;
- components of robotics and sensorics;
- wireless communication technologies;
- virtual and augmented reality technologies.

As an innovative approach in the preparation of students, the concept of smart technologies should be considered.

In agricultural education and agriculture, the following innovative solutions are distinguished, which can be attributed to the concept of smart agriculture:

- cloud solutions and Internet of Things (IoT platforms);
- unmanned vehicles;
- unmanned aerial vehicles;
- gauges and sensors;
- GLONASS/GPS in agriculture;
- geoinformation systems and technologies for remote sensing of the Earth [3].

A new approach to learning is also being considered with the support of cloud solutions and the Internet of things (IoT in crop production, Microsoft Azure IoT Hub, Power BI, Machine Learning, etc.), which allow monitoring, analytics, and forecasts. The main thing is to provide students with access to the means of objective control of the growing season of agricultural crops, production planning and management tools with elements of Big Data and AI, a platform for macro demand forecasting, close integration of digital agriculture processes with platforms developed in the process of implementing the digital economy. The development of a digital environment for distance agricultural education and a market for professional agricultural consulting is required.

Advantages of smart technologies: mobility, convenience and flexibility, decision automation, picture integrity, data analysis and scalable analytics system, accurate and reliable data, etc.

Gaining practical experience on the basis of modern information (smart) technologies should become a priority for agrarian university training [3].

Integration of a single information Internet space of agrarian knowledge with typical sites of agricultural enterprises, agricultural research institutes and universities; typical IMS and primary accounting systems implemented using Internet technologies form the basis of a digital platform, the logical structure of which is ready for integration with various digital devices and devices in the future.

## CONCLUSION

Digital technologies are increasingly used not only in the production, technical and economic aspects of the activities of agricultural enterprises, but also in the field of professional agricultural education and retraining. Managers and teachers in the field of agricultural education should be adapted to the need to increasingly use digital educational tools in their work, since their use significantly improves the quality and effectiveness of students' professional training.

Emphasis should be placed on practice-oriented learning supported by digital (smart) technologies. The need to strengthen practical training in education is determined by the requirements of the law "On Education of Uzbekistan".

It is necessary to adapt educational programs to the needs of the modern business community so that the process of transition from study to work becomes more effective for both the young specialist and the future employer.

For the effective development of agricultural education, a prerequisite is the creation of a modern digital platform-information and educational space as a necessary information and technological basis for the socio-economic training of students for the agro-industrial complex [2].

A digital smart platform is necessary for the innovative development of agricultural education, the digital economy of agriculture, and the formation of students' professional competencies.

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