

Article

The Importance of Education and Media Literacy in the Fight Against Poverty Among Women (On the Example of Uzbekistan)

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Abstract: This article analyzes the problem of poverty among women and its characteristics as a phenomenon of "feminization of poverty." The study examines the gender aspects of poverty, its causes, and its socio-economic consequences. The role of education and media literacy in reducing poverty among women in Uzbekistan, as well as their importance in increasing economic activity, developing independent decision-making skills, and using information wisely, is also highlighted. The article analyzes the reforms implemented within the framework of state policy, programs aimed at social protection and support of women, and institutional mechanisms.

Keywords: poverty, women, education, media literacy, "feminization of poverty", gender inequality, social protection.

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1. Introduction

Poverty is one of the most pressing global issues, and it is considered a key indicator of not only economic, but also social inequality[1]. The problem of poverty among women is explained in most studies through the concept of "feminization of poverty". This is a socio-economic term that describes the higher poverty rate among women compared to men, and the fact that women are more likely to experience poverty and find it more difficult to escape it[2].

The main causes of the "feminization of poverty" are:

1. Gender inequality: women have less access to education, property rights, and decision-making.
2. Discrimination in the labor market: women are more likely to work in low-paid or temporary jobs.

For example, despite educational opportunities, due to traditional views in society and economic factors, the participation rate of female children in education will be limited in some cases. This prevents them from having a full-fledged participation in the labor market later[3].

2. Materials and Methods

According to statistics, one in 10 women lives in extreme poverty (10.3 percent). If current trends continue, by 2030, approximately 8 percent of the world's women – 342.4 million women – will live on less than \$2.15 a day. This data shows the level of poverty among women in the world.

Although there have been some achievements in reducing poverty in Central Asia in recent years, the problem of poverty among women remains relevant. According to the World Bank, the labor force participation rate of women in Central Asian countries is around 50-60 percent, which is significantly lower than that of men.

At the same time, unemployment, informal employment, mismatched jobs, and gender wage gaps limit women's economic opportunities. For example, despite educational opportunities, due to traditional views in society and economic factors, the participation rate of female children in education will be limited in some cases. This prevents them from having a full-fledged participation in the labor market later.

3. Results

Scientific studies show that as education levels increase, poverty levels decrease[4]. As women become more educated, their competitiveness in the labor market increases. At the same time, media literacy also plays an important role in effectively using information, developing critical thinking, and protecting against misinformation[5]. Studies conducted by Uzbek and foreign scholars show that education is one of the most effective tools for reducing poverty[6]. In particular, as women's education increases, their opportunities in the labor market expand. Studies conducted by international organizations confirm that increased levels of women's education lead to increased family income and improved community well-being[7].

Education is a crucial factor in the social and economic development of women. Through education, women acquire knowledge and skills, understand their rights, and gain the ability to make independent decisions[8].

Education and media literacy are important factors in reducing poverty together. While education enables women to acquire skills, media literacy helps them use these skills effectively. The ability to work through digital platforms makes it possible for women to earn income at home. This is especially important for women living in rural areas. In addition, educated women have the opportunity to earn more income, which contributes to the well-being of their families.

Media literacy is also considered an important competence in today's digital society. In Uzbekistan, the rapid development of information technologies is increasing the need for media literacy[9].

In recent years, there has been a strong emphasis on women's education in Uzbekistan. The increase in admission quotas to higher education institutions, the allocation of separate grants for women, expanded their educational opportunities[10]. Educated women participate more actively in the labor market, have the opportunity to establish their own business. This increases their income sources and reduces poverty rates. Media literacy and its importance Media literacy is the ability to search for, analyze, evaluate, and effectively use information. In the modern information space, various false and manipulative information is widespread, and media literacy is necessary to distinguish them.

Media literacy for women creates new opportunities, including distance learning, online work, and entrepreneurship[11].

4. Discussion

In the new Uzbekistan, making the lives of women easier and creating the necessary conditions for them in all areas will always be one of the top priorities of state policy.

Therefore, in accordance with the principle of a social state in our updated Constitution, we are fundamentally reorganizing work in the field of social protection[12]. In this regard, the situation of women in each neighborhood was studied, and 1 million of our women in need of social protection were included in the "Women's Notebook". In the current year, 162,000 women with disabilities who work at their address with each of them are provided with Sanatorium, Hospital and medical care in the neighborhood in which they live, 130,000 women who have lost their breadwinners are financially supported, housing conditions for another 6,000 women are improved, working and working sisters are put to work. Women's health is the foundation of a healthy and powerful society in all aspects[13].

The fact that more than 52 percent of the students in our country's 203 higher education institutions are women is a practical result of this noble idea. Last year alone, nearly 15,000 women studying for master's degrees were paid a contract of nearly 100 billion soums.

The fact that more than 6,200 women are currently engaged in scientific activities, and that 25 percent of scientific developments are created by our female scientists, is evidence that their role in society is strengthening[14]. The presence among them of internationally

recognized scientists fills us all with boundless pride and encourages our youth to achieve new and new achievements. The fact that more than 52 percent of the students in our country's 203 higher education institutions are women is a practical result of this noble idea. Last year alone, nearly 15,000 women studying for master's degrees were paid a contract of nearly 100 billion soums.

The fact that more than 6,200 women are currently engaged in scientific activities, and that 25 percent of scientific developments are created by our female scientists, is evidence that their role in society is strengthening[15]. Among them, the presence of representatives of Science, which are recognized at an international level, gives all of us unlimited pride, motivates our youth to New-new achievements.

This year, we have set a big goal of turning 60 districts into "areas free from unemployment and poverty." In addition to this, the governors will be responsible for transforming 2 districts of each province into an area where there are no unemployed women left.

In general, 2025 will be the decisive year in ensuring women's employment.

A number of programs are being implemented in Uzbekistan to support women. In particular:

Through the "Women's Notebook" system, problematic women are identified and targeted assistance is provided to them;

-vocational training centers are expanding their activities;

-preferential loans and subsidies are being allocated

These measures are important in ensuring the economic independence of women. Education and media literacy improve the socio-economic status of women in a harmonious way. The knowledge gained through education is put into practice using media literacy. For example, women working in the field of crafts or services are getting the opportunity to sell their products through social networks. This serves to increase their income.

5. Conclusion

First and foremost, the goal is not just to provide jobs for the poor, but to create conditions for people to have a stable source of income by increasing permanent jobs.

Thanks to an active investment policy, more than 9,000 new enterprises and about 300,000 high-paying jobs are being created with investments of \$35 billion this year alone.

special attention will be paid to making women an active member of society. Therefore, student girls were provided with interest-free loans, free education in the magistracy. Today, 53% of students are women. This year alone, 1.7 million women have been employed.

Continuing this, 50,000 girls will be trained in information technology, fintech, and artificial intelligence as part of the "Digital Generation Girls" program.

This year, \$ 1.5 billion was allocated to support women's entrepreneurship. Next year, measures will be taken to make another 2 million women permanent income.Said President of Uzbekistan Shavkat Mirziyoyev in his speech at the opening ceremony of the III International Forum "From Poverty to Prosperity"

In conclusion, education and media literacy are important strategic tools in the fight against poverty among women. These factors enable women to ensure their economic independence, increase their social activity, and contribute to the development of society.

In conclusion, education and media literacy are important factors in combating poverty among women in Uzbekistan. The following proposals can be put forward in this direction:

- expand free education and retraining programs for women;
- introduction of special training courses in media literacy;
- development of digital infrastructure in rural areas;
- strengthening support for women's entrepreneurship.

As a result, women's economic activity will increase and poverty levels will decrease significantly.

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