



WAYS TO DEVELOP DIGITAL MARKETING IN THE FIELD OF PHYSICAL EDUCATION AND SPORTS IN UZBEKISTAN

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Annotation. This article provides an idea of “ways to develop digital marketing in the field of Physical Education and sports.”

Keywords: Technology, Information Technology, Information and communication technologies, animation, multimedia.

In order to raise the popularity of physical education and sports in the Republic to a higher level, to develop the movement of Physical Culture, to restore the national games of the people, to form a healthy lifestyle, to train talented athletes in modern sports and to improve their sports skills, numerous decrees and decisions made by the first president of our country Islam Karimov have From the very first days of independence, our country has formed a legal base of a certain appearance in this area regarding the implementation of specific reforms. In particular, the resolution of the Cabinet of Ministers of the Republic of Uzbekistan "on the organization of activities of the Fund for the development of children's sports of Uzbekistan", the order of the Ministry of people's education of the Republic of Uzbekistan” on improving the staffing of children's and youth sports schools", 2007-decree of the president of the Republic of Uzbekistan “on approval of the budget of the fund for the development of children's sports and the targeted program for the construction of children's sports facilities”, resolution of the Cabinet of Ministers " on the organization of the activities of the fund for the development of Physical Culture and sports under the Ministry of physical, The adoption of official regulatory documents such as the decision of the president of the Republic of Uzbekistan” on measures for the further development of Physical Culture and mass sports " led to the upbringing of young people in neighborhoods and streets in all regions of our country, with Uzbek national sports games and the formation of a perfect person.

The first president of the Republic of Uzbekistan Islam Karimov in order to introduce Uzbekistan and Uzbek sports to the world in the first years of independence, one of his first works was the opening of the International Tournament “President's Cup” in Tashkent on August 29, 1995. For example, on March 5, 2018, President Shavkat Mirziyoyev adopted a decree “on the improvement of the system of Public Administration in the field of Physical Education and sports”. In accordance with the decree, on the basis of the previous state committee and its territorial divisions The Ministry of Physical Culture and sports of the Republic of Uzbekistan was established and its functions and powers were expanded. On September 20, 2018, a meeting dedicated to the issues of development of the physical education and sports sphere was held by our President. It was noted that the introduction of a new system for improving the selection and selection work of athletes gave the first results. Information communication technologies in physical education and sports. Information communication technologies and digital marketing are methods and technical means of organizing, storing, developing, restoring, transmitting information that develop people's knowledge, expand their capabilities in the management of technical and social processes. Also, digital marketing and

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information technology is understood as a creative activity that consists of a chain of processes that are carried out to achieve a specific goal. If the processes that make up the technological chain, they are 3rd-ICARHSE International Conference on Advance Research in Humanities, Applied Sciences and Education Hosted from New York, USA <https://conferencea.org> the effectiveness of any technology will increase if the possibility of using computers is created to organize the exchange of information between June 28th 2022 42 and harmonize them. Of course, for this, the need arises to carefully study this technology, analyze the exchange of information in and between processes, as well as the information support of the management of the chain of processes (that is, technology). When technology translates from the Greek language (techne) means the meanings of art, creation, cognition, which in turn are processes. Processes are a certain set of actions to achieve the set goal. Information technology and digital marketing are a set of means of collection, processing and transmission of information (primary), as well as methods that are used to obtain information of a new quality about an object, process or case (information product). At the moment, information is used when thinking about technology, adding many words "new", "communicative" or "modern". Modern information and communication technology means information technology that uses modern computers and telecom tools, has a "friendly" interface for user operation. In the development of Information Technology, two information revolutions associated with the change in the means of mental Labor had a decisive influence.

The first revolution took place with the advent of book printing and deepened with the invention of the Telephone, Telegraph, radio. The second revolution is associated with the emergence and rapid spread of electronic accounting machines(Ehms), the creation of local networks of Ehms, the organization of information resource management systems. One of the main goals of informatization and digital marketing in the field of sports is to improve the quality of Education. The transition to new levels of education with the help of information technologies, the ability of a teacher and an educator to refer to high-quality local and network educational resources, modern electronic educational resources. To this end, it will be worthwhile for future various Sokha specialists to be able to apply information technology practically: graphic modeling using special programs, to benefit from multimedia systems. Today, Information Technology is one of the most important factors affecting the development of our society. Information technology is also present at different stages of human development, and the peculiarity of the modern informatized society is that information technology occupies a leading place among all existing technologies, in particular new ones. Information Communication Technology is a component of pedagogical technology, which began to be used in the educational process as an improved modern type of technical means.

Information technology has existed mainly in the field of sports and physical education, as well as at various stages of human development. A characteristic feature of the informatized Society of the present time is that "for the first time in the history of civilization, the power spent on the achievement of knowledge and production was more than the cost of energy, raw materials, materials and material consumer goods, that is, information technology occupies a leading place among all existing technologies and, in particular, new technologies. The widespread use of didactic materials that determine the effectiveness of Information Technology and technical means is one of the main signs of modern pedagogical technologies. In the national program, special emphasis is placed on this

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important means of managing the educational process. The level of use of information tools (computer, electronic communications, radio, television) is determined by two factors: the development of didactic materials on topics for which informational tools for the educational process will work. Checking the readiness of educators to be able to methodically correctly use technical means and didactic materials in their practical activities. It is possible to achieve the intended goal only when the process of informational education is pre-pedagogical project. Computerization of the pedagogical process is one of the main areas and the area in which modern pedagogical technologies should be engaged. In particular, the use of information and communication technologies in the educational system requires teachers and students to form skills to be able to work comfortably in a new information environment. Including in physical education classes, the use of information educational tools plays an important role in improving the quality and effectiveness of Education. In the XXI century, modern education cannot be imagined without information technology. The organization of training sessions based on information and communication technologies further develops the student's thinking skills. Because the reader perceives the new knowledge acquired in a practical way with the help of his personal activities. One of the main goals of today's educational system is the organization of lesson processes using acts effectively when teaching physical education. Physical education teacher course transition 3rd-ICARHSE International Conference on Advance Research in Humanities, Applied Sciences and Education Hosted from New York, USA <https://conferencea.org> when June 28th 2022 43 uses elements of Information Technology in its science in the process, readers test processes such as information retrieval transmission, processing. To do this, it is necessary to organize the widespread use of electronic textbooks and educational pedagogical programs on subjects. As a result, the search for information on science by students increases computer literacy by performing such actions as its preservation, processing and disconnection, and physical education theory also absorbs knowledge, which gives the searchability a good effect on the cultivation of the ability to think logically and in solving problems. The topics in the educational pedagogical programs used are selected depending on the age characteristics of the student. They should be built on examples that go from simple to complex. Also, when a teacher uses educational pedagogical programs that have vivid examples in the coverage of a topic, a great opportunity is created for the student to remember the topic. Another factor in the use of information communication tools in lesson processes is the possibility of control in most educational pedagogical programs, which facilitates the assessment of the student's knowledge. Physical education teachers, like teachers of other disciplines, can achieve their goal using video lessons. Students' knowledge increases by hearing the theoretical part of seeing the image. Scientific research shows that animation and modeling significantly improve the conceptual concepts of molecular forms of behavior. Showing the processes of motor activity in physical education through modern multimedia tools allows the student to remember the topic, to do it on his own.

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