

THE ROLE OF MODERN TECHNOLOGIES IN THE CONDUCT OF SPIRITUAL AND EDUCATIONAL ACTIVITIES. (ON THE EXAMPLE OF MULTIMEDIA TOOLS)

Pardaev Sobit Abduvali oglu.

*Teacher of the Department of Music Education of
the Uzbek-Finnish Pedagogical Institute of
Samarkand State University., Uzbekistan*

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Abstract: *This article deals with the ongoing reforms in the process of spiritual and educational work, as well as the use of modern technologies, types of modern technologies.*

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One of the most effective ways to choose modern advocacy technologies is a multimedia approach. At the same time, in the process of spiritual and enlightenment activities, it is possible to achieve the goal using new and traditional technologies. It should be noted that the choice of technology should pay attention to the intellectual level of the audience, the specifics of the field of educational activity. The means of information and communication technologies are mastered in the conscious, regular, planned implementation of certain actions. The tools that can be used to conduct spiritual and educational activities can be grouped as follows:

Multimedia - provides a variety of forms of information at events: color graphics, dynamic effects in text and graphics, sound output and synthesized music, animation, as well as the use of full-length video clips and even videos.

An interactive - whiteboard is a touch screen that displays images on a computer through a projector. Custom software allows you to work with text, images, video and audio data and objects, as well as Internet resources and write and comment on them.

Video conferencing - is the process of exchanging information, meeting, and discussing data between remote groups in the form of digital video or streaming video.

Audio conferencing - is a network technology system that allows the exchange of information between a number of individuals and groups in different geographical locations in a digital-digital format using a telephone.

Presentation of the provided information material in the form of animation facilitates the mastering of the event and increases the visibility. Demonstration slides can also be provided as pre-distribution material. On the basis of slides, listeners express their opinions, through which they gain the ability to form conclusions and questions on the topic under discussion. This method also allows the propagandist to reinforce the new information and improve the slides.

Based on the results and recommendations of this study, in June 2018, the "Scientific and Methodological Support Department" of the Republican Center for Spirituality and Enlightenment began to prepare propaganda slides and infographics for the Republican system of spirituality and enlightenment. To date, the center has developed and implemented more than 100 methodological media products.

Methodologically, the interaction between the facilitator and the listener will consist of two types of interactions. The first type of impact is that at a certain stage of the event, the listener is given guiding questions to help them understand the issue at that stage. The second is that the thoughts and actions that define the problem are shown. The number of questions and instructions is determined by the participants' mastery of the presentation materials.

Content-chronology method. According to psychologists, it is possible to concentrate the attention of participants only for the first 6 minutes. After this time, they begin to receive the initial attention. It is therefore important to achieve active communication with participants within six minutes. In order to keep their attention, the speaker should be aware of the laws of rhetoric, the secrets of oratory, the method of chronological control.

Keys method. Addressing the audience to give examples also helps to draw the attention of the participants. In this case, you can ask for an example as a question. So, such a question and answer should be repeated several times.

Comparing the examples given by the audience with the examples given by the speaker by the speaker gives good results. This checks that the preacher's and the audience's opinions are the same, and that the way the event goes is encouraging for both parties.

Today, the debate method is widely used in conducting events. In doing so, the speaker divides the audience into two groups, raises the issue, and asks the parties to identify the solution to the problem raised. The preacher listens to the views of both parties and draws a final conclusion. described it. The advantage of this method is that in the event, each participant is given the opportunity to become an active participant in the process. Being able to express one's opinion makes a great impression on each participant and lays the foundation for a deeper understanding of the topic.

Incentives. Establishing an award to encourage active participants gives good results. At the same time, the participants develop a positive spirit of debate, competition, which increases the effectiveness of the event, stimulates the audience to participate in future events.

Adequate presentation method. The name of the event should be interesting, simple, clear, engaging, dedicated to a topical issue that corresponds to the age, profession, interests of the participants, is one of the tasks of spiritual, ideological, educational work. In naming the event, it is far from too formal, too scientific, too long; sentences should be avoided. Because formality bores people from the event. It is more effective to use words that are used more in our daily lives when naming a topic. The name of the event should be interesting and inspiring. Anyone who has heard or read the topic should understand what to think about at the event and have a sense of belonging to the problem. Therefore, it is necessary to inform the participants of the most important points in the announcement of the event.

The method of adapting to the audience. The age and professionalism of the participants should be taken into account when giving examples during the event. If the majority of participants are young people, examples from the recent past, events and situations that young people are not indifferent to and directly witnessed by the generation participating in the event will be cited during the event. If the participants are middle-aged, the examples given are taken from the realities witnessed by the middle generation, from the news happening around us. At the same time, participants will be able to choose examples based on their profession. Communication efficiency increases when participants select examples that they see every day.

Innovative content method. Each event is preceded by the task of creating new knowledge and clear ideas in the participants. During the event, the main goal is to master the knowledge explained by the speaker, to instill in each participant an inner confidence and direct it towards certain goals. It is advisable to write the main ideas of the event in the form of abstracts and distribute them

to the participants in advance. This helps people to prepare for the event and have a high level of communication.

On July 1, 2018 in Margilan in the framework of the research tasks of the dissertation at the Republican scientific-practical conference "Youth education and effectiveness of spiritual and educational work in Uzbekistan: problems and solutions" held jointly with the Republican Center for Spirituality and Enlightenment, Youth Union of Uzbekistan and Fergana region one way on the ground "has been criticized in terms of public scrutiny. Senator Enakhon Siddikova, a member of the Senate of the Oliy Majlis of the Republic of Uzbekistan. , the need to work on the basis of diagnostics;

There are similarities between the field of social medicine and upbringing, spirituality and enlightenment, and therefore the need to establish a diagnosis of "Which neighborhood has the most mental patients?" And an alternative work program for each district and neighborhood ;

When the thousands of events held were effective, there would be no crime, no rulings, no indifference. Therefore, it is necessary to check the results of the ongoing spiritual and educational work;

nationalization of the book trade, cessation of the publication of light-weight books developed in the handicraft style;

warns that language, culture, customs are deteriorating and society is becoming accustomed to our "mass culture".¹

Doctor of Philosophy, Professor F. Turgunbaev said that instead of watching the information channel "Akhborot" during prime time on the country's TV channels, people watch various light TV series, which negatively affects the reforms in the country, the promotion of spiritual and educational information that every citizen should know. and suggestions on the need to regulate this issue.

The issues to be communicated to the participants at the beginning of the event will be given to all participants as a question in general. The initial result is recorded. At the end of the event, the same questions will be asked again. Compared to the previous result, the efficiency is determined. Then the opinion of the people who respond plays the role of repetitive propaganda.

The script written for the event should be designed taking into account the characteristics of the speaker, such as experience, level of knowledge. The main criterion is the personal training of the speaker on the topic. Therefore, each speaker is either socially or economically well-informed when writing a script for an event. it should rely more on either the political or the legal sphere. This will ensure a reliable presentation of the report. After the event, participants will have a clear system of knowledge.

Not to tire the participants, to constantly attract and activate their attention, the use of historical, national, modern examples are important factors in ensuring the success of the event. To do this, you need to create a creative competitive environment by dividing people into rows, groups, giving them general or specific questions, interesting assignments. It is an effective move to reward and give the floor to 3 people who showed activity and knowledge during the event. At the same time, they should be allowed to recall the theses that the propagandist wants to absorb in their words. That is when the theses are repeated for the second time by another person.

Creating a comfortable, friendly environment for communication and interaction between the speaker, the organizers and the participants is an important factor in increasing the effectiveness of the event. To do this, a sincere relationship must be established between the audience and the speaker.

¹ Materials of the Republican scientific-practical conference "Education of youth and the effectiveness of spiritual and educational work in Uzbekistan: problems and solutions." July 1, 2018. Margilan city, Fergana region, "Creative Garden."

Everyone who comes to the event wants to be heard. Therefore, it is important that participants are given the opportunity to express their views freely. Only the speaker should be able to direct the feedback expressed by the participant to the purpose of the event. This is where the speaker needs to be attentive, alert, and well-versed in the subject.

- In order to communicate with the audience, it is necessary to give up formality. If left to formality, participants may become indifferent not only to the speaker but also to the topic. To prevent this from happening, the speaker should conduct the event in a sincere, understanding manner.
- Visual aids provide a lot of information beautifully in a short amount of time. The speaker's effective use of visual aids demonstrates his serious preparation and earns the audience respect for him. Therefore, it is recommended to actively use documentaries, multimedia, slides at events.
- The introduction of modern information and communication technologies in the process of spiritual and educational activities, first of all, must meet the pedagogical and psychological requirements. The following technological sequence is important in organizing the use of these technologies:
 - - The information resources provided are reliable, relevant to the current state of the industry, systematically and consistently linked to the exhibition practice;
 - - Presentation materials are given in a mutually optimal variant of scientificity and ease of acceptance;
 - - The presentation of the presentation materials should be person-centered.

In particular, the information provided should consist of assignments and tasks that provide the audience with the necessary skills and competencies on the topic of the event, determine the amount of information to be mastered by the audience, their presentation in a logical system, conformity to the principles of continuity and continuity. It is also advisable that the information collected is appropriate to the level of readiness of those gathered.

At the end of the event, participants should be given time for questions and answers on the topic. The point is, if the topic covered is clear to the listener, they will have questions. Conversely, if no one asks a question or comments, it could be a sign that the topic is not understood. If no questions are asked from the audience, the speaker can ask additional questions on the topic to ensure the effectiveness of the event.

Propaganda also involves creating new knowledge, feelings, desires in people, strengthening the right grounded opinion, beliefs, misformed stereotypes, views, changing wrong conclusions. Therefore, the scientific-practical approach to the issue requires knowledge of the structure of the human psyche, the selection and implementation of methods, forms, technologies and means of propaganda based on modern achievements of social psychology and pedagogy, sociology. Otherwise, as noted at the meeting of the Republican Council of Spirituality and Enlightenment, “praise the achievements of our great scholars and ancestors; recording our achievements; not to use modern methods of propaganda; delayed delivery of news; lack of foresight of ideological threats, lack of preventive measures; that the main ideas are overshadowed by hypothetical, improvisational, “creative” approaches; lack of scientific and theoretical basis, reliance on intuition. Overcoming the above shortcomings requires an approach to the issue based on scientific and theoretical foundations.

A person sees many things in his life and is affected by them. These influences do not leave his thoughts, intentions, ideas unaffected. However, these effects do not suddenly become human behavior. After going through the “filter”, analysis and “confirmation” of the mind, the thought becomes an idea. That is why this or that idea is called grounded, reasonable, real. Because man accepts them through the analysis of his own thoughts.

Often a person will take the word of someone he trusts and respects directly without any

analysis, consideration or criticism. This fact is taken into account in more global advertising and commercial promotion. That is why we often see famous film actors, entertainers and singers advertising this or that brand in foreign and national TV commercials.

Thus, the persuasive method of promotion will increase the number of buyers. Because people's devotion to a loved one, through a positive attitude, also creates a positive attitude towards the product. As a result, fans unknowingly become buyers of that product.

Usually, the method of persuasion requires the use of temporary connections, associations, imagination, concepts between all the units in the brain in order for a person to respond intelligently, analytically to the idea being proposed to him.

The cries, the shamans, the screams and actions of the fortune tellers excite one point of the human brain and “paralyze” the rest. In such a situation, the listener’s sincere desire for healing subdues the whole brain to that desire.

Strict requirements are followed when using the group or individual method of persuasion through words. These are:

- a) individual approach to the person;
- b) to know his personal spirituality, ideological views;
- g) determine his propensity to believe, his attitude to the idea you are proposing;
- d) good knowledge of methods of ideological influence;
- g) monotonous - that is, the active repetition of one or two central concepts, words

(continuously stirring one point of the brain and putting others to sleep), which gathers the thought in a monotonous rhythm.

The word is a conditional stimulus for man. It is associated with all the internal and external influences that occur in the human brain during a person’s past life. It signals the effects of conditioned stimuli. An effective word can even replace them. That is, an object, event, or event can evoke all the actions that occur due to a conditional stimulus (that thing, an event) through verbal expression (I.P.Pavlov's experiments).

Propaganda is divided into three types, depending on the time of the occurrence of this or that socio-political, ideological event. These are preventive (preventive, warning), parallel (beginning with an accident) and post-event propaganda.

Preventive propaganda prepares people to accept an event that is expected to happen, the event correctly. The major event that will take place in this type of propaganda will be given specific information about the event. This method is especially important in warning the population against ideological attacks. After all, in this case, the destructive idea, before the ideologies start their attack, people are warned, they develop immunity. As a result, the susceptibility that occurs is compromised by the immune resistance that is formed in humans.

Parallel propaganda is a common type of propaganda. Its purpose is to disseminate information about the started, ongoing event, to create sufficient and well-founded knowledge in people about its purpose and essence. For example, a meeting of the Oliy Majlis on a major issue, which eliminates any misunderstandings and uncertainties that may occur in the minds of the people on the issues under consideration. In this way people gain new knowledge.

Post-event propaganda. It is done when there is a need to explain in detail the significance of a major, important event that has taken place. If this type of propaganda is not carried out, some people may not fully understand the essence of the event due to lack of information and as a result do not know how to act on this issue in their lives and activities.

The use of current news in propaganda serves to quickly and verbally enter people's minds. Current news quickly spreads to the relevant stakeholders - intellectuals, farmers,

youth, etc. Affects their views and beliefs. Gives effective and practical results. This is due to the fact that they are important for the majority of the population in the choice of events to be covered.

Full coverage of the population. Imagine, for example, how to evaluate the effectiveness of avian influenza warning propaganda? After the campaign, if 100 percent of the district's population understands what bird flu is and can show how to protect themselves and those around them, no one in the district will get the flu.

Full coverage is needed not only for warning purposes, but also to promote our creative achievements. Pride, a sense of satisfaction from life, should permeate every family, the most remote homes in the most remote neighborhoods. Then the coverage can be said to be 100%.

In conclusion, President Shavkat Mirziyoyev said, "Our spiritual directions should be ten steps ahead of economic ones. Then the great plans and programs that we are currently implementing will come true," he said. These ideas have laid the foundation for strengthening and developing the spiritual heritage of our people as one of the main foundations for the renewal and development of Uzbekistan.

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