FACTORS AFFECTING THE SOCIAL PEDAGOGICAL ACTIVITY OF MULTIMEDIA

Rahimova Feruza Najmiddinovna
Teacher of Kokand State Pedagogical institute

Muxammadiev Baxromjon Baxtiyorjon o'g'li
Student of Kokand State Pedagogical institute

Annotation. In this article, in addition to the social pedagogical education of students in the higher education organization, the policy currently implemented in education, as well as programs on the basis of multi-media using modern technologies, are aimed at the transfer of social, cultural information, the preservation of aesthetic and cultural values, the collection of information.

Keywords. Education, training, technology, multimedia tools, social environment.

The reform of the education system in our country today is also carried out in the education system without interruption for the training of competitive personnel. The main purpose of the reforms carried out is to educate the young-generation, which is the land of our homeland, with every complete maturity, spiritual perfection, modern profession, reformist youth. In particular, in the law of the Republic of Uzbekistan "on state policy on youth"adopted in the new edition of September 14, 2016, we are on the path of "building a democratic legal state and an open civil society that ensures compliance with human rights and freedoms, spiritual renewal of society, formation of a socially oriented market economy, inclusion in the world community" The factor affecting social pedagogical activity in the educational process is an important factor in teaching a person of education-student, student-educator in any society, the factor affecting him / her, the formation of the skills of independent work, the use of multimedia tools in teaching and education of students.

The socio-economic and political changes taking place in our society bring about the need to solve a number of complex problems related to the free time of people, the organization of leisure and the training of personnel for the sphere of its implementation. In this regard, due to the radical changes taking place in society, the social role and importance of free time as a space for the independent realization of a person himself, the realization of his opportunities, abilities and potential and the independent development of himself, the inevitability of determining fundamentally new forms, methods and means of social education of young people is very clearly

At present, systematic work is being carried out in higher education organizations on educating students who meet new conditions of development of society. In the educational system, the principle of humanization of education is integrated not only into the content of educational courses, but also provides an opportunity to direct students towards their needs by providing them with the opportunity to achieve individual professional goals. The content and purpose of the updated content and forms of higher education is to formulate a conscious attitude of the student to the process of vocational training, as well as to the process of its professional formation, which includes not only teaching, but also the

adoption of new social technologies, the acquisition of experience of participation in socially significant activities.

The higher education organization is carrying out systematic work aimed not only at training (teaching) students, but also at shaping their personal position, system of life ideals, methods and forms of realization of their capabilities, abilities and capacities in public relations. In recent years, various conceptions of teaching students are being developed in higher education organizations. They allow the principle of humanization of education to focus not only on achieving individual professional goals, but also on the needs of students by providing them with opportunities for social formation. Against this background, the inevitability of self-awareness of the personality of students and the determination of a fundamentally new form, methods and means of self-independent developmenttirishga oriented social education is quite evident.

V.Juravlev's research, students can describe the main means of social upbringing as "the subject of the environment, or the situation of life, which was previously included in the educational process." Any object of material or spiritual culture can perform the function of a means of upbringing under the following conditions:

First, it relates to the information necessary for the development of the inner world of the person being trained;

Secondly ,it (information) is distinguished as a subject of appropriation in the form of an image, a visual-a resultant (influencer) or a sign-a symbol;

Third, along with his knowledge, the object is included in the communication and joint activities of the educator with the educators.

Educational means enter the life of the students of the higher education organization as new, not yet mastered cultural values. They meet with life experiences, which include previously accumulated cultural values, the success of public opinion of the family, the surrounding population and the independent activities of the student. The accumulated experience evaluates the new cultural values that have entered the inner world of the individual, after which they absorb or reject these values. One of the main conditions for the assimilation (assimilation) of culture is the compliance of educational means with the corresponding to the living conditions of students.

Taking into account the current modern situation, it is necessary to make effective use of its potential in the framework of the higher education organization in social education on the basis of multimedia tools, since it opens up wide opportunities for students to demonstrate their personal initiative, direct the individual in social relations (to find a way out, to give a base) and develop.

Recently, a lot of attention has been paid to activities in the domestic tourism sector on the basis of multimedia tools. The essence of which is based on the tourist Multi-Media tools, which consist of mental, mental, physical, emotional and spiritual improvement, strengthening new knowledge and impressions about the world around us, obtaining new information about subjects, events, attaches great importance to the attraction of practice to action, provides a real opportunity to activate the creative potential of the individual. Bunda, traditional types and genres of artistic creativity are used as the main types of "animating and inspiring" between people. Therefore, the activity on the basis of means of Tourism Multimedia is an independent direction in the field of cultural recreation. Operating on the basis of multi-media tools in tourism, programs based on high-quality multi-media tools serve as a multifunctional project for the transmission of social, cultural information, helping to preserve aesthetic and cultural values, to collect information and to master the aesthetic experience.

In tourism, the activities of developing and presenting special programs for leisure travel on the basis of multimedia tools - tourist trips and trips are very effective. In pedagogical activity, as well as in social education, extracurricular education programs based on multimedia tools are also very

effective in establishing a training system that can include sports events, sports shows, dance evenings, events and theater performances.

In particular, the animator is a specialist in the development of individual and collective leisure programs, whose goal is to attract the consumer of tourist services to the "whirlpool" of creative, artistic and sports programs in every way with the aim of receiving cheerfulness, good mood. It is important not only to get rid of fatigue, but also to eliminate the power, complication of the negative consequences of everyday life by organizing cultural leisure activities in the organization of social cultural events, with students – the main task of the educator in the use of multimedia tools. In the organization of such a pastime, it is necessary to think through an entertainment program that distracts a person from everyday problems. Along with entertainment, you can skip the tide as the holidays are always characterized by active, high emotional relaxation. It is also important to pay attention to such aspects as planning it correctly, filling it with bright wonderful events and competitions. In pedagogical activity, the features of the activity based on multimedia tools occupy an important place, as well as perform a number of tasks of the character of health restoration, entertainment, cognition and relaxation, etc.

In the scientific research of such scientists as A.Luchankin, A.Snyasky and N.Yaroshenko, multimedia-based activities are based on modern (socio-pedagogical, psychological and cultural-creating) technologies that help to overcome social and cultural alienation of social groups and individual students. understood as a special type of socio-cultural activity. At the same time, scientists are promoting the idea of a multimedia educator as a specialist who uses these technologies in the organization of recreation in accordance with the pedagogical purpose.

Through the "development" and "inspiration" of social relations between students, technologies based on socio-cultural multimedia tools as the basis of educational methods are required (presuppose) the broad use of spiritual and cultural values, traditional types and genres of artistic creativity by providing the individual with the conditions for the inclusion of the individual in creative, health restoration, education, entertainment and other types of socio-cultural activities.

In the research of such scientists as V. Kvartalniy, L. Kurilo, E. Priezjeva, B. Stoykovich, it is described as a qualitative characteristic of the method of human activity, which turns multimedia into a tool for identifying and implementing the need for social education in practice. In his views, L. Kurilo states that, on the one hand, it is possible to clearly state the goals of socio-cultural activities, and on the other hand - to determine the actual spiritual aspect of the relationship between the subjects of social relations.

According to I.Shulga, social-practical activity on the basis of multimedia means to actively promote the harmonious development of the student's personality, encourage the search for new methods of independent activity, including free forms of creative entertainment expressed in terms of focus on shaping. The scientist defined practical activity on the basis of multimedia as a multidimensional and multidimensional activity that requires a combination of different types and forms of interaction between teachers and students in the field of recreation.

In her views, E. Priezjeva discusses the socio-pedagogical tasks of animation, which are interpreted as the production, accumulation and storage of new knowledge, norms, values, directions and meanings; reproduction (repetition) of the continuity of the spiritual process by maintaining its consistency; ensuring communicative interaction between business entities, their stratification and unity; studied the creation of a socialized structure of relations that takes place through cultural components.

We agree with the opinion of the researchers, whose names are mentioned above, and that the activity of the means of multimedia is a component of socio-cultural activity, and in the course of this activity the organization of them (participants) is carried out in order to meet the sustainable needs of

the participants of this activity for recreation. It is known to us that socio-cultural activities consist of different types, and with the help of this concept in the broad sense of the word, the aspect of social relations can cover any spheres of activity, manifested in any form. Socio-cultural activity is a process carried out in the educational environment, filled with all its components, serving a person who can freely express his individuality, the ability to express himself creatively in the world of cultural values.

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