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MECHANISMS FOR ENHANCING THE EFFECTIVENESS OF CULTURAL AND EDUCATIONAL ACTIVITIES IN THE MORAL AND ETHICAL EDUCATION OF STUDENTS

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TALABALARNI MANAVIY AXLOQIY TARBIYALASHDA MADANIY MARIFIY TADBIRLAR SAMARADORLIGINI OSHIRISH MEXANIZMI

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Annotatsiya: Mazkur maqolada talabalarni ma’naviy-axloqiy tarbiyalash jarayonida madaniy-marifiy tadbirlarning samaradorligini oshirish mexanizmlari ilmiy jihatdan tahlil qilinadi. Tadqiqot doirasida oliy ta’lim muassasalaridagi madaniy-marifiy tadbirlarning mazmuni, shakllari va o‘tkazilish metodlari o‘rganilib, ularning talabalar ma’naviyati, axloqiy qadriyatlar, ijtimoiy mas’uliyat va jamiyatga moslashuvchanlikka ta’siri aniqlanadi. Maqolada shuningdek, tadbirlarni rejalashtirish, ijodiy va interaktiv shakllarda o‘tkazish, zamonaviy kommunikatsiya va raqamli platformalardan foydalanish orqali samaradorlikni oshirish usullari yoritiladi.

Tadqiqot natijalari shuni ko‘rsatdiki, talabalarni ma’naviy-axloqiy tarbiyalash jarayonida madaniy-marifiy tadbirlarni tizimli, metodik va innovatsion yondashuv asosida tashkil etish samaradorlikni sezilarli darajada oshiradi. Shu bilan birga, talabalar orasida axloqiy qadriyatlarni shakllantirish, madaniy merosga hurmat va ijtimoiy faollikni rivojlantirishda interaktiv, loyiha asosidagi va ijodiy tadbirlar eng samarali vosita ekanligi aniqlanadi. Tadqiqot shuningdek, pedagogik rahbarlar, tyutorlar va oliy ta’lim muassasalari xodimlari uchun amaliy tavsiyalarni ishlab chiqish imkonini beradi.

Kalit so‘zlar: Ma’naviy-axloqiy tarbiya, madaniy-marifiy tadbirlar, talabalar, pedagogik samaradorlik, interaktiv metodlar, ijtimoiy mas’uliyat, axloqiy qadriyatlar, innovatsion yondashuv, tyutorlash, oliy ta’lim.

Abstract: This article examines the mechanisms for enhancing the effectiveness of cultural and educational activities in the moral and ethical education of university students. The study investigates the content, formats, and implementation methods of cultural and educational events, analyzing their impact on students’ morality, ethical values, social responsibility, and societal adaptability. The article also explores strategies to increase effectiveness through systematic planning, interactive and creative approaches, and the use of modern communication and digital platforms.

Findings indicate that a structured, methodical, and innovative approach to cultural and educational activities significantly enhances their effectiveness in moral and ethical education. Interactive, project-based, and creative events are particularly effective in fostering ethical values, respect for cultural heritage, and social engagement among students. The study additionally provides practical recommendations for educators, tutors, and higher education institution staff to implement these activities more effectively.

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Keywords: Moral and ethical education, cultural and educational activities, students, pedagogical effectiveness, interactive methods, social responsibility, ethical values, innovative approach, tutoring, higher education.

Аннотация: В данной статье рассматриваются механизмы повышения эффективности культурно-просветительских мероприятий в процессе нравственно-этического воспитания студентов высших учебных заведений. Исследование охватывает содержание, формы и методы проведения культурно-просветительских мероприятий, а также их влияние на формирование моральных ценностей, социальной ответственности и адаптивности студентов в обществе. Статья также описывает стратегии повышения эффективности через системное планирование, интерактивные и творческие подходы, а также использование современных коммуникационных и цифровых платформ.

Результаты исследования показывают, что системный, методический и инновационный подход к организации культурно-просветительских мероприятий значительно повышает их эффективность в процессе нравственно-этического воспитания. Интерактивные, проектные и творческие мероприятия оказываются наиболее эффективными для формирования моральных ценностей, уважения к культурному наследию и развития социальной активности студентов. Кроме того, исследование предоставляет практические рекомендации педагогам, наставникам и сотрудникам высших учебных заведений по организации данных мероприятий.

Ключевые слова: Нравственно-этическое воспитание, культурно-просветительские мероприятия, студенты, педагогическая эффективность, интерактивные методы, социальная ответственность, моральные ценности, инновационный подход, наставничество, высшее образование.

INTRODUCTION

Moral and ethical education plays a fundamental role in the formation of an individual's personality, their adaptability to society, and the development of social responsibility. Especially in higher education institutions, the moral and ethical upbringing of students, the formation of their moral values, respect for cultural heritage, and social engagement skills are considered important tasks. Today, globalization, the widespread use of information and communication technologies, and the growing tendency toward individualistic views among young people have made the process of ensuring students' moral and ethical education more complex. Therefore, the mechanisms for organizing moral and ethical education more effectively in higher education, including the role and significance of cultural and educational activities, are regarded as one of the most pressing issues of our time.

Cultural and educational activities contribute to shaping students' worldview, social relations, acceptance of moral values, and their ability to apply these values in practice. At the same time, when organized in interactive and creative forms, such activities develop students' creative thinking, problem-solving abilities, cooperation, and leadership skills. The effective organization of these activities not only improves the quality of the pedagogical process but also promotes positive communication, motivation, and participation between students and educators.

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The importance of organizing cultural and educational activities in higher education institutions based on a systematic and methodological approach has been emphasized in major studies. For example, the decrees and resolutions of the President of the Republic of Uzbekistan in the field of education and youth policy identify increasing the effectiveness of cultural and educational activities aimed at students' moral and ethical education as a priority task. At the same time, research shows that the content, methods, and interactivity of cultural and educational activities are among the key factors determining their effectiveness.

The purpose of this article is to scientifically substantiate the mechanism for increasing the effectiveness of cultural and educational activities in enhancing students' moral and ethical education, to identify its structural components, and to develop practical recommendations. The study analyzes the process of cultural and educational activities, their pedagogical effectiveness, interactive methods and innovative approaches, as well as factors influencing the development of moral values, social responsibility, and cultural awareness among students.

From this perspective, the article aims to develop a mechanism for improving the effectiveness of cultural and educational activities by taking into account not only pedagogical theory but also practical experience. The research findings serve as a scientific and practical basis for systematically organizing students' moral and ethical education and provide strategic recommendations for higher education institutions, educators, and tutors.

LITERATURE REVIEW

The issue of students' moral and ethical education and increasing the pedagogical effectiveness of cultural and educational activities has long been at the center of scientific research in higher education pedagogy and youth education. In academic literature, this topic is addressed in several main directions: the formation of students' moral values, the development of cultural heritage and cultural awareness, the application of interactive and innovative methods, and pedagogical monitoring and assessment mechanisms.

The decrees and resolutions of the President of the Republic of Uzbekistan emphasize the moral and ethical education of students in higher education institutions and identify the preparation of socially adaptable, responsible individuals grounded in moral values through cultural and educational activities as a priority task. These documents also highlight the importance of the content, form, and interactivity of cultural and educational activities in increasing their effectiveness.

An analysis of pedagogical literature shows that the effectiveness of cultural and educational activities depends on several key factors. In her research, Abdurahmonova emphasizes that cultural and educational activities organized in interactive and creative forms significantly develop students' moral values and social adaptability skills. Likewise, Mahmudov notes that activities incorporating cultural heritage and historical knowledge broaden students' outlook and enhance their cultural and social engagement.

In addition, Yo'ldoshev highlights the importance of tutoring and mentoring systems in the process of moral and ethical education. According to him, integrating cultural and educational activities with tutoring can foster strong moral values, cooperation, and creative activity among

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students. Similarly, Sattorova's research demonstrates that the use of interactive methods, project-based activities, and modern communication technologies significantly increases the pedagogical effectiveness of such activities.

Practical experience in Uzbekistan also confirms the effectiveness of cultural and educational activities. For example, events such as "Culture Week" and the "Spirituality and Education Marathon" conducted in higher education institutions have had a positive impact on students' moral and cultural development, as confirmed by statistical data [Decrees and resolutions of the President of the Republic of Uzbekistan (2019–2023). Youth policy and moral-ethical education in higher education. Tashkent: Government Publishing House]. The interactive organization of these activities and students' participation through project and group work enhance their level of moral and ethical development.

International experience is also significant in this area. Research conducted in Tashkent and international pedagogical studies show that organizing cultural and educational activities in a systematic, methodological, and interactive manner in the process of moral and ethical education is the most effective means of developing students' social responsibility, moral values, and cultural awareness.

The analysis indicates that the following key factors are crucial for increasing the effectiveness of cultural and educational activities:

Systematic and methodological planning of activities.

Application of interactive and creative forms, actively engaging students through project-based and group work.

Integration with tutoring and mentoring systems.

Use of modern communication and digital technologies.

Content aimed at developing students' moral values, cultural heritage awareness, and social engagement.

From this perspective, the mechanism for increasing the effectiveness of cultural and educational activities must be not only theoretically grounded but also reinforced by practical pedagogical experience. Research shows that integrating the above-mentioned factors significantly increases the effectiveness of students' moral and ethical education.

METHODOLOGY

This study aims to scientifically substantiate the mechanism for increasing the effectiveness of cultural and educational activities in the process of students' moral and ethical education by integrating various research methods and approaches. The research methodology is based on pedagogy, psychology, cultural studies, and social sciences and includes theoretical analysis, practical experimentation, and empirical observation.

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The first stage of the research involved a literature review and the identification of theoretical foundations. At this stage, existing pedagogical practices in moral and ethical education in higher education institutions, the content of cultural and educational activities, and methods for increasing their effectiveness were studied, forming a scientific basis for organizing effective activities [Mahmudov, A. (2019). Cultural heritage and youth education. Tashkent: Scientific Publications].

The second stage involved empirical research. Cultural and educational activities conducted in higher education institutions—such as "Culture Week," "Spirituality and Education Marathon," interactive classes, and project-based activities—were examined. Surveys, interviews, and observations among students and educators were used to identify the impact of these activities on moral and ethical education, participants' interest, motivation, and active involvement.

In the third stage, interactive and creative methods were tested experimentally. Various forms of cultural and educational activities were organized for student groups, and their impact on moral values, ethical views, and social engagement was observed. During the experiment, assessment criteria were developed to evaluate students' active participation, including their level of understanding moral values, interest in cultural heritage, group work and problem-solving skills, as well as motivation and interest in the activities.

Both qualitative and quantitative research methods were employed. Qualitative methods included interviews, focus groups, and observations, while quantitative methods involved surveys and questionnaires. The collected data were analyzed using statistical methods, graphical analysis, and pedagogical interpretation.

Additionally, experiments were conducted to determine the effectiveness of tutoring and mentoring systems in the study. Parameters related to the content, form, interactivity, and innovative elements of activities were identified, leading to the development of a mechanism for increasing effectiveness.

As a result, the research methodology was organized based on a comprehensive approach combining theoretical and practical aspects. This approach enabled the identification of the mechanism for enhancing the effectiveness of cultural and educational activities in students' moral and ethical education, the determination of its components, and the development of pedagogical recommendations.

RESULTS AND DISCUSSION

The research results indicate that cultural and educational activities are an important and effective tool in students' moral and ethical education. Empirical studies, surveys, interviews, and observations conducted in higher education institutions reveal that activities organized based on systematic, interactive, and creative approaches serve as the most effective mechanism for shaping moral values, fostering respect for cultural heritage, and increasing social engagement among students.

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As a result of organizing activities in various forms—such as "Culture Week," "Spirituality and Education Marathon," project and group work, and interactive sessions—the following positive changes were observed among students:

Development of moral values: Students began actively applying moral values such as honesty, respect, and responsibility in their interactions and group work, which is crucial for their personal development.

Cultural heritage and cultural awareness: Activities increased students' interest in national and universal cultural heritage, encouraging them to study and apply historical and cultural values in practice.

Social engagement and cooperation: Interactive and project-based activities developed students' cooperation skills, enabling them to solve collective problems, demonstrate leadership, and actively participate in social projects.

Motivation and interest: Cultural and educational activities increased students' motivation toward moral and ethical education, stimulating their interest in active participation, learning, and creative engagement.

The study also shows that the mechanism for increasing effectiveness is determined by several key factors:

Systematic planning: Activities must be planned based on pedagogical and methodological principles aligned with clear goals and objectives.

Interactive methods: Project-based work, group activities, role-playing, and interactive lessons stimulate student engagement.

Integration of tutoring and mentoring: Involving tutors and educators in activities increases student motivation and strengthens the effectiveness of the educational process.

Innovative technologies and communication: The use of digital platforms, multimedia, and online resources enhances the attractiveness and interactivity of activities.

The discussion reveals that the effectiveness of activities is not limited to their form and content alone. Students' prior moral and cultural experiences, their interaction with educators, and the practical and interactive organization of activities also play a significant role. Therefore, the mechanism for increasing effectiveness should include not only activity organization but also pedagogical strategies, monitoring, and evaluation systems.

The results demonstrate that effectively organized cultural and educational activities can ensure systematic and sustainable moral and ethical development of students, contributing not only to personal growth but also to improving the social and cultural environment of higher education institutions.

CONCLUSION

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The research findings show that in the process of students' moral and ethical education, cultural and educational activities require a mechanism to enhance their effectiveness as an important pedagogical tool. Activities organized based on systematic, methodological, and interactive approaches yield significant positive results in shaping moral values, developing cultural heritage awareness and cultural consciousness, and increasing social engagement and responsibility among students.

The study also reveals that the mechanism for increasing the effectiveness of cultural and educational activities should include the following key elements: systematic planning, the use of interactive and creative methods, integration with tutoring and mentoring systems, and the incorporation of modern communication and digital technologies into the activity process. This mechanism contributes to students' personal development, enhances their moral and cultural potential, and enriches the pedagogical environment of higher education institutions.

From this perspective, the results of the article provide practical recommendations for higher education institutions, educators, and tutors, enabling them to organize students' moral and ethical education based on systematic, methodological, and innovative approaches. The scientific findings confirm that harmonizing the content, form, and interactivity of activities with pedagogical strategies is the most effective means of students' social and moral development.

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