LEARNING EFFICIENCY BASED ON INTERACTIVE METHODS AND MEDIA TECHNOLOGIES

Abduvaliyeva Gulchehra Mamadjon kizi

Namangan State Pedagogical Institute Independent Researcher

Email : gulchehraabduvaliyova @gmail.com

Abstract: This article analyzes the role of interactive methods and media technologies in increasing the reading efficiency of primary school students. The use of innovative technologies in the educational process is one of the important directions of modern pedagogy , and these methods serve to develop students' independent thinking, deep understanding of the content of the text, and the formation of reading skills. The research examines ways to increase the efficiency of reading lessons through a combination of an interactive approach and digital tools. Also, the didactic and psychological aspects of lesson processes organized on the basis of media technologies are analyzed, and practical recommendations are developed based on best practices. The article uses theoretical and empirical research methods and scientifically illuminates the impact of interactive and media technology approaches on students' reading efficiency.

Keywords:learning efficiency, interactive methods, media technologies, modular education, primary education, innovative pedagogy.

In the modern educational process, the development of students' reading skills and increasing their reading efficiency are one of the urgent issues. Because reading is the main means of acquiring knowledge , it directly affects the formation of students' thinking, worldview and logical thinking skills. One of the main tasks facing the education system today is to effectively organize the teaching process, activate students' activities through the use of modern pedagogical technologies and methods, and teach them to think independently.

Reading literacy lessons based on interactive methods and media technologies helps to increase the effectiveness of this process. Interactive methods activate students' participation in the lesson, accelerate their thinking process, and develop their creative approaches. In particular, through the use of methods such as FSMU, case study, modeling, yes-no, interview, project, intelligent, confrontation, brainrating, video puzzles, and demonstration, students' skills in understanding, analyzing, and drawing conclusions from the text they read are formed. Also, modern information technologies are increasingly being introduced into the educational process. The use of media technologies allows for increasing students' interest, visualizing educational materials , and ensuring interactivity. In particular, electronic textbooks, video lessons, interactive presentations, and animated applications help to organize reading lessons more effectively. It aims to increase students' learning efficiency by organizing lessons based on interactive methods and media technologies, and serves to form scientific and methodological foundations for further improving the educational process and introducing innovative approaches in the pedagogical process.

The effectiveness of learning lessons based on interactive methods and media technologies, special attention should be paid to the following aspects:

1. Didactic and methodological foundations

Compliance with the modular education concept - The learning process should be divided into modules , and interactive methods and media tools should be effectively used in each module.

Selection of interactive methods – Cluster, discussion, role-playing game that increases the activity of students, " Puzzle ", " Broken egg ", "6 hats", " Happy dolphin " , " Umbrella", "Boomerang", "Ferris wheel", "Wheel of reason", "Grouping" (Cluster), "Brainstorming", "Cube method", "Thought attack", "FSMU", "T-section", "Why?", "Category table", "What? diagram", "Lily flower", "Story method", "5 fingers", "Basketball method", "Nangli tok method", "Beginner method", "A4 format method", Methods such as the "Mirror Game", "What's the Difference?", "Colored Chair", "Ice Cream Method", "Crown Method", "Open the Book Method", and "Sweet Wish" should be selected. Each method selected should be based on the age of the student and the topic of the lesson. This will achieve the expected result from the lesson.

Integration of media technologies - *The teaching process should be enriched through* audio books, video tutorials, digital platforms, smart boards , and interactive tests.

2. Pedagogical approaches

the individuality and age of students – It is important to choose materials that are understandable, visual, and interesting for primary school students.

Reflection and analysis – After each lesson, it is important to share ideas with students and analyze the effectiveness of the lesson.

Feedback – The use of interactive assessment systems to ensure effective communication between teacher and student.

3. Application of information and communication technologies

Electronic textbooks and testing systems – Facilitate the learning process and create opportunities for independent learning.

Incorporating gamification elements – Increasing student motivation through game elements.

4. Evaluation system and monitoring of results

Diagnostic tests – Determining the initial level of knowledge of students and choosing an individual approach.

Formative and summative assessment – Continuous assessment and analysis of final results throughout the learning process.

Electronic portfolio and rating systems – Track and encourage student progress.

5. Teacher training

Organizing seminars and trainings on the use of media technologies and interactive methods.

Study innovative pedagogical methods and apply them in their work.

Developing and implementing new methods based on scientific research and experiments.

Interactive methods and media technologies in teaching lessons significantly increases the effectiveness of education. These methods increase students ' interest in the lesson and help them to assimilate knowledge more deeply. The combination of interactive methods and media technologies takes the quality of education to a new level. This approach develops students' creative abilities, encourages them to learn independently , and serves to effectively organize the learning process. As a result, students acquire not only theoretical knowledge, but also practical skills, which creates a solid foundation for their future success. Media technologies, including interactive whiteboards, multimedia projectors, and mobile applications, enrich the educational process and attract students' attention. These tools make it easier to visually explain complex concepts, which helps students better understand the subject. Media technologies also help teachers effectively plan and manage lessons. The use of interactive methods and media technologies in improving the learning efficiency of primary school students is of great importance in improving the educational process. Today, there is an increasing need to introduce innovative approaches to improve the quality and efficiency of education, activate the cognitive process of students and effectively assimilate information. Reading lessons organized on the basis of interactive methods and media technologies have shown that they increase the activity of students in the process of acquiring knowledge, develop independent thinking and logical thinking. With the help of interactive methods, students actively participate in the lesson process, develop the skills of free expression of their thoughts, communication and cooperation. In particular, methods such as cluster, "Fish skeleton", brainstorming, role-playing games not only increase students' interest in the lesson , but also help them to understand the content of the text in depth. Media technologies also serve to further enliven the educational process and effectively assimilate visual and audio information. Students' reading skills are developed using electronic textbooks, video materials, virtual educational platforms and interactive presentations. The results show that the educational process organized on the basis of media technologies increases students' attention, accelerates the processes of deep understanding and processing of texts, and also helps to form their speech and writing skills. Interactive methods and media technologies are an important factor in increasing the effectiveness of reading lessons, increasing students' activity and making the educational process interesting. Interactive methods should be widely introduced to develop students' independent thinking. Enriching the teaching process with modern information and communication tools using media technologies has a positive effect on the quality of education . By combining traditional and innovative teaching methods, it is possible to maximize the effectiveness of students' learning. In the future, it is recommended to continue scientific research and expand pedagogical experiences in the direction of more effective organization of reading lessons based on interactive methods and media technologies. This will help improve the reading literacy of primary school students, increase their interest in reading , and further enhance educational effectiveness.

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