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A COMPARATIVE ANALYSIS AND PERSPECTIVE OF IMPROVING READING CULTURE WITH THE HELP OF DIGITAL TECHNOLOGIES

Annotation

In modern society, digital technologies affect every aspect of our lives. The culture of reading and reading is not left out of this process. Digital technologies, including e-books, online libraries, mobile applications and other interactive platforms, play an important role in the development of reading culture. This article examines the comparative analysis and perspective of enhancing reading culture with the help of digital technologies.

Key words: digital technologies, reading culture, comparative analysis, books, mobile applications, electronic books, electronic libraries, computer technologies.

СПАРИТЕЛЬНЫЙ АНАЛИЗ И ПЕРСПЕКТИВЫ ПОВЫШЕНИЯ КУЛЬТУРЫ ЧТЕНИЯ С ПОМОЩЬЮ ЦИФРОВЫХ ТЕХНОЛОГИЙ

Аннотация

В современном обществе цифровые технологии влияют на все аспекты нашей жизни. Культура чтения и чтения не осталась в стороне от этого процесса. Цифровые технологии, в том числе электронные книги, онлайн-библиотеки, мобильные приложения и другие интерактивные платформы, играют важную роль в развитии культуры чтения. В данной статье рассматривается сравнительный анализ и перспективы повышения культуры чтения с помощью цифровых технологий.

Ключевые слова: Цифровые технологии, культура чтения, сравнительный анализ, книги, мобильные приложения, электронные книги, электронные библиотеки, компьютерные технологии.

RAQAMLI TEXNOLOGIYALAR YORDAMIDA KITOBXONLIK MADANIYATINI YUKSALTIRISHNI QIYOSIY TAHLILI VA ISTIQBOLI

Annotatsiya

Zamonaviy jamiyatda raqamli texnologiyalar hayotimizning har bir jabhasiga ta'sir ko'rsatmoqda. O'qish va kitobxonlik madaniyati ham bu jarayondan chetda qolmayapti. Raqamli texnologiyalar, jumladan, elektron kitoblar, onlayn kutubxonalar, mobil ilovalar va boshqa interaktiv platformalar kitobxonlik madaniyatini rivojlantirishda muhim rol o'ynaydi. Ushbu maqolada raqamli texnologiyalar yordamida kitobxonlik madaniyatini yuksaltirishning qiyosiy tahlili va istiqboli ko'rib chiqiladi.

Kalit so'zlar: Raqamli texnologiyalar, kitobxonlik madaniyati, qiyosiy tahlil, kitoblar, mobil ilovalar, elektron kitoblar, elektron kutubxonalar, kompyuter texnologiyalari.

Introduction. Digital technologies offer a number of advantages in enhancing reading culture. Digital books and electronic libraries facilitate the reading process. Readers will be able to read books anywhere and anytime. This makes the learning process more free and comfortable. For example, with the help of mobile phones and tablets, readers can read their favorite books anywhere. This is especially important in the conditions of speed and mobility of modern life.

Literature review. With the help of digital technologies, the processes of searching, storing and sharing books and articles are easier. Students can quickly find the information they need on the Internet. This makes the reading process effective and develops reading culture. For example, through online libraries and digital archives, readers have access to millions of books and articles. This expands their knowledge and increases their motivation to study. The process of improving the reading culture with the help of digital technologies can be compared with the traditional reading culture. In the traditional reading culture, books are available in a physical format that requires going to a library or buying them from a bookstore to read them. This process takes more time and effort. However, with the help of digital technology, it is possible to read books and articles online. This speeds up and facilitates the reading process [10].

In traditional reading culture, the reading process is more individual, but with the help of digital technologies, the reading process is interactive and socially enriched. Readers can access videos, audio materials and other interactive elements related to the books. This makes the learning process more interesting and

effective. For example, readers will have the opportunity to exchange ideas about books, discuss and share their experiences. This process serves to develop the reading culture. Reading motivation also plays an important role in improving reading culture with the help of digital technologies. Readers can find interesting and useful materials on digital platforms. This increases their interest in studying. For example, with the help of gamification elements, the learning process becomes more interesting and challenging [9].

Research Methodology. Students will be able to track their progress, collect points and earn rewards. This makes the reading process more interesting and attracts students to reading. There is also an opportunity to individualize the learning process with the help of digital technologies. Students can choose their own study methods and manage their time. This makes the learning process more efficient. Readers can choose books that suit their interests and set their own reading pace[5].

This process helps to develop a reading culture. The prospect of improving reading culture with the help of digital technologies is very wide. Digital libraries and e-books are expected to develop further in the future. This process makes the learning process more convenient and efficient. There is also an opportunity to individualize the learning process with the help of digital technologies. Students can choose their own study methods and manage their time. In addition, it is expected that new platforms and applications will be created for the development of reading culture with the help of digital technologies. These platforms enable students to make the learning process more

interesting and effective. For example, students can be engaged in reading by gamification of the learning process. Students will be able to track their progress, collect points and earn rewards. This makes the learning process more interesting. The process of improving reading culture with the help of digital technologies is also reflected in the field of education [4].

Analysis and results. Educational institutions are trying to increase students' motivation to study by introducing digital technologies into their curricula. With the help of digital platforms, teachers can provide interactive materials to students. This makes the learning process more interesting and effective. Also, with the help of digital technologies, teachers will have the opportunity to monitor and evaluate the learning process of students. By analyzing the results and progress of students, teachers can organize their lessons more effectively. This process helps to improve the quality of education. Digital libraries and e-books have a number of advantages, and they play an important role in the development of reading culture. Digital libraries and e-books allow users to read books anywhere and anytime. Students do not need to spend time to go to the library or buy books, but can quickly find the necessary materials through the Internet. Digital libraries provide access to millions of books, articles, and other resources. It provides students with a wide range of choices and opportunities to acquire knowledge in a variety of subjects. Digital libraries offer users search functions that allow them to quickly find the materials they need. Readers can search by specific author, subject, or keywords. Many digital libraries and e-books have interactive elements. Students can get acquainted with audio and video materials, graphics and other visual materials, which make the learning process more interesting. Digital books save more space than books in physical format. Readers can store many books on one device, making them easy to carry on the go. Digital books are often cheaper than traditional books. Also, many digital libraries offer free or subscription services, which reduce the cost of reading[2].

Digital platforms allow users to track and analyze their learning progress. Readers can view their reading speed, number of pages read, and other statistics to help them improve their reading habits. Digital libraries and e-books are updated quickly. Readers will be notified of new books and materials and have quick access to them. Digital platforms allow authors to present their work to a wider audience. This increases opportunities for publishing and teaching, especially for new authors. Digital books and libraries reduce paper consumption, which is good for the environment. Natural resources are used less in the process of production and distribution of books in digital format. These advantages show how digital libraries and e-books play an important role in modern reading culture. With the help of digital technologies, the learning process is becoming more convenient and efficient[7].

The importance of digital platforms in increasing the motivation to study is huge in the modern education process. Today, the development of technology and the widespread use of the Internet have radically changed the way of education. Digital platforms provide opportunities for students to improve their knowledge, learn new information and interact. This plays an important role in increasing the motivation to study. First, digital platforms allow students to choose materials that match their interests. Every student has unique interests and learning styles. And digital platforms offer resources in a variety of disciplines, topics, and formats. This gives students more motivation to choose materials that interest them and improve their knowledge. The learning process is personalized so that each student can study in his own way. Second, digital platforms enable interactivity. Students can reinforce their knowledge through video lessons, exercises, games and discussions. Interactive elements make the learning process interesting and effective. Students will have the opportunity to compete with each other, help each other and exchange ideas. This, in turn, increases motivation to study because students feel like they are part of a community. Third, digital platforms allow students to track their progress. On multiple platforms, students can view their progress, grades, and changes. This is important for self-esteem and development. Students are motivated to achieve their goals and

have the opportunity to celebrate their successes. Seeing their own success motivates students to do more. Fourth, digital platforms facilitate communication between teachers and students. Teachers can use different platforms to make their lessons more interesting and interactive. Students have the opportunity to directly communicate with their teachers, ask questions and exchange ideas. This interaction is important in increasing students' motivation to study because they have the opportunity to express their opinions and exchange ideas[5].

In addition, digital platforms allow students to manage their time. Students have the ability to create their own study plans, schedule classes, and choose the materials they need to achieve their goals. This, in turn, makes the study process more efficient and comfortable. Students can create study plans that work for them by managing their time. As a result, digital platforms play an important role in increasing the motivation to study. They allow students to choose materials that suit their interests, participate in interactive learning, track their progress, communicate with teachers, and manage their time. All these factors help to increase the motivation of students to study and make the educational process more effective. Digital platforms have become an integral part of modern education and are important in making the learning process interesting and effective for students[1].

Digital technologies have become an integral part of our time. They are affecting every aspect of our lives and this effect may not always be positive. However, the importance of digital technologies is hard to deny. Not only are they changing the way we do business, but they are also creating new opportunities in education, healthcare, communication and our daily lives. First, digital technologies play an important role in speeding up and improving the efficiency of work processes. With computers and the Internet, information can be quickly found, analyzed, and used. This allows enterprises and organizations to be competitive. For example, the process of customer service through online trading platforms is significantly simplified. Second, digital technologies have caused revolutionary changes in the field of education. With the help of distance learning and online courses, everyone has the opportunity to learn at their own time and place. This is a great advantage especially for students living in remote areas. With the help of digital technologies, the educational process is interactive and interesting, which increases the motivation of students. Digital technologies are also important in the health sector. Telemedicine and digital health applications allow patients to monitor their health and communicate with doctors remotely. This is especially important during the pandemic and has helped many patients to take better control of their health. In the field of communication, digital technologies have shortened the distance between people. With the help of social networks, messengers and video calls, people have the opportunity to communicate with each other quickly and easily. It also helps promote intercultural communication around the world. However, there are also negative aspects of digital technology. Their excessive use can weaken personal relationships between people and cause mental health problems. Also, data security and privacy issues are pressing issues. Digital technologies play an important role in our lives. They are changing business processes, education, healthcare and communication. However, it is necessary to use them wisely and responsibly. By channeling digital technologies in the right way, we can get the most out of them.

Conclusion. The process of improving reading culture with the help of digital technologies is important in modern society. Digital books and electronic libraries make the reading process convenient and efficient. Compared to the traditional reading culture, the reading process is faster and more convenient with the help of digital technologies.

In the future, the prospect of developing reading culture with the help of digital technologies is very wide. The creation of new platforms and applications for students provides an opportunity to individualize the learning process. Thus, it is expected that the process of improving reading culture with the help of digital technologies will continue. For the successful implementation of this process, cooperation and interaction between educational institutions, teachers and students is

important. The process of improving reading culture with the help of digital technologies not only expands the scope of knowledge of students, but also develops their ability to think creatively.

Thus, the process of improving reading culture with the help of digital technologies is expected to further develop and change in the future.

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