

THE ESSENCE OF MULTIMEDIA TOOLS AND THEIR ADVANTAGES IN USAGE.

FDU, Nuritdinova Shoir Khamidovna

Lecturer at the Department of Foreign Languages

shoiranuritdinova1961@gmail.com

+998996505370

ORCID: <https://orcid.org/0009-0007>

Abstract: In today's era of rapid development, the use of modern multimedia tools in the process of teaching foreign languages plays a crucial role in enhancing the effectiveness of education. This article explores the role, advantages, and methods of using multimedia technologies in foreign language teaching. The effective use of multimedia technologies guarantees high results for both teachers and students in the process of learning foreign languages. Below, the theoretical and practical foundations for the integration of these technologies into the educational process are presented.

Keywords: Multimedia tools, contextual, modern technologies, information and communication technologies, adaptation, pedagogical aspects, media culture, mass communication, educational aspects, media creativity, modern audience.

Entrance.

In today's era of globalization, the rapid dissemination of information sources and the significant increase in socially important (scientific, technological, cultural, and other) information inevitably impact any society. The use of information and communication technologies in production has facilitated the creation, transmission, reception, storage, processing, reproduction of information, and automation of processes. Alongside traditional information technologies, which present information in the form of books, newspapers, photographs, and films, new types of information technologies have emerged. These new information technologies do not entirely replace traditional ones; however, the volume of information continues to grow rather than decrease. This has led to a significant challenge in society—human adaptation to information, or in other words, the issue of information adaptation. The emergence and development of numerous symbolic systems and the formation of a complex, multi-component “information space” have created a distinct information world.

Literature Review and Methods.

The linguistic aspects of mass communication processes have been studied in the works of scholars such as G. Stepanov, D. Shmelev, V. Kostomarov, O. Lapteva, G. Solganik, Yu. Rozhdestvensky, A. Vasilyeva, S. Smetanina, T. Dobroslonskaya, B. Krivenko, Yu. Arsky, R. Gilyarevsky, S. Bernstein, V. Yegorov, L. Zemlyanova, Teun van Dijk, Alan Bell, Martin Montgomery, and Norman Fairclough [1.277]. In Western and Russian linguistics, researchers such as D. Rosenthal, N. Kokhtev, K. Garri, Kh. Kaftandzhiev, K. Bove, U. Arens, I. Rashkov, T. Kolishkina, Ye. Medvedeva, E. Farbi, E. Bulatova, Yu. Pirogova [2.309], and many others have examined the theoretical and practical aspects of advertising and media texts, as well as their linguistic features. This article is based on pedagogical research, including theoretical analysis and experimental research methods.

Results and Discussion.

1. The Essence of Multimedia Tools:

Effective use of multimedia tools helps make the educational process more engaging and interactive. Their proper application increases students' interest in learning, facilitates the assimilation of materials, and allows teachers to achieve their pedagogical goals more quickly. Below are the main methods for effectively using multimedia tools:

Visual materials — graphics, videos, diagrams, and slides — make the learning process easier for students. These materials simplify complex topics and help students gain a better understanding of the subject matter.

Multimedia tools are widely used in the fields of education and communication, as they combine several different types of information. The term multimedia (from Latin “*multi*” — many, and “*media*” — means) refers to an integrated combination of various forms of information such as text, images, video, audio, animation, and others. Multimedia tools provide students with a more interesting and effective way of learning.

The main essence of multimedia tools is to actively engage learners by presenting information in multiple formats, making the learning process interactive, and presenting content in an easily understandable way. These tools can be presented in various forms and methods, such as educational materials, presentations, videos, simulations, audio recordings, and more. Text is one of the main components of multimedia tools. It helps convey information clearly, fluently, and comprehensibly. The effectiveness of text can be enhanced through visual presentation, such as using colored fonts, modified backgrounds, and other visual elements.

Images and diagrams are important tools for viewing and understanding information. Through graphics, complex concepts or processes can be presented in a clear and understandable manner. They visually engage learners and help them quickly grasp the content.

Videos are among the most effective tools for presenting educational materials. In video format, students learn not only through listening but also by watching. Through this medium, students are presented with videos that depict real-life events, experiments, or convey knowledge.

Presentations prepared using programs like PowerPoint and Prezi help deliver information clearly and effectively. Presentations include not only text and images but also audio and video materials, which makes the information more impactful.

Virtual Reality (VR) and Augmented Reality (AR) technologies allow students to create a fully interactive experience with the real world or the object being studied. With the help of VR, students can enter a virtual environment and experience the subject being studied as if it were real life.

Graphics and diagrams are used to simplify complex information and present it in a way that is easy for students to understand. They are tools that visually represent statistical data, processes, or relationships.[3.86]

2. Advantages of Using Multimedia Tools.

The use of multimedia tools in education offers numerous advantages, making learning more effective, engaging, and interactive for students. Below is a detailed explanation of the positive aspects of using multimedia tools in the educational process.

Multimedia tools—especially materials in various formats such as video, audio, and interactive games—capture students' attention. Lessons become more appealing and interesting through visual and auditory elements. This, in turn, increases students' interest in the learning process and motivates them to learn.

Multimedia tools engage multiple sensory organs—seeing, hearing, and sometimes even touch and movement. This makes the learning process more effective and meaningful. Multisensory learning helps students better absorb knowledge and retain it in long-term memory.

Complex concepts and processes can be presented more easily through multimedia tools. Using animations, diagrams, and simulations, students can better understand high-level scientific or technical concepts.

With multimedia tools, students can learn at their own pace. Since students have different learning styles and speeds, multimedia provides opportunities tailored to each student's needs.

Multimedia tools allow students to apply theoretical knowledge in practice. This is especially evident in simulations and interactive games, where students gain practical experience in real or virtual environments.

Multimedia tools help students learn lessons quickly and effectively. For example, videos can deliver a large amount of information in a short time, and interactive games and quizzes allow for fast and efficient review.

Multimedia tools, particularly online platforms and interactive games, encourage students to work in groups. This supports collaborative learning, promotes discussions and debates within the group, and allows students to help each other.

Multimedia tools enable students to retain learned material better and store it in long-term memory. When visual and auditory materials are used together, students' memory and understanding improve.

Multimedia tools give students the opportunity to assess their knowledge and express their ideas clearly. They can demonstrate what they have learned through video, audio, or other media.

The positive aspects of using multimedia tools in education make the learning process both effective and enjoyable. They increase student engagement, involve multiple senses in learning, simplify complex concepts, and help store knowledge in long-term memory. In this way, multimedia tools significantly enhance the effectiveness of students' learning.[4.55]

Conclusion:

In conclusion, multimedia tools are means of presenting various forms of information (text, sound, video, graphics, animation, etc.) in an integrated and interactive system. They serve to facilitate the user's perception and understanding of information.

Multimedia tools include the following:

- Text-based information

- Audio (sounds, music)
- Video (films, interviews, recorded lessons)
- Graphics (images, diagrams)
- Animations (moving visuals)

Multimedia tools ease the learning process.

These tools provide an opportunity to deliver knowledge in an understandable and engaging way. As a result, they increase students' interest in the lesson.

-Multimedia tools convey information quickly and efficiently. The combination of multiple forms of information allows even complex concepts to be easily explained, ensures interactivity, and enables users to directly interact with the information through multimedia tools: Q&A, quizzes, interactive maps, etc.

-They enhance information retention. Information presented with visual and audio materials tends to be remembered for a longer time.

-They foster creative thinking. Through multimedia tools, users have the opportunity to express their ideas in various formats.

-An essential tool in distance learning. In online education, the opportunity to learn is expanded through video lessons, presentations, and animations.

References:

1. Stepanov G.V. The Element of Language in the Element of Disputes, Literaturnaya Gazeta, No.26, 1984 // Shmelev D.N. The Russian Language in Its Functional Varieties, Moscow, 1977 // Kostomarov V.G. The Linguistic Taste of the Era, Moscow, 1994 // Lapteva O.A. Live Television Speech, Moscow, 1998 // Rozhdestvensky Yu.V. Theory of Rhetoric, Moscow:Dobrosvet, 1997, p. 277.
2. Rozental D.E., Kokhtev N.N. The Language of Advertising Texts. Moscow: Higher School, 1981. // Kokhtev N.N. Stylistics of Advertising: A Textbook for Journalism Students. Moscow: Moscow State University, 1991 // Harry K. Effective Advertising in Russia. Moscow: Rus.Partner, LTD, 1994 // Kaftandzhiev Kh. Printed Advertising Texts. Moscow: Smysl, 1995, p. 309.
3. Jamoldinova O.R. Improving the Pedagogical Mechanisms of Continuity in the Development of a Healthy Lifestyle Culture among Youth. Doctoral dissertation abstract, Tashkent, 2015, 86 p.
4. Nekboyev Kh. Kh. Mechanisms of the Influence of Mass Media on the Development of Personality in the Conditions of Media, European Journal of Research and Reflection in Educational Sciences, No. 1, 2019, pp. 53-55.