

EFFECTIVENESS OF THE USE OF DIGITAL TECHNOLOGIES IN PHILOLOGY EDUCATION

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Annotation: This article analyzes the pedagogical and didactic effectiveness of the use of digital technologies in philology education. The impact of digital learning tools, including electronic textbooks, online learning platforms, interactive programs and multimedia resources on the process of teaching language and literature is highlighted. The study substantiates that digital technologies are an important factor in developing students' speech competence, independent learning skills and analytical thinking. It also shows the possibilities of improving the quality and efficiency of education through the use of modern information and communication technologies in philology education.

Keywords: Philology education, digital technologies, information and communication technologies, electronic textbooks, online learning platforms, interactive learning, multimedia resources, speech competence, independent learning, educational effectiveness

In the modern education system, digital technologies are becoming an integral part of the process of teaching philology. The rapid development of information and communication technologies has radically changed the methods of mastering language and literature, introducing new approaches to the content and form of the educational process. The use of digital technologies in philology education, first of all, serves to organize the educational process in an interactive and student-centered way. This ensures the transition from passive reception of knowledge to active assimilation.

With the help of digital educational tools, students' speech competence is effectively developed along with their linguistic knowledge. Online platforms, mobile applications

and electronic resources create the opportunity to comprehensively form listening comprehension, reading, writing and speaking skills. For example, the use of audio and video materials helps to master pronunciation and intonation, while interactive exercises and tests serve to consolidate grammatical and lexical knowledge. This approach strengthens the practical orientation of philological disciplines. Electronic textbooks and digital libraries are of particular importance in philology education. These resources allow students to work independently with large volumes of scientific and artistic texts. Materials in digital format outperform traditional printed sources with the ability to quickly search, compare and analyze. As a result, students develop the skills of deep understanding of the text, contextual analysis and drawing conclusions.

Also, the introduction of corpus linguistics and digital text analysis tools into philology education serves to improve the quality of scientific research. Statistical and functional study of the use of language units in real speech forms scientific thinking in students. This is of great importance in preparing them for future scientific research. Such analyzes conducted using digital technologies allow for a deeper and more objective study of language phenomena.

Digital technologies also help to effectively organize the independent learning process in philology education. Through distance learning platforms, students have the opportunity to consolidate their knowledge and work with additional materials even outside of class. This process increases students' self-control, time management, and sense of responsibility. As a result, the educational process becomes continuous and systematic.

In general, the use of digital technologies in philology education is an important factor in increasing the effectiveness of education, developing students' professional competencies, and training specialists who meet modern knowledge requirements. The correct and targeted use of digital tools allows us to achieve high results in teaching philology.

The use of digital technologies in philology education significantly increases the effectiveness of the educational process. Modern digital educational tools enhance students' interest in language and literature, and serve to develop their speech, analytical, and creative competencies. Electronic textbooks, online platforms, multimedia resources, and interactive technologies make the educational process more convenient, understandable, and effective.

Digital technologies also play an important role in developing independent learning in philology, forming scientific research skills, and strengthening control over the quality of education. By systematically and purposefully introducing them into the educational process, the opportunity to improve philology education based on modern requirements and train competitive and qualified specialists will be further expanded.

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