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### IMPORTANT FEATURES OF THE CULTURE OF USING AUDIOVISUAL TECHNOLOGIES

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#### ABOUT ARTICLE

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**Abstract:** A person is in contact with the outside world throughout his life and receives information about it and from it with the help of five senses. According to M. McLuhan, one of the famous sociologists of the 20th century, a person perceives reality not as it is, but as "given" by means of communication. Today's world is a visually oriented world, a world of virtual opportunities and information technology. Therefore, television and video began to attract viewers not only as entertainment, but also actively used for educational purposes in all areas of human activity, including education.

#### INTRODUCTION

The rapid development of mass media has changed the didactic landscape, the student audience: the general intellectual level of students has increased. Today's students are a generation that has been brought up completely under the influence of information technology. Whether we like it or not, today the school is significantly inferior to the mass media in shaping the natural-scientific landscape of the world. Any promising educational system can no longer focus solely on the teacher as the sole source of educational information. Today, its role is, first of all, in the organization of the learning process, in the comprehensive development of students. Modern trends in the development of information technologies require the need to expand educational forms, methods and tools through the wide use of modern electronic information and communication approaches - television, video, multimedia tools. Using them in the educational process can significantly increase the effectiveness of visualization in teaching, provide students with more complete and accurate information about the studied object or phenomenon, and the teacher's arsenal of methodological techniques for presenting knowledge in the educational process can expand.

The information image of the world is a collection of information that allows one to correctly perceive the surrounding objective world and interact with it, to choose one's own information space and personal information environment, through them, using the system of direct and reverse information communication, affects nature. and society solves many problems, including global problems. . In the current period of society's development, any human activity is a process of collecting and processing information, making decisions based on it and implementing them.

The term "information" comes from the Latin word *informatio* - explanation, presentation. Originally, the word had a meaning that corresponded to "information transmitted by some people to other people orally, in writing or otherwise, as well as the process of transmitting or receiving this information." The life and development of mankind has contributed to the continuous accumulation of historical, scientific, cultural and many other knowledge based on data.

The objective needs of the development of modern society led to the creation and use of various educational tools in the educational system.

Audiovisual teaching aids (AVSO) (in other words, from the Latin *audire* "to hear" hearing and *visualis* visual) is a special group of technical teaching aids that are most often used in the educational process, visual. and hearing information.

Divided (according to Lyakhovitsky's classification):

- visual (visual) means (videograms) - drawings, tables, diagrams, reproductions of pictures, banners, film tapes, transparencies;
- hearing aids (phonograms) - gramophone records, magnetic records, radio broadcasts;
- in fact, audiovisual (visual-auditory) means (video phonograms) - sound cinema, television and film tapes, computer programs.

Another classification of AVSO includes screen, sound and screen-sound means (according to Zelmanov's classification).

Audiovisual teaching aids can be:

- 1) training including specially designed and methodically processed educational materials (visual aids) for language classes;
- 2) educational, created for lessons in other subjects, but involved in the language as educational materials (visual aids);
- 3) natural means of mass communication included in the educational process.

Audiovisual teaching aids have a special place among other educational aids and have the strongest educational effect, because they influence the visual concretization of the studied material in the most convenient form for its perception and memorization. provides; the synthesis of reliable scientific presentation of facts, events, phenomena with elements of art, because the presentation of life events is carried out through artistic means (film and photography, artistic reading, painting, music, etc.).

Didactic features of audiovisual means of education:

high data saturation;

rationalization of the provision of educational information;

manifestation of the studied phenomena in development, dynamics;

reality is a reflection of reality.

The use of audiovisual means of teaching helps to implement the following didactic principles: the principle of purposefulness; the principle of connection with life; principle of vision; positive emotional background of the pedagogical process.

Due to the brightness, expressiveness and informative value of visual and auditory images that reproduce communicative situations and the surrounding reality, audiovisual educational tools are an effective source of improving the quality of education.

For example, when using sound films, television programs, video recordings, images, spoken and written words, music, noise and often color are involved in the creation of an audio-visual image. The synthesis of these expressive possibilities makes them a particularly powerful tool for education and training. At the same time, the didactic principle of visibility, individualization of training and the possibility of mass inclusion of students are successfully implemented in the classroom, and the motivational side of training is strengthened.

In modern methodology, it is customary to distinguish between audiovisual teaching aids (tutorials) and technical teaching aids (technical devices for visual aids).

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At the current stage of educational development, traditional technologies of history teaching are being replaced by new active and interactive technologies - audiovisual technologies.

Audiovisual teaching tools allow to organize the lesson in such a way that the interaction between the subjects of the educational process becomes an integral part of the modern educational system, which allows the exchange of information between students. enables the development and application of fundamentally new tools of the secret; teacher and information and communication tools.

Audiovisual means transport students to the most distant times and places of the earth, to space, to the most distant times and places of the earth, with the modern achievements of science, technology, production and culture, with phenomena that cannot be directly observed. allows you to get acquainted with the penetration. the depth of matter (many gravity), internal movements in the world of waves, elementary particles, atoms, molecules, cells of living matter; visualization and theoretical explanation of the phenomena of nature and social life.

As a result of the generalization of experience and the use of theoretical resources, it was found that the rational use of technical means allows:

- 1) more complete implementation of the important didactic principle of vision;
- 2) implementation of training taking into account the individual typological characteristics of each student;
- 3) creating good conditions for programming and control;
- 4) ensure rapid formation and development of self-control skills;
- 5) maximum use of students' analytical and imitation abilities, proper mobilization of their internal capabilities;
- 6) perform many types of active exercises with all students at the same time, including supervision.

It is known that the average percentage of learning material is as follows: lecture - 5%; when using independent reading elements - 10%; visual and audio materials - 20%; audiovisual materials - 30-40%; work in discussion groups - 50%; exercise through movement - 75%; use of multimedia technologies - 80-85%; the method of teaching others - 90%. Therefore, it is appropriate to combine interactive education with the use of audiovisual and multimedia tools in order to maximize the quality of students' knowledge, increase their interest and increase their personal competence.

The need for the wide introduction of technical tools in education arises from the fact that their use opens up great opportunities for the implementation of one of the most important didactic principles - the principle of vision.

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