



Using Event Technologies To Increase Students' Motivation And Engagement In The Learning Process In Moral Education (Upbringing) Lessons

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Abstract: The issue of event technology in education is among the actively researched areas of study. At present, there is a considerable body of scholarly work examining this topic and proposing various perspectives and approaches to understanding how event-based technology can enhance students' motivation and engagement in teaching Moral Education (Upbringing). A wide range of international studies emphasizes the importance of such technologies and their role in developing learners' engagement and motivation during the teaching and learning process in upbringing education. Researchers explore approaches to designing educational programs for implementing event technologies, consider methods of interaction with students, and analyze the influence of these technologies on learning outcomes. Nevertheless, despite the diversity of existing research, the topic still offers opportunities for further and more in-depth investigation.

Keywords: Independent learning, assignment, creativity, information, pedagogical task, lesson activity, educational goals.

Introduction: The use of event technologies in Moral Education (Upbringing) lessons can significantly increase students' motivation and engagement in the learning process. One way to apply event technologies is to organize interactive activities such as quests, games, or competitions. These formats not only make

the lesson more engaging, but also help learners better understand and retain the content. Such activities can stimulate a spirit of healthy competition and promote collaborative interaction, which contributes to more effective learning.

Another way to use event technologies in upbringing lessons is to organize themed events or celebrations related to the topics being studied. For example, a thematic day or week can be held during which students participate in various activities connected with the lesson theme. This approach not only makes learning more interesting and memorable, but also helps students better understand and apply what they have learned in practice.

The issue of event technology in education is among the actively researched areas of study. At present, there is a considerable body of academic work investigating this problem and offering different perspectives and approaches to understanding the role of event technology in enhancing students' motivation and engagement in teaching upbringing. A wide range of international research highlights the importance of these technologies and their role in developing learners' engagement and motivation in the process of studying the subject of Moral Education (Upbringing). Scholars examine approaches to educational programs for implementing event technologies, consider methods of interaction with students, and analyze the impact of these technologies.

Nevertheless, despite the variety of studies, the topic still offers opportunities for further and deeper investigation. For instance, there is a need for a more detailed analysis of specific methods and strategies that can be directly applied when using event technology. It is also important to conduct comparative studies across different cultural, socio-economic, and ethnic groups in order to better understand diversity and the influence of context on event technologies in teaching upbringing. Thus, although the issue of using event technologies to increase students' motivation and engagement in the learning process in upbringing lessons has attracted attention and has already received substantial research interest, it remains relevant and continues to offer directions for further research and development.

Special attention to this field has been given by E. V. Chibir, who emphasized the importance of effective event implementation and event technology. Undoubtedly, these aspects of education and upbringing have a strong influence on students' motivation and engagement. This is because the development of event technologies is closely

connected with marketing decision-making and resource management.

The informational basis of the study includes regulatory and legal documents, teaching manuals, literary works by thinkers, periodicals, electronic resources, and other information sources. The practical significance of the study lies in the conclusions and recommendations developed from the results of the research on the problem addressed in the coursework, based on the analysis of teaching materials, scholarly articles, and analytical publications. The coursework entitled "Using Event Technologies to Increase Students' Motivation and Engagement in the Learning Process in Moral Education (Upbringing) Lessons" consists of an introduction, three chapters, eight sections, a conclusion, and a list of references.

In the era of digital transformation and globalization, event technologies are becoming an integral part of everyday life, permeating all spheres of activity. They function not only as tools for organizing events, but also as powerful means of communication, learning, and development. In today's world, where information spreads at an incredible speed, event technologies help deliver important ideas and knowledge to a wide audience. Conferences, seminars, and webinars—these and other formats enable the exchange of experience, the discovery of like-minded partners, and the creation of new opportunities for cooperation.

In education, the role of event technology is only beginning to become significant. This is because it makes the learning process more interactive and engaging, enabling students to take an active part in educational activities. Virtual laboratories, online simulations, and interactive lectures support the development of practical skills and help learners absorb material more effectively. Event technology also contributes to the development of critical thinking and creative potential. Participation in brainstorming sessions, debates, and project-based work helps students learn to analyze information, generate new ideas, and find non-standard solutions. Event technologies also help overcome geographical and time limitations, making education more accessible to everyone. For this purpose, online courses and webinars are created that can operate anywhere in the world and at a time convenient for learners.

Event technology is most often intended for organizing events in agencies and companies; it is useful for executives and managers in human resources and marketing, as well as for individuals interested in starting a business in the field of event management. Significant efforts in establishing event management as an industry and a profession were made by Dr. Joe

Goldblatt, the author of *Special Event*—arguably the most iconic book in the field of event organization, which has already gone through four editions.

Concluding section. In conclusion, it should be noted that this study addressed the актуальная problem of identifying effective ways to increase students' interest and activity in Moral Education (Upbringing) lessons through the use of event technologies. The aim of the work was to examine both the theoretical foundation and the practical possibilities of applying event-based formats in the educational process.

During the study, the theoretical bases of event technologies in education were reviewed, and their key features and types were identified. An analysis of motivation theories made it possible to determine how event activities influence students' learning engagement, highlighting their ability to create meaningful emotional experiences and stimulate cognitive interest. The presented examples of successful implementation of event technologies confirmed their potential to increase involvement and improve the assimilation of educational content.

Methods for evaluating the effectiveness of event technologies were also proposed, including surveys, interviews, questionnaires, and observation, which make it possible to track changes in students' motivation. The recommendations developed for teachers and educators contain practical guidance on organizing and conducting event-based activities aimed at maximizing learners' participation and developing their interest in upbringing-related topics.

Thus, the aim of this coursework was achieved, and the tasks set were successfully completed. The results of the study confirm the significant potential of event technologies as an effective tool for increasing students' interest and activity within the process of upbringing education. The prospects for further use of event technologies in the educational sphere appear highly promising. In the future, it may be possible to expand the variety of event-based formats used, apply digital technologies more actively to create interactive and personalized educational events, and integrate event technologies into other subjects in order to improve the overall effectiveness of the educational process. Further research may focus on examining the long-term impact of event activities on the formation of students' value orientations and social responsibility, as well as on developing methodological recommendations for their systematic implementation in educational programs.

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