MULTIMEDIA TECHNOLOGIES IN THE CONTEXT OF EDUCATIONAL INFORMATIZATION ROLE AND IMPORTANCE

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Abstract. The article talks about introducing multimedia technologies into the educational process. In recent years, multimedia technologies have entered the field of education and have had a significant impact on the instructional method of information and the knowledge of students. We have used multimedia technologies in higher education for decades, but now the fundamental ways and concepts of student learning are changing. As a result, the use of multimedia technologies in education moves the educational process of students to a higher, more innovative stage.

Keywords: media, media education, media competence, media competence development model, innovations in education, multimedia technologies.

Higher education systems have prepared a comprehensively developed person, a specialist with flexible thinking, who can successfully perform various professional tasks, and who is ready to acquire new knowledge independently throughout his life. In the national program for the development of education, it is stated that "Intensive, advanced, innovative development of higher education should be ensured, as well as conditions should be created for the development, self-affirmation and self-realization of a person throughout his life. "Need" is stated. Therefore, the improvement of the content of education and personnel training, the introduction of media education into the pedagogical process, the provision of new level effective, educational and methodological documents, the technical base, and

pedagogical personnel it is necessary to use media education technologies in preparation and develop a quality system of others [1].

The analysis of psychological-pedagogical literature shows that multimedia affects a person, satisfies his cognitive needs (getting comprehensive information about the world), affective (formation of new, emotional, as well as aesthetic experiences); personal integration (expanding contacts with other members of society), stress reduction (providing entertainment and free time). Now there is no doubt about the influence of mass media on the receivers, but the level of its intensity is different.

An important condition for the implementation and implementation of multimedia technologies in the educational process is the presence of specially equipped classrooms equipped with a multimedia projector, a computer for the teacher, a screen or a multimedia board and an environment in which the educational process is carried out (computer classrooms, libraries, media -libraries, Internet access, etc.). Now the issue of equipping higher education systems with ready-made multimedia educational materials created by teachers or other developers has been updated [2].

In recent years, multimedia technologies have entered the field of education and have had a significant impact on the instructional methodology of information and the knowledge of students in general. Multimedia technologies have been used in the higher education system for decades, but now the fundamental methods and concepts of student learning are changing under the influence of multimedia technologies. As a result, the use of multimedia technologies in education moves the educational process of students to a higher, more innovative stage [2].

It is a powerful tool for creating multimedia presentation technologies of multi-level scientific ideas. The advantages of using multimedia technologies in lectures are obvious because they increase the interest of students and keep them active in the process of presenting the material[3]. Education with the use of multimedia

technologies is one of the factors of successful education, which gives students the confidence to achieve good results.

S.S. Babadjanov, Z.Umataliyev, A.V. Sharikov, M. Sanger, A.V. Fedorov, D. Gabel, T. Grinbov and others think it is necessary to pay attention to the fact that the educational system is designed not only to form knowledge but also to teach students to apply it in practice. Those mentioned in the studies. Creating a knowledge base is essential to provide a conducive learning environment. Teachers should create a diagram that shows the student's level of knowledge and translate this idea into an educational program so that the student can use the Internet to get multimedia information to guide their learning [4].

Although computers and other technologies are becoming an increasingly accepted part of everyday life, both at home and at work, education has failed to integrate information technology into the learning process. Students of higher education institutions should use the computer as an organic component of their future life, but it is very difficult to convince all teachers of the importance of introducing new technologies into the educational process [1].

According to UNESCO documents, media education is the teaching of theoretical and practical skills in mastering modern mass media, pedagogical theory and the structure of a certain direction in practice. Media education should be distinguished as an auxiliary resource for teaching materials in other fields. The initial stage of media education dates back to the 60s and 70s. The second stage - is called multimedia in the 80s. The third stage (the end of the 90s) is associated with the rapid development of computer technology. The term "multimedia in education" began to be actively used in scientific circles in the late 90s [1].

At the beginning of the 21st century, scientists interpreted multimedia as a special "tool" that optimizes the formation of the individuality of a modern person and affects his daily activities. While most researchers consider multimedia as a powerful means of information (communication and culture), some experts see it as a serious threat to children, given the achievements of the globalization era. On the

basis of a comprehensive review of scientific literature, it was concluded that multimedia is not only informative, but also a communicative resource that influences society and helps to organize the education and training process effectively. The spectrum of introducing multimedia into education has expanded significantly: from the use of multimedia technologies in the creation of educational programs to the development of a holistic concept of building educational programs in the field of multimedia, the direction of training university-level personnel in a specific field, and the formation of new training manuals [6].

With the development of new technologies, information resources are increasing, creating conditions for the formation of a single global information space. In this regard, the education system is also being modernized, where access to the Internet has been established, and libraries have been established that serves as not only "windows", but also "open doors" for different cultures. It allows the transfer of accumulated knowledge, optimizes the processing of large volumes of data, and creates an educational environment as close as possible to the realities of life. An important condition for the implementation and implementation of multimedia in education is the availability of modern equipment and structural units responsible for its operation. The current level of development of information and communication technologies gives reason to talk about the feasibility of creating a global system of distance education thanks to the new: information technology makes direct communication between the teacher and the student, regardless of how far they are physically [6].

Taking into account the rapid development of multimedia technologies, it is necessary to quickly introduce them into the educational process. J. W. According to Ellsworth, it is necessary to find an innovative approach, to optimize the introduction of multimedia technologies in education. The educational community should find ways to facilitate the dissemination of information technology in educational institutions [7]. Multimedia technologies allow us to combine various

types of multimedia information in a meaningful and harmonious way, helping to present knowledge in various formats, in particular:

- images, in particular, scanned photos, drawings, maps and slides;

- voice recordings, sound effects and music;

- simulation of video, complex video effects and animation;

- Animations and simulations.

Presentations accompanied by beautiful images or animations are more engaging than static text and support an emotional level that complements the material being presented. We should use multimedia technologies in different learning styles. Some students prefer to learn by reading, others by listening or watching videos, etc. In addition, the use of multimedia allows students to work on educational materials in different ways; the student independently chooses how to study the materials, how to use the interactive features of the application, how to work together with his peers. Thus, students become active participants in the open or distance learning process. Although multimedia educational systems are widely used in the educational process at all stages and in various forms, there is a significant lack of educational multimedia tools and programs available for a wide range of users.

Using multimedia technologies can simultaneously have a positive effect on several aspects of the open and distance education process:

- stimulation of cognitive aspects of education, such as information perception and understanding;

- increase students' motivation;

- to help develop teamwork skills and collective knowledge;

- to develop a fundamental approach to learning in students, thus helping to form a deeper understanding [8].

The use of multimedia technologies in the educational process allows to move from a passive method to an action method of conducting educational activities, which is the main participant of the educational process. When choosing multimedia

teaching aids, the teacher should take into account the uniqueness of a particular subject, ensure the uniqueness of the subject, its conceptual apparatus, and the specific characteristics of research methods for its laws. Multimedia technologies should correspond to the goals and objectives of the educational course and be an integral part of the educational process [2].

Currently, various aspects of the use of multimedia technologies in education are being actively studied, it is emphasized that it is necessary to distinguish technical and psychological-pedagogical features of multimedia technologies, to use them purposefully and effectively in the educational process of the higher education system. Most pedagogues and psychologists say that modern information technologies, in particular, multimedia, give students the opportunity to use non-traditional information sources, help to implement radically new forms and methods of teaching, using conceptual, mathematical modeling of phenomena and processes[8]. The work of domestic and foreign scientists, teachers, psychologists shows that the use of multimedia optimizes the solution of didactic issues with great educational impact, can become a means of increasing learning efficiency, significantly reduces time, significantly deepens and expands.

In conclusion, we can say that the continuous use of multimedia tools in the educational process has a great impact on the student's development. At the current stage, the important task of the education system is to humanize the educational process, to form the individuality of students, and to form a high information culture. Modern times require the teacher to have knowledge and skills in the field of using the latest pedagogical technologies, advanced methods and tools of modern science. Inefficient use of multimedia tools in educational practice is related to the realities of local education: lack of modern computer base in schools and higher educational institutions, neglect of new information tools in pedagogical action. At the same time, the results of foreign and domestic studies do not always confirm the advantages of using Information and Communication Technology tools in the modern educational process.

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