

## DEVELOPING STUDENTS' COGNITIVE ABILITY ON THE BASIS OF MEDIA TEXTS

Vakhabova Malika Yuldoshboy qizi

Tashkent State Pedagogical University, 1st Stage Master

### ANNOTATION

The coming period will force people to think about a future in which society and information resources are interconnected. Education has always served as the main basis for the introduction of innovative projects for society. The formation of an open learning environment for the development of personal and competitiveness is closely linked to the ability of society to use information resources, defines the development of informatization as an innovation process (federal concept) as an innovation process. This article discusses ideas and reflections on developing students' cognitive abilities based on media texts.

**Keywords:** media text, mass media, communication technologies, information resources, cognitive ability, development.

### INTRODUCTION

Acquaintance with methodical, pedagogical publications defining new technologies of teaching in educational process, effective use of new technologies of teaching in lessons, increase of quality of education, teaching of effective methods of creative research in formation of cognitive activity of pupils is a modern requirement. The 21st century is the age of information technology. It is of great importance in modern society. Therefore, the goals of informatization of education and teaching of sciences on a scientific and technological basis are being set. Ability should not be taken as a set of knowledge acquired by a student on a topic. It is a new quality that means being able to put into practice the knowledge, skills and competencies acquired as a result of learning in a changing environment.

The formation of conditions for the formation of new techniques for the development of cognitive activity is explained by the tasks of improving the education system. The development and methodology of such formation is an urgent task of psychological and pedagogical science and practice of teaching children. Effective ways of development are nature. The study of changes in nature, initial experiments, preschool educators use their own experience and are used in independent activities. The means of developing cognitive activity is the tendency activity of goods in children. During the movement of materials, the child's existing knowledge and mental movements, their subsequent development and skills are realized. When introducing information and communication technologies in the educational process, the teacher sets new goals:

- Creation of educational and methodical electronic complexes on the subject;
- Use of general computer networks;
- Ensuring independent acquisition of additional information during distance learning (Internet) training
- Development of software sites, tools (multimedia and hypertext technologies) using innovative methods in the programming environment.

If we define interactive learning technology, then the student does not miss the organization of the learning process, based on the interaction of all participants in a team, self-complementing. It allows students to develop their creative abilities through the use of information technology, especially in mathematics.

There are a number of interpretations of the definition of “computer technology in education” that we consider to be technologies that promote the development of students’ cognitive activity. Computer technology involves access to a variety of tools, including a computer-generated one by a centralized computer. In our work, we propose to use the concept of “Modern Computer Learning Technologies”, in which we have developed for the personal computer, which is constantly updated and widely demanded. These include a modern software interface and peripherals. At this stage of education informatization, modern computer technology is an innovative learning tool with great learning opportunities, but has not been studied and learned in the learning process. It is therefore necessary to use psychological tools to use computer technology as a means of shaping students’ cognitive activity.

The content of the subject of education serves as a system of scientific concepts that make up a particular subject area. The basis for the study of the system of scientific concepts is the organization of the system of educational actions. The activity approach, psychological functions, and human capabilities have an appearance, and the implementation of model problems and necessary actions in solving them depends on personal orientation and competence. Identify the need for self-determination, and self-improvement. A personal-oriented approach involves strengthening and deepening the individualization of the educational process. With this in mind, the modern teacher must pay attention to the individual capabilities and characteristics of the student in the process of managing his activities in the field of knowledge. The ability to create an individual trajectory of students in the study of the discipline provides the use of e-learning technologies that work in an information-forming environment. According to the award approach, knowledge helps to shape key competencies in students through interactive technologies, which in turn allows for the introduction of an innovative information gap in the future. The formation of innovative competencies should be shaped with the following objectives.

Today, dozens of new technical ideas and search methods are known. One of the main conditions of modern education is to teach students to search for the information they need and choose their own trajectories. The main purpose of designing an information learning environment is to teach students to read independently. to demand winter, that is, to teach them to be inquisitive. Availability and ability to use media sources; Understand the presentation of information in oral, graphic and digital forms and assessment is the ability to manage data of different types and types of data. The environmental approach is determined by the mechanisms and conditions of students’ cognitive activity - the structure of the developed model the main components are: purpose, management, investigation center, control and effectiveness. Formulation and implementation of learning objectives in the target learning phase. Computer technology allows you to create a targeted learning component so that it is directly related to the motivational learning component. Students can imagine the prospect of learning a topic and what skills they will have in working with modern computer technology.

In order to maintain motivation, the educator needs to be created with special situations that attract students to the gate and need to be activated.

Thus, the development of cognitive activity and the choice of their integrated use tools depend on the leading cognitive task from the age of the learners to their general and intellectual developmental level. When you take into account the individual characteristics of students, the learning process is targeted and the effectiveness of the learning process increases with the form of group teaching.

Computer technology allows you to increase or decrease the amount of learning materials that students provide in a form that is easy for them to understand. That computer-based training programs should have minimal training materials. To develop long-term memory, to increase the content of education, to increase the educational database, it is necessary to comply with all the psychological requirements for obtaining an electronic source of information. The capabilities of computer technology allow access to a learning process that reflects scientific advances that reflect scientific advances due to the need to process large amounts of data for research. Activity is the most common category in the study of psyche, mental development, cognitive and creative personality traits. The activity is the subject of various sciences, natural and social studies. Each science studies its own pattern, development, dynamics of activity. In the system of cognitive processes, self-regulation is most clearly performed at different levels relative to the specific features.

In productive cognitive activity, these levels are expressed as 1) news activities and attention activities that occur in the system of indicative and research activities; 2) professional activity in the cognitive activity of research, which leads to a problematic situation in the context of learning, in the context of communication; 3) It is a personal activity expressed in the form of "intellectual initiative", "forwarding activity", "self-awareness".

## Conclusion

Media resources play a special role in the overall development of students. The development of cognitive activity is determined by the qualitative changes reflected in energy and meaningful indicators. The energy index describes a child's interest in knowledge, with determination in knowledge. A meaningful indicator describes the effectiveness of activities in the process of learning, the process of separating different cultural components in a situation. In addition, the cognitive activity of demand is also developed through information and communication technologies and media sources.

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