SOCIO - PEDAGOGICAL METHODS OF CULTURE READING

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ABSTRACT
This article deals with the social and pedagogical problem of learning the culture of reading. Various effective social and pedagogical reading technologies are listed, ensuring full perception and understanding of the text by the reader.

KEYWORDS: society, pedagogy, reading, book, computerization, reading technologies.

INTRODUCTION
Today, the world has absolutely changed compared to what it was half a century ago. A new period has come. Now radical social transformations are taking place in all spheres of human life. This affected the economy, culture and education. This stage gave impetus to the revival of public interest in the true values of spiritual culture.

MAIN PART
Every day we try to preserve the social experience accumulated by previous generations, remembering that culture is the trail by which we can find in our peoples the best that they had in the past, and follow this trail into the future.

It is well known that today a lot of attention is paid to "making money" and there is less and less concern about the spiritual development of a person. Bitter as it may seem, all this can lead to the fact that we become financially rich, but spiritually poor. To prevent this, we need to pay close attention to our spiritual enrichment. This stage gave impetus to the revival of public interest in the true values of spiritual culture.

Reading is one of the most important ways of learning, as it is associated with literacy and civilizational development: "Since 2008, an increasing number of developing countries are evaluating the reading skills of primary school students." This shows how important this activity is for personal achievement, as well as for society as a whole, and any ignorance of this vital activity, especially at an early age, means that there are many problems in the educational process: “students who cannot read do not have the necessary skills for successful learning in later grades”[1].

To confirm the above, it is important to note the following facts: - firstly, reading is “a complex cognitive process of decoding symbols in order to create or obtain meaning (reading comprehension). It is a means of language acquisition, communication and exchange of information and ideas. ”[2]

“Reading is an activity with a purpose. A person may read to gain information or to test existing knowledge, or to criticize a writer’s ideas or writing style. A person can also read for pleasure or to expand knowledge of the language that is being read. Reading goals guide the reader towards choosing texts. ”[3]

Various methods and technologies can be used to instill a culture of reading in each of us. Social and pedagogical methods of developing a reading culture are effective in this regard. Any pedagogical technology has means that activate and intensify the activities of students, and in some technologies these means constitute the main idea and the basis of the effectiveness of the results. The use of any reading technology involves the performance of actions prior to reading the text, direct reading of the text and the resulting actions after reading the text. Performing actions prior to reading the text is associated with the diagnosis of background knowledge, reading skills and abilities.
During the direct reading of the text, on the basis of the applied technology, cognitive and communicative tasks are solved. Let's consider some reading technologies that provide full-fledged perception and understanding of the text by the reader.

**Search engine reading**, it is also called: viewing, scanning, fast, selective reading. Already from the title it is clear that the general idea of the material being read is formed after reading the headings, subheadings, individual paragraphs. The purpose of search reading is to select from the text the necessary information on a specific problem, combine information on individual issues from several texts, find data of interest in the text or in an array of texts: facts, characteristics, numerical indicators, instructions.

**Introductory indicative reading** - establishing in the text the presence of information related to a specific problem of interest to the reader; anticipates learning cognitive reading.

**Studying reading**, it is also called analytical reading. It is aimed at the most complete and accurate understanding of the information contained in the text, at its thoughtful comprehension.

**On-screen reading** - reading information from electronic media with extensive audio and visual resources. This is by far the most common type of reading, which is used by absolutely all members of society who are able to read.

**Semantic reading** is a thoughtful penetration into the text with the aim of such an understanding of the material, which makes it possible to analyze, compare, contrast and evaluate previously obtained and new information. Critical reading requires the reader to fully understand the content of the text, the ability to correlate the author's opinion with a personal point of view, with his own life experience. Critical reading forces the reader to correct their own beliefs or even abandon them if they contradict new knowledge. This type of reading is directly used in universities in the field of arts and culture, since there are certain areas of education that need to fully and completely possess this technology of reading in the future and purposefully apply it in connection with the profession.

**CONCLUSION**

As a result, it should be noted that computerization has had a strong influence on reading as a tool for the cultural development of the individual. With the value of reading declared by the society, a destructive tendency of loyalty to ignorance is developing in the youth environment, reading is being intensively replaced by new information technologies, only two functions of reading are preserved and dominate: educational and relaxation. A decline in reading status leads to an increasing deficit of knowledge, hinders the progressive movement of society on the path to progress, and affects the level of general education. Scientific and technological progress, not only does not bring young people closer to reading and books, but rather removes both from them and from material and spiritual values created by man in the course of history, forming a rational-consumer type of consciousness.

Based on the above, it should be emphasized that it is necessary to pay as much attention as possible to the spiritual enrichment of the individual, and the culture of reading in this takes a special place.

**REFERENCES**

2. Wikipedia ... https://ru.wikipedia.org/wiki/