

DIDACTIC POTENTIAL AND EFFECTIVENESS OF VISUALIZATION OF EDUCATIONAL MATERIAL IN RUSSIAN LANGUAGE AND LITERATURE LESSONS.

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Abstract: Language and thinking are two complex phenomena that cannot exist without each other. Thought is the inner content of language, and language is the outer material shell of thought. An abstract thought born in a person's mind turns into words and sentences only through language and reveals itself as a real opinion. The grammatical and logical structure of language systematizes human thinking.

The importance of teaching Russian language and literature in the modern educational process is not limited only to language education. This article discusses the issue that the subject of Russian language and literature is a comprehensive tool that forms an intercultural dialogue, develops cognitive skills and has a direct impact on personality formation.

Keywords: visualization, language, thinking, video, visual, auditory, kinesthetic, feeling, hearing, vision, perception, analytical thinking, language skills, communication.

Introduction.

Language is the basis for the emergence and development of human society. It is not just a means of communication, but also a weapon of human thinking, a cultural code and a keeper of historical memory. Language is the initial form of cognition of existence and defines the uniqueness, the national spirit of each nation. As Akhmet Baitursynovich said, "language is the Eye of the human sign, one of the tools of labor." The role of language in society and human life is manifested through its basic functions.

Language and thinking are two complex phenomena that cannot exist without each other. Thought is the inner content of language, and language is the outer material shell of thought (sound or writing). An abstract thought born in a person's mind turns into words and sentences only through language and reveals itself as a real opinion. The grammatical and logical structure of language systematizes human thinking. For example, mastering the classes of words and the structure of sentences increases the ability to logical analysis. Some scientists believe that the structure of

language determines the way a person perceives the world. That is, the worldview of people who speak each language will differ depending on the language.

Results and discussion. The importance of teaching Russian language and literature in the modern educational process is not limited only to language education. This discipline is a comprehensive tool that forms an intercultural dialogue, develops cognitive skills and directly influences personality formation. The role of teaching Russian language and literature in the modern educational sphere is to form students' multilingual, cultured and developed thinking of a citizen. This discipline serves as a bridge uniting linguistic development (as a means of communication), cultural development (through the achievement of literary heritage), cognitive development (through the formation of analytical thinking). Russian is one of the six official languages of the United Nations and the main language of international communication (interethnic communication) in the Eurasian space (CIS, EAEU). Therefore, maintaining the importance of his education and enriching it with modern techniques (visualization, video content) remains a strategic necessity for the education system.

The Russian language is a means of social and professional integration, being a secondary language environment. Knowledge of the Russian language in multinational states (for example, in Kazakhstan) allows you to actively participate in socio-political and economic life, use social elevators. Learning Russian can become the basis for learning other Slavic and European languages, and it helps to learn new languages in the future by developing language skills (linguistic competence). By expanding the sources of knowledge and increasing digital literacy, the Russian language provides access to a huge fund of world science, culture and media information (textbooks, scientific papers, online content).

. Also, by stimulating the cognitive functions of the brain, mastering language structures, grammar and spelling develops logical and abstract thinking. Continuous lexical work improves memory and attentiveness.

Materials and methods. The deep implementation of visualization in the learning process is one of the most relevant and effective areas of the modern education system. Visualization is a universal "language" designed to quickly, efficiently and accurately convey complex ideas and data to any audience (from schoolchildren to the business world). It develops the student's thinking skills, enhances his analytical abilities and teaches him to distinguish between the important and the unimportant in the context of the information flow.

According to the functioning of the human brain, we perceive visual images faster (60,000 times faster, according to some studies) and better (up to 85% of

information) than text or digital information. Therefore, visualization is not just an aesthetic tool, it is the main mechanism for accelerating cognitive processes.

Visualization is not just a beautiful representation of information, it is a psychological and cognitive phenomenon that profoundly affects the mechanisms of perception, processing and memory of information by the human brain. To understand the effectiveness of visualization, it is necessary to consider how it affects brain function. The psychological effectiveness of visualization is based primarily on the students' perception of information. In psychology, there are three main channels of perception and processing of information by people:

- 1, visual (visual),
2. Auditory (auditory)
3. Kinesthetic (sensation/movement).
4. Visionaries (Visionaries):

More than 80% of students perceive information primarily through their eyesight. Visualization fully satisfies the needs of this group, as they quickly assimilate the material based on visual basics such as a table, a drawing, a drawing.

Various means and methods are used in the process of "turning thoughts into an image, words into a picture.":

A visualization tool.	A way of representing thought.	Usage example
Infographics.	Combining digital data and complex textual information using graphics, symbols, and drawings.	Displaying the main stages of the writer's biography with a timeline.
Schemas (Mindmap, Cluster)	Demonstration of hierarchical and associative connections of ideas, concepts or processes.	Systematization of all types of grammatical rules (for example, classes of words) using a centrally branched scheme.
The video is not animation	Dynamic representation of movement, temporal processes, or complex phenomena.	Accompanying a fragment of a literary work with a short film fragment or demonstrating a historical event using 3D animation.

Charts and graphs	Convert abstract numbers and statistics into three-dimensional, linear, or circular shapes.	Show the reading literacy of a certain social group using a bar chart.
Scribing	Text rendering using hand-drawn drawings with teacher's comments.	Immediately illustrate the Basic concepts in the process of explaining a new topic.

Infographics (graphic representation of information) are an indispensable tool in simplifying complex grammatical and lexical material in Russian language lessons, improving students' memory and increasing their motivation for the subject. It is especially effective in teaching Russian as a foreign language and deepening grammar in secondary schools.

Infographics are the representation of data, knowledge, and information in a graphical way. Its main principles are: content, clarity and ease of perception.

Infographics are an indispensable tool for systematizing grammatical and spelling material in Russian language lessons.

I offer broader information about the use of infographics in Russian language lessons, supplemented with specific examples.

Topic	Visualization method	Method of application
Type of participles	The Cluster Schema	By showing the rules of word formation (suffixes, verb type) in one drawing, students see a logical connection rather than memorizing the rule.
The use of conjunctions	Tree diagram	Classify the types of subordinate clauses, subordinate clauses, and disconnected sentences and group the conjunctions characteristic of each of them into one table.
Repeating the rules	"Cloud of Words"	The presentation of the main terms and concepts

		of the topic in the form of a cloud of words, the size of which varies depending on their significance.
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The systematic use of infographics in Russian language lessons personalizes the learning process, improves the quality of learning and teaches students to critically analyze visual information.

Russian lessons also use videos very effectively when teaching Russian as a foreign language.

Video materials are one of the most effective audiovisual tools in Russian language lessons. They not only make the learning process exciting, but also allow you to perceive the language in a real communicative environment.

The use of video materials is carried out by combining the four skills of the child. The video allows you to simultaneously develop the skills of listening (listening), speaking (speech), reading (reading through subtitles) and writing (writing through exercises).

In order for the use of video material in the lesson to be effective, the work should be divided into three stages:

1. The stage before watching the video (the interrogation stage). The purpose of this stage is to introduce students to the topic, introduce them to new vocabulary and avoid difficulties.

In the process of lexical work, the teacher writes down in advance on the blackboard the basic, complex words and phrases found in the video and explains their meaning. Must comment on cultural or historical data (linguoculturology) discussed in the video.

Ask students to predict how the event will unfold based on the title, source frames, or theme of the Video ("what will the video be about?").

2. The video viewing stage (the viewing stage). The main purpose of this stage is to develop students' listening skills and follow the understanding of information.

The teacher should form a general idea among the students when watching the video for the first time. The teacher asks if he understood the main idea or what the story is about after seeing it completely with sound.

On the second viewing of the video, accurate information is given. The task is given in an excerpt or by watching with subtitles. The ability to find specific information in the text (numbers, names, time) or predefined words..

It is also sometimes possible to attract the attention of students by showing a video without sound (simultaneous dubbing) and asking students to tell in their Russian what the characters are saying.

3. The stage after watching the video (the post-viewing stage). The main purpose of this stage is to consolidate the acquired material and bring it into speech activity (communicative competence).

During the analysis and Q&A on video content, there is a discussion of the logic of the plot.

The introduction of videos in the Russian language lesson is a modern and communicative approach to teaching methods. They make it possible to perceive language not as a "set of rules in a book", but as a living, real means of communication, thereby increasing students' interest in learning the language and language competence in general. It is especially important to use authentic materials adapted to the level of the lesson.

Russian literature is an integral part of world culture. Literature lessons are especially important for the ethical and aesthetic development of a person. The literary works explore the history, socio-political transformations of the Russian people and their attitude to world events. Studying the peculiarities of Russian culture and literature forms students' respect and tolerance for the values and history of another nation. Reading the works of Pushkin, Tolstoy, Dostoevsky, Chekhov, and others provides a deep understanding of human problems, the meaning of life, and moral choice. The analysis of poetry, prose and drama develops artistic taste, the ability to feel the richness of literary language.

Conclusion. The main requirement of modern education is the ability to apply subject knowledge in real life, that is, it is necessary to improve functional literacy. Reading a text, defining its main idea, highlighting arguments, and analyzing the text are the main skills taught by this subject. This is necessary in any profession (lawyer, manager, journalist). Russian language lessons teach business and academic communication styles, writing official letters, reports, and presentations. This is the foundation of success in professional life. Analyzing the actions of the characters and the author's position in a literature lesson teaches students to critically evaluate the information provided and to argue their opinions.

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