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THE ISSUE OF THE TIME: BOOK OR PHONE

Annotation. This article discusses the problem of getting children interested in reading books and its relevance. The author emphasizes that increasing interest in reading books in the age of technology is a complex process and analyzes the impact of modern technologies on children's lives. The positive impact of reading books on human thinking and spirituality is emphasized.

Keywords: Reading culture, reading in the age of technology, young readers' choice, the importance of books, the impact of modern technologies, reading and intellectual development, family and reading environment.

Introduction. It should be noted that reading is one of the main basic components of upbringing, education, and the development of the individual as a whole. It is an activity that forms and develops a personality, a tool for obtaining education and spreading culture, evidence of the formation of the communicative and professional competence of a specialist, and a tool for achieving a person's success in life. In an era where development progresses not by the day but by the hour, encouraging children to read books has become a global issue. Living in the age of technology, increasing interest in reading books is a somewhat complex process.

When it comes to choosing gifts for children, there are plenty of good options. However, a book is the best gift. A book is a true friend, a guide in difficult times, and a confidant. While reading books may not save the entire world, it can protect us from the evils happening in it. If we pay attention, children's interest in phones, computers, and similar modern technologies surpasses their interest in reading books. The most concerning fact is that 40-50% of teenagers are interested in reading, while the rest prioritize using electronic gadgets.

Today, as emphasized by our President Shavkat Mirziyoyev: "A child who reads one book today will lead ten children who watch television tomorrow." Based on this principle, the "Young Reader" competition has been launched to promote book-reading youth. Additionally, a "Spark" car has been offered as the grand prize.[1]

Now, let us analyze why young children have become so engrossed in playing with phones. Today, it is not surprising to see young children with phones in their hands. So, what is the reason behind this? The works provided by the curricula help to get an idea of the enduring moral values. As far back as the 17th century, the English writer Joseph Addison wrote, "Reading is for the mind what physical exercise is for the body." And D. Diderot believed that people stop thinking if they stop reading. Unfortunately, in our time, in the age of computer technology, people often neglect reading books, believing that it may well be replaced by the Internet and television. This is a false opinion. Very often, in books, you can find answers to questions of interest and concern to a person, and sometimes ways to solve problems related to choosing the right path in life.

Discussion and results . Reading in modern culture acts as a traditional value, but in the context of the socio-cultural changes taking place in modern society, its character, content, and functions are being transformed. The concept of "social value" characterizes the socio-historical meaning

for society and the personal meaning for the individual of certain processes or phenomena of reality. Values are formed as a result of the social subject's awareness of his needs and their correlation with the objects of the surrounding world. Spiritual value is the quality that meets moral and ethical requirements, such as consciousness and responsibility for all one's actions in life. The problems of determining the spiritual value of reading and books have worried thinkers of all times. Already ancient philosophers (Socrates, Plato, and Seneca), along with a positive influence, noted the dysfunctional qualities of reading: the restriction of freedom of thought, the development of passivity in the mind and the weakening of memory, and the withdrawal from real life and activity. Despite the individual nature of the process of reading and communicating with a book, its social value is determined not only by the personal attitudes of the individual but also closely correlates with the value system of a given society and the ideal of personality proclaimed in it. [2]

It is well-known to all of us that in this rapidly developing era, even young children are constantly using phones. Who is to blame for this situation?

Some parents do not allocate enough time for their children's upbringing and education. They engage in household chores and, in the meantime, give their child a phone to keep them from going outside or wandering off. The child becomes distracted and entertained by the phone. This situation doesn't occur just once or twice but continues every day. The child becomes accustomed to playing on the phone. Later, when the phone is taken away, the child will be upset and will demand it back. So, is there a way to prevent this situation?

Yes, of course. The simplest solution is to increase the child's interest in reading books. The role of parents in developing this interest is invaluable. To achieve this, parents must create an environment at home that fosters reading. That is, parents should read books together with their children or create a personal bookshelf for their child. Then, by having interesting discussions about the books they read, parents can explain to their children how enjoyable reading is.

When choosing books for children, it is important to consider their interests. According to psychologists, to increase young children's interest in reading, it is necessary to choose books that are mostly made up of pictures. This is because children can imagine the events in a story or fairy tale through the pictures. Another important aspect is that the book should be of a smaller size. This helps prevent the child from thinking, "Reading books is boring." [3] Discussing the events in a book broadens the child's thinking. These abilities do not develop while watching TV or playing computer games. When watching cartoons on a phone, the quick changes in frames and subjects capture the child's attention, causing the child to become artificially focused. However, when reading a book, the child naturally focuses on it. A child can become so engrossed in a book that it feels as though the events are happening right around them.

Depending on the declared ideal, the value of reading and books is associated with one or another of their social functions. Thus, the ideal of a harmoniously developed personality declared by society led to the assertion of the value of the book as a means of spiritual development—a socially successful personality, a way of mastering successful patterns of behavior, practical experience, etc. The sphere of the social value of reading can be represented as three concentric circles: the declared, recognized, and realized value of reading. These three circles capture three types of reading attitudes and related behaviors, determined by a different combination of social and personal value systems. [4] The scope of the declared value of reading turns out to be the widest. It marks the social boundaries of positive public attitudes towards reading and books. One can interpret this as a maximum indicator of the potentially accessible limits of the social impact of the book and reading. As studies show, the sphere of the recognized value of reading and books is significantly inferior to the previous one; it marks the boundaries

of weak ties with the book and episodic recourse to reading when, although included in the system of value orientations of the individual, it occupies the last place in the hierarchy. The smallest circle marks the border of the activity associated with the book and reading. In this part of society, reading is not only perceived but also realized as a value.

Conclusion .Summing up, it can be noted that in modern conditions, even among active readers and carriers of book culture, the attitude toward reading is being transformed. Reading today is an important means of assimilation and development of cultural information, and written sources contain basic information about the culture of a society. Other channels—radio, television, the Internet, and advertising—play a supporting role. People who read a lot differ from people who read little by their level of intelligence development. [5]

The article addresses the issue of encouraging children to read books and its relevance. It highlights that, in the age of technology, children's interest in reading has decreased, while their interest in gadgets has increased. It is noted that most teenagers show less interest in reading books, which could lead to a decline in the reading culture in society.

Additionally, the article emphasizes the "Young Reader" competition initiated by the President of Uzbekistan to promote reading culture among youth and its significance. The positive impact of reading on human intellect and spirituality is discussed, stressing the importance of encouraging young people to read. The article aims to explain the importance of reading books in fostering a reading culture and educating future generations.

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