

THE IMPORTANCE OF BOOKTRAILER TECHNOLOGY IN THE EDUCATIONAL PROCESS

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Abstract. *This article discusses the content and importance of using book trailer technology. The role of book trailer technology in the educational process, its positive impact on the spiritual and moral education of students, reading culture, and creative and critical thinking skills are analyzed. The stages of creating a book trailer, methods for introducing it into the teaching process, and its practical significance are also revealed. The article substantiates the role and effectiveness of this technology in the modern education system.*

Keywords: *book trailer, educational science, innovative technologies, educational process, reading culture, creative thinking, spiritual and moral education, visual education, information and communication technologies, pedagogical methods, interactive education.*

Today on the day education in the system innovative from technologies use important importance profession Especially , education science education in the process students spiritual and moral worldview to form them active thinker and creative person as in upbringing modern from methods use demand It is done . That's how it is . effective from technologies one is a book trailer technology .

Book trailers through students book content not only read , maybe see , hear and accept They do. This is of knowledge to strengthen and educational of influence to increase service does

Backtrail technology content

Book trailer technology is education in the process book or artistic work content short video clip through presented to reach based innovative pedagogical It is the following method . elements own inside takes:work content briefly and impressive expression to communicate ; using visual (pictures , videos) and audio (music , voice) media use ; student emotional and intellectual to be affected provide ; creative approach and independent thinking development

This technology through students not only the work they understand , maybe him/her analysis to do , main the idea separate to take and him/her modern in format presented to reach they learn .

Book trailer from technology upbringing in their classes use following aspects with important:

1. Spiritual and moral upbringing strengthens

Book trailer through in the work positive heroes , their qualities , life values impressive in a way This is a good idea . goodness , compassion , patriotism such as concepts shapes.

2. Reading culture develops

Short and attractive videos in students book to study interest They wake up . the work complete to study they strive .

3. Students creative ability increases

Book trailer preparation in the process students :script writing ; drawing and videos selection ; assembly to do such as skills they occupy .

4. Information and communication from technologies use develops

Book trailer create process ICT skills shapes and students modern digital to the environment adapts .

5. Lessons interesting and effective does

Traditional from lessons different respectively , book trailers through lessons interactive and lively passed .

6. In the team work his/ her skills shapes

Group to be book trailer create in the process students mutual cooperation to do they learn.

Book trailer technology application content

Education science in education book trailer technology application following in stages done increased :

1. The work Educational choice importance has was book or story is selected .

2. Analysis To do the work main idea , characters and problem is determined .

3. Scenario Compose Short , meaningful and impressive text is prepared .

4. Materials Preparation Pictures , videos , music and voice records is selected .

5. Montage Do All materials combined , video is prepared .

6. Presentation and Discussion Ready book trailer in class demonstration will be done and discussion will be done .

Education science in education book trailer from technology use students spiritual worldview enrichment , reading culture develop and their creative and digital skills in formation important importance This technology education process modern requirements based on organization to reach service does .

Current information technologies intense developing in the period of people information acceptance to do the shape is also fundamental is changing . Especially young people in the middle visual and short in format to the information was interest increasing It's going

on . That's how it is . under the circumstances reading culture development , book was interest increase new and effective methods demand is doing .

This point of view in the sense of , book trailers — book content short , impressive and modern in format presented provider tool as separately importance profession will come . Book trailers through of the book main idea , mood and plot elements visual and audio devices using is illuminated . This is in the audience to the work relatively interest wake him up the book read to do encourages .

Today on the day book trailers not only publishers and marketing professionals , but also teachers , students and book lovers also widely by are being used . They create relatively simple creativity and right approach demand does .

Reading promote to do issue every how society for important importance has . However digital technologies in the century traditional methods through to the book interest increase increasingly becoming difficult Therefore , innovative and interactive from methods use necessity appearance It is happening .

Book trailer create following aspects with important :

- Age generation attraction does — visual format they for much interesting and understandable ;
- The book effective promote does — short at the time work about general imagination gives ;
- Creative thinking develops — book trailer create in the process script , design and assembly skills is formed ;
- Modern information to the environment suitable comes — social on the networks easy distributed ;
- Education in the process effective — students to class interest increases .

Also , book trailers through book content deeper understanding , work the idea analysis to do and him/her creative in a way expression to grow opportunity This is created . and education quality to increase service does .