

## THE IMPORTANCE OF BOOK TRAILER TECHNOLOGY IN THE EDUCATIONAL PROCESS

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### **Annotation**

This article highlights the historical development stages of book trailer educational technology, the foreign experience of using book trailer technology in the educational process, and the ways it is implemented in the education systems of different countries.

### **Keywords**

Educational technology, technological tools, mass media, multimedia education.

In the Republic of Uzbekistan, improving the system of continuous education, enhancing the quality of education, and ensuring its efficiency require not only material factors but also the development of independent learning within educational institutions. The higher education system plays a crucial role in creating the necessary conditions for improving the mechanisms of independent student work and enabling them to operate in accordance with modern requirements.

Indeed, at the current stage of societal and scientific-technological progress, an analysis of the educational process, its content, forms, methods, and tools, as well as its impact on specialist training, reveals the necessity of a creative approach to education, which is determined by the following factors:

Firstly, socio-economic development demands a fundamental renewal of the education system, its methodology, and the technology of the learning process. In such conditions, the teacher's role involves creating pedagogical innovations, mastering advanced practices, and acquiring the skills to implement them.

Consequently, this naturally necessitates the development of creative abilities in future educators.

Secondly, humanizing the content of education and searching for new organizational forms and technologies of teaching necessitate the introduction of innovations in education. One of the key conditions for implementing innovations in the educational process is the teacher's innovative preparedness, creativity, and active engagement in creative practices.

Thirdly, developing an active inclination among future teachers toward acquiring and implementing pedagogical innovations in practice highlights the social, pedagogical, and psychological relevance of this research problem.

It is evident that a creative approach to the educational process is essential for developing students' creative abilities, as it fosters skills that evolve through active interaction. This, in turn, necessitates an interactive learning environment, teaching conditions, and methods in higher education institutions.

"Organizing independent learning requires not only an interest in a specific profession or field of activity but also the presence of aptitude for that activity."

Since independent learning is directly linked to independent thinking, it is appropriate to provide its definition as well: "Independent thinking is a mental activity in which a person, relying on their knowledge and life experience, determines the goals and objectives of the problems they face and solves them independently using various methods, techniques, and tools within the limits of their intellectual capabilities."

Accordingly, our research focuses on enhancing the necessary pedagogical conditions for developing students' creative abilities through independent learning, which has gained significant relevance in recent years. This includes fostering a free and creative educational environment, improving the integration of teaching and educational activities in higher education institutions, and implementing an integrated pedagogical system to increase the effectiveness of the learning process.

One of the main challenges of modern education is developing an interest in reading among the younger generation. Reading is not only a means of acquiring culture but also a tool for shaping worldview, intellectual growth, learning, and essential life skills. Moreover, high-quality reading contributes to the personal growth and competitiveness of a modern individual living in a complex informational and cultural society.

An important direction in improving education is the transition to new educational technologies, one of which is book trailer technology.

Book trailers (from the English book trailer) are short videos that tell a story about a book in a creative, artistic form. The purpose of such videos is to promote reading and attract attention to books using visual tools similar to movie trailers.

The history of book trailers dates back to 2002. However, starting in 2005, with the rise of video hosting platforms such as YouTube and the growth of social media, the practice of creating book trailers became widespread. Today, in the United States and Europe, almost no book marketing campaign is complete without book trailers, which have evolved into an independent art form. There are even several annual awards recognizing achievements in this field.

### **Main Stages of Creating a Book Trailer**

#### **1. Selecting a book for promotion**

There can be many reasons for choosing a particular book for a trailer. However, the most important one is that you must genuinely love the book you choose.

#### **2. Creating a script for the Book trailer (Developing the Plot and Writing the Text)**

This is the most challenging part of making a book trailer. If the trailer is for a fictional story, it should include an element of intrigue, leaving the audience eager to find out what happens next. The goal is to spark curiosity without revealing too much. If the trailer focuses on the book's atmosphere, you need to determine the book's overall mood and how best to convey it through visual and auditory means. Writing the script requires careful consideration. Every sentence—and even every word—should be thoughtfully chosen to make the biggest impact.

#### **3. *Selecting materials for video sequences.***

Select images by scanning book illustrations, finding relevant pictures online, or using original artwork. If the book has been adapted into a film, you may use selected frames, but be cautious—overusing movie scenes may shift the focus from promoting the book to promoting the film instead.

#### **3. *Record the narration.***

If narration is included in the script, record it accordingly. Otherwise, select appropriate music.

#### **5. *Choosing a program for working with video.***

There are many options, but I recommend Windows Movie Maker because... This program is suitable for beginners. It is available on all personal computers since it is included in the Microsoft Windows package. Movie Maker can capture and process video files from a digital camcorder, create slideshows from images, add transitions, titles, and sound to videos, cut out unwanted parts, join clips together, and create great transitions between fragments. It is widely used for

creating clips, video presentations, and processing amateur videos. Its disadvantage is that it only has one audio track.

**7. Video editing** (*cutting/attaching multiple video fragments, adding an audio track, changing video size, subtitles, etc., applying effects, transitions, different music, and "mix" sound*) and then saving it to the computer's hard drive.<sup>8</sup> *Yakuniy qadam videoni do'stlaringizga yoki oilangizga ko'rsatishdir.*

And pay attention to their reviews. It is important to consider everyone else's wishes, personally check them, and make corrections if necessary. Because a book trailer is an advertisement created for the consumer, and it must certainly take their needs into account. Your task is to convince the reader that they need the book you've written.

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