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**RESEARCH AND DEVELOPMENT OF READING ENTHUSIASM WITH SCHOOL-AGE LEARNING**

Some can`t imagine our life without books. Mostly older people who were brought up by books not by internet. Books are our best friends and best teachers. And as the best friends books constantly inspires us to become the best versions of ourselves. The benefits of reading books are endless. Books **illuminate your imagination. Books help you grow mentally and emotionally.** Thanks to books we learn different subjects and languages and improve our communication skills. A reader is always different from a non-reader. А reader has a good speech ,he has a special confidence and the gift of persuasion. But unfortunately people in the modern world underestimate the importance of books. Television and the Internet with easily accessible and diverse content are crowding out books from life, leaving them to gather dust on the shelves of libraries. What is going on? Are books out of date? Me and my teacher tried to find answers to these questions and did a little research. We conducted a survey in which about a hundred students took part. We also interviewed employees of district and regional libraries. Based on these studies, we have deduced a number of main reasons why today's youth are not interested in reading books. Almost all survey participants believe that the main reason why children do not read books is the Internet. But today Internet possibilities are endless. The Internet offers a huge number of books in electronic libraries. And readers are able to download a novel or story to their electronic gadget, paying tribute to the convenience of the new reading format. The pace of life is accelerating, so it is much better to adapt to them without wasting time and money choosing and buying books. Whole libraries are now available to a person and all he needs is to make a couple of clicks. But even these amenities do not help increase the number of young people who read.

Another influence of the Internet is the emergence of clip thinking.

Clip thinking is often associated with gadget addiction. It is called one of the main problems of the new generation, because this addiction slows down the learning process, interferes with holistic perception and generates superficial.

American writer and publicist Nicholas Carr in the article "Google makes us dumber?" he admits that due to regular use of the Internet, he can hardly read more than two or three pages of text. Many of his colleagues and even physicians faced similar problems. The thoughtful reading of newspapers or books has been replaced by a quick browsing-scanning of texts on the Web.

Cons of clip thinking

Low concentration: it is difficult to focus on one thing, finish reading a long text or listen to a long interview without being distracted by anything. It is very difficult for people with clip thinking to cope with work that requires perseverance and routine operations.

Superficial perception, which leads to the fact that we are not able to analyze the information received and draw deep conclusions from it.

Difficulties in learning and assimilation of new information. This is especially true for students and schoolchildren, whose curriculum is based on more conservative methods and involves passive perception of information: reading, listening, memorizing.

susceptibility to manipulation. We do not have time to analyze the information and make an informed decision, which means we are not able to perceive information critically. This is actively used by advertisers and marketers who influence emotions and encourage people to impulsive purchases.

Weakening of empathy. Constant exposure to emotions develops a high threshold of sensitivity, and it becomes increasingly difficult for us to empathize with others.

Clip thinking in children

Children are more susceptible to clip thinking than others, which creates enormous difficulties in learning and communicating with others. Since childhood, getting used to flipping through the feed of social networks or video services, they completely ignore what does not arouse their interest from the first seconds. According to a study by the American Academy of Pediatrics, a modern child spends an average of 7 hours a day in front of a screen, starting at age 2.[1] Something like this is the case in our region. About 40% of teenagers communicate with their parents via messengers, even if they are in the next room.

The salvation from such an addiction is READING. Тurns into a vicious circle. Еxperts advise reading fiction. At first, long literary texts can be difficult. But this is a matter of habit. Spend 10-15 minutes a day of thoughtful reading, gradually increasing the time to fight clip thinking.

Another barrier to reading, according to survey participants, is the lack of interesting works.

Older people will hardly understand such an argument. because for people of this generation the world of books is so rich and attractive. But we must take into account that the books that were interesting to old generation are not of interest to the present generation. We have different thoughts in our heads, a different perception of the world around them. We have other superheroes. Unfortunately, many young readers do not understand the heroism of the

ingenuous Uncle Styopa, or Vasily Terkin or the guy with the GTO sign on his chest.

Children are interested in anime heroes and superheroes of Hollywood films who have superpowers. We can't blame our younger generation for their choice, the world is changing, preferences are changing. But still, we can't sit back and put all the blame on the internet.

Сhildren need to be taught good taste and this should be done from early childhood.

When to start?

One can start his/her baby's acquaintance with the treasury of world literature even before birth. Now it is no secret to anyone that from the twentieth week of intrauterine life, the baby is able to hear. However future parents prefer to listen to their favorite music with their baby than to read aloud. But a child in the mother's womb definitely needs to listen to human speech - both live, addressed to him, and literary texts. From about six months, we can attach the baby to real books. At the initial stage, it is enough to look at bright pictures and comment on them, and do it quite emotionally. There are many great children's books out there right now.

⚫ soft touch books,

⚫ bathing books,

⚫ transformers with movable valves,

⚫ folding pictures. [2]

At this stage, it is important to introduce the child how to use the book, the way we teach them how to use other objects. Gradually, over the years, the young reader himself will begin to take part in the process.

To introduce the baby to the world of books, the general atmosphere of the house is very important. If a child sees that mom is passionate about virtual life, and dad sits in front of the TV or plays computer games all his free time, it’s hard to imagine that the baby will want to pick up a book. And even more so to become an inveterate book lover. So we start, as usual, with ourselves ...

But what if the child has grown up and has completely lost interest in reading?

Of course, we really want to slip our favorite classical works to children. But the language of such texts is often difficult to understand. We must follow trends and modern children's literature, not insist on the books of our childhood, and even more so on the classics

Focus on the tastes and interests of the child, buy literature on the current hobby.

To introduce different formats of literature, from electronic to audio books, and sometimes audio performances. Today the book is not only paper.

The children who participated in the survey offered to arrange for them days without the Internet, which is a great idea. Such days can be organized both at home and at school.

First, we can motivate children by rewarding them for every book they read until they get a taste for and start loving books. Аnd when they discover for themselves the fascinating world of books, they will have internal motivation, that is, they themselves will consciously understand the importance of reading books.

There is another category of children who love to read books, but for some reason they rarely do it. According to the results of the survey, the reason for this is a bonal lack of time.

It’s hard to read if you have a million things to do. Who wants to “enjoy a good book” when you’ve got 40 pages of homework to do? The amount of homework is actually quite large. Possible solution in this case is to help them create a personalized reading schedule that works for them based on their life.

This is how the situation looks like about how much children in our region are interested in reading according to our small study. We identified the main reasons for the decline in interest in reading among students in local schools and tried to identify possible solutions to these problems. At the end of my report, I want to please people who are concerned about this issue. In fact, everything is not so bad

In the course of our research, we visited the Sairam regional library. Director of the library Chinkarova Shakhsanam noted that over the past few years, the growth of students visiting book halls has increased dramatically. This is due to the fact that teachers in some elementary schools bring entire classes of children to the library in order to inculcate reading skills. This trend is encouraging. Teachers of many schools liked this idea and they decided to create such a tradition in their schools. We do not know if we can instill a love of reading in older children in this way, but it is in our hands to ignite and support this love in younger children. It is not difficult at first sight, but such an approach requires the intervention of all stakeholders of parents, teachers and the whole society. So step by step we will be able to build a reading, thinking creative society that knows and appreciates its history and culture, a society that looks to the future with confidence.