THE TECHNOLOGY FOR ENHANCING THE MORAL AND CULTURAL DEVELOPMENT OF PHYSICAL EDUCATION TEACHERS

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One of the main factors in creating a competitive work environment is directing teachers towards innovative activities and preparing them for such activities by implementing pedagogical technologies in the educational process to ensure knowledge delivery and achieve educational effectiveness. As part of the process of improving the education system, state policy emphasizes the importance of enhancing the competence, responsibility, and professional skills of pedagogical personnel. In this regard, the main task is to renew the teaching activities and introduce innovations into the educational process. The professional qualifications of teachers, like professionals in any other field, are evaluated based on their knowledge, skills, abilities, creative potential, and their professional competence that reflects in their non-standard thinking.

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In the process of improving the education system, state policy is being implemented with a focus on enhancing the competence, responsibility, and professional skills of pedagogical personnel. In this context, the main task is to renew teaching activities and introduce innovations into the educational process. Like professionals in any other field, the professional qualifications of teachers are evaluated based on their knowledge, skills, abilities, creative potential, and their professional competence, which is reflected in their non-standard thinking. The technology for enhancing the moral and cultural development of physical education teachers refers to the use of technological tools that contribute to the quality and effective integration of the educational process in the field of physical education. These technological tools can enhance the students' abilities, their moral values, their future-oriented skills, and their adherence to ethical principles.

Several technological tools can be used by teachers to enhance moral and cultural development:

1. Interactive textbooks: Interactive textbooks can be used to make physical education lessons more engaging and effective. These textbooks incorporate multimedia elements, animations,

games, and interactive tasks. These tools help increase students' interest, make the learning process more effective, and facilitate the assimilation of moral and cultural values.

- 2. Virtual and augmented reality: Virtual and augmented reality technologies play a significant role in enhancing the moral and cultural development of students in physical education. Through these technologies, students can experience virtual or augmented interactions, explore art, historical sites, or biological processes with additional information. This enhances students' understanding and provides them with engaging and culturally immersive experiences in the learning process.
- 3. Online platforms and mobile applications: Physical education teachers can utilize online platforms and mobile applications to enhance moral and cultural development in the learning process. These platforms and applications allow teachers to provide guidance, deliver course materials, and assess students' assimilation and knowledge.
- 4. Forums and blogs: Teachers can make use of online forums and blogs to facilitate communication and exchange of ideas with physical education students. These platforms enable students to present their thoughts, learn from others' perspectives, evaluate moral and cultural values, and engage in discussions with their peers.
- 5. Social media: Social media platforms play a crucial role in increasing interactions between physical education teachers and students, as well as in enhancing moral and cultural development. Teachers can utilize social media platforms to communicate with students, engage in discussions on moral and cultural topics, and facilitate learning and assimilation processes between students and teachers.

These technological tools play a significant role in enhancing the moral and cultural development of teachers. Through their effective and meaningful utilization, they provide opportunities to improve students' personal growth, moral values, and future-oriented capabilities.

Enhancing the moral and cultural development of future physical education teachers is an important aspect. Moral and cultural development is shaped by beneficial, ethical, and spiritual characteristics of individuals, ensuring their development as proactive, ethical, appreciative, and empathetic individuals. Teachers with moral and cultural development aim to shape students as quality individuals, develop their personal values, cultivate appreciation, and teach them collaboration with others.

Thus, it can be concluded that the preparation of physical education teachers for innovative activities and processes is a complex task. It involves various objective and subjective factors, including the initial level of teachers' proficiency in information technologies, their insufficient mastery of using modern pedagogical technologies in the educational process, and a lack of skills in independent acquisition of necessary educational information.

The level of development of innovative activities in teachers can be determined by analyzing their critical analysis skills, knowledge, and competencies, their ability to utilize innovations and pedagogical technologies in their work, their proficiency in designing and implementing

an experimental plan and its execution, and their ability to learn from the experiences of other teachers, engage in collaborative discussions, provide methodological guidance, and create authorship concepts while being open to overcoming contradictions and making correct decisions in pedagogical situations.

The readiness of a teacher to embrace innovation is characterized by unique qualities, which enable them to express themselves in the following aspects;

- the teacher has information about the news;
- teacher motivation; professional training of the teacher;
- possession of knowledge, skills and qualifications for the implementation of pedagogical experiments and tests;
- ability to overcome obstacles against innovation.

Based on the above-mentioned considerations, the following conclusion can be reached: innovative activity is an activity that consists of several stages and is a separate stage of pedagogical activity that has its own theoretical and practical foundations. It is necessary to form the infrastructure of innovative activities, that is, to improve the activities of organizations that offer services necessary for the implementation of innovative activities.