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READING CULTURE IN THE DIGITAL AGE: HARMONY OF TRADITIONAL AND ELECTRONIC READING

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Abstract: This article provides a comprehensive analysis of the changes in the content and forms of reading culture in the context of the rapid development of digital technologies. In particular, it examines the characteristics, advantages, and disadvantages of traditional (printed) and electronic reading, and substantiates the importance of their integration in the modern educational process. The impact of reading on an individual's intellectual potential, independent thinking, speech culture, and spiritual development is scientifically explained. During the research, theoretical analysis, comparative approach, and empirical methods (survey, interview, observation) were used to study students' reading habits, their use of digital resources, and their attitudes toward reading. The results indicate that relying solely on either digital or traditional reading is insufficient; rather, their combination enhances learning effectiveness. The article also offers practical recommendations for developing reading culture, which are significant for the education system and youth development.

Keywords: reading culture, digital era, traditional reading, electronic reading, reading, digital literacy, education, information technology, student, thinking.

Аннотация: В данной статье всесторонне анализируются изменения содержания и форм культуры чтения в условиях стремительного развития цифровых технологий. В частности, раскрываются особенности, преимущества и недостатки традиционного (печатного) и электронного чтения, а также обосновывается важность их гармоничного сочетания в современном образовательном процессе. Научно объясняется влияние чтения на интеллектуальный потенциал личности, развитие самостоятельного мышления, культуры речи и духовного совершенствования. В ходе исследования с использованием теоретического анализа, сравнительного подхода и эмпирических методов (анкетирование, беседа, наблюдение) были изучены читательские привычки учащихся, уровень использования электронных ресурсов и их отношение к чтению. Полученные результаты показали, что ограничение только цифровым или только традиционным чтением недостаточно, а их сочетание способствует повышению эффективности обучения. Также в статье разработаны практические рекомендации по развитию культуры чтения, имеющие важное значение для системы образования и воспитания молодежи.

Ключевые слова: культура чтения, цифровая эпоха, традиционное чтение, электронное чтение, чтение, цифровая грамотность, образование, информационные технологии, учащийся, мышление.





Introduction: In the modern world, an individual's success in social life depends on many factors, one of the most important of which is reading. A book is not only a source of knowledge, but also a means of shaping thinking, enriching speech, and enhancing spirituality. In the life of every successful person, an interest in books and a desire for knowledge play a significant role. In today's digital age, the harmony of traditional and electronic reading further develops reading habits and contributes to the expansion of a person's worldview. Therefore, reading remains an essential factor in the life of every individual [1]. The culture of reading plays an important role in the formation of an individual's thinking, the expansion of knowledge, and the development of spiritual values. However, in recent years, a noticeable global decline in this culture has been observed. This situation is particularly evident in developed countries such as the United States. For example, according to studies based on data from the American Time Use Survey, the time spent on reading for pleasure has decreased by nearly 40 percent over the past twenty years [2].

In the Republic of Uzbekistan, one of the key directions of recent reforms in the sphere of spirituality has been aimed at enhancing reading culture. Based on the idea promoted by President Shavkat Mirziyoyev — “A book is the greatest wealth and the most reliable friend” — large-scale initiatives are being implemented nationwide. Projects such as the “Most Active Reader” competition, “Book Festival,” and “Reading Week,” along with the establishment of new library networks and the creation of electronic libraries, serve as a foundation for these efforts [3]. In today's era of globalization and rapidly developing information technologies, the issue of society's intellectual and spiritual development has become highly relevant. As one of the key factors of this development, special attention should be given to books and the culture of reading. A book is a priceless treasure of human thought, formed over centuries, serving as an important source for transmitting knowledge from generation to generation and for developing an individual's worldview and way of thinking [4].

Literature Review: Although digital technologies have significantly transformed reading habits among young people, they also create broad opportunities for the development of reading culture. Electronic books, audiobooks, and online libraries make the reading process more convenient and accessible, while also expanding its interactive and visual potential. Through digital platforms, readers can access a vast amount of information in a short time, choose materials according to their interests, and benefit from multimedia elements that enhance comprehension. In particular, audiobooks help develop listening skills, while e-books offer features such as search functions, annotations, and adjustable formats, making reading more flexible and user-friendly.

At the same time, a number of studies indicate that relying solely on digital sources may have certain limitations. In particular, excessive dependence on digital reading can negatively affect deep reading skills, critical thinking, and the ability to analyze texts comprehensively. Printed books, in contrast, allow for better





concentration, deeper engagement with content, and stronger retention of information. Therefore, achieving a balance between traditional and digital reading is considered one of the most effective ways to foster a well-rounded reading culture [5]. In her research, Ye. L. Bogdanova emphasizes that “digital literacy is the ability of an individual to use digital tools effectively for personal benefit.” She highlights that digital literacy consists of key components such as digital competencies, digital consumption, and digital safety [6]. This perspective underlines the importance of not only accessing digital resources but also using them responsibly and critically.

Furthermore, scholars such as A. Mavrulov and A. Yu. Khanxatova have provided definitions and theoretical foundations for the development of reading competence and reading culture among primary school students. Their works stress that reading competence includes not only the ability to read texts but also to understand, interpret, and critically evaluate information. In addition, the studies of national researchers such as Q. Husanboeva, S. Qambarova, Y. Umarova, E. Yuldoshev, and S. Chinievala focus on the pedagogical and psychological foundations of developing reading skills in children. They particularly emphasize the effective use of libraries in fostering reading habits, enhancing students’ intellectual growth, and instilling patriotic values in the younger generation. According to these scholars, libraries serve not only as centers of knowledge but also as important environments for nurturing independent thinking, creativity, and a sustained interest in reading [7].

Research Methodology: In this study, theoretical, comparative, and empirical methods were used to examine the issues of reading culture and digital reading. Based on theoretical analysis, scientific literature was reviewed and the scientific foundations of the topic were clarified. Through comparative analysis, the specific features of traditional and electronic reading were compared. As empirical methods, surveys, interviews, and observation techniques were applied to analyze students’ reading habits. The obtained results were generalized using statistical methods, and the effectiveness of the proposed approaches was evaluated through pedagogical experimental work.

Results: The findings of the study indicate that although the development of digital technologies has to some extent transformed interest in reading, the integration of electronic and traditional reading significantly enhances students’ learning effectiveness. Based on surveys and observations, it was revealed that students who actively use electronic resources are more efficient in obtaining quick and up-to-date information, demonstrating higher speed in searching, selecting, and processing data. Digital tools also support interactive learning, enabling students to access diverse multimedia content and broaden their knowledge base. At the same time, traditional book reading plays a crucial role in developing deep thinking, sustained attention, and analytical skills. Students who regularly engage with printed materials tend to demonstrate better comprehension, stronger memory retention, and a higher ability to critically evaluate texts. The results of





experimental work further confirmed that combining both forms of reading creates the most effective learning environment. Such a balanced approach not only improves academic performance but also fosters independent thinking, creativity, and a stable interest in reading among students.

Recommendations: It is advisable to ensure the integration of traditional and electronic reading within the educational process. Expanding access to electronic libraries, digital platforms, and audiobooks for students can significantly support their learning opportunities and make reading more accessible and engaging. At the same time, it is essential to increase the number of activities that encourage reading printed books, such as reading competitions, literary events, and book discussions. Teachers are recommended to implement blended (hybrid) reading methods by combining digital tools with traditional teaching approaches, thereby creating a more flexible and effective learning environment. Additionally, parents should pay special attention to developing regular reading habits in children by creating a supportive home environment, encouraging daily reading routines, and serving as positive role models. Strengthening cooperation between schools, families, and libraries will also contribute to the sustainable development of reading culture in the digital age.

Xulosa

In the current era of rapidly developing digital technologies, the culture of reading is rising to a new level. Research shows that although the form of reading is changing, its essential significance remains preserved. Traditional book reading deepens human thinking and develops logical and critical reasoning, while electronic reading provides quick access to information and convenience. Therefore, it is important not to oppose them to each other, but to harmonize them.

Moreover, the development of reading culture plays a significant role not only at the individual level but also in the progress of society as a whole. When digital tools are used consciously and purposefully, alongside maintaining an interest in printed books, the intellectual potential of the younger generation increases further. In conclusion, the integration of traditional and electronic reading is the main direction of modern reading culture, and organizing this process effectively is one of the important tasks facing the education system.

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