

BENEFITS OF READING BOOK AND READING CULTURE OF MODERN GENERATION

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Abstract: This article explores the profits of reading. Reading book is one of the most effective ways to develop thinking of human knowledge and increase creativity. Books have played main role in human progress. Moreover, they are essential part of education, traditions, cultures and individual development. Nowadays, structures and habits of reading have significantly changes because of internet and digital technologies.

This study exposes the psychological and intellectual profits of reading and eliminates state of reading culture among young people and adults.

Keywords: Individual development, digital technologies, intellectual profits, social media, emotional well-being, reading habits, critical thinking.

INTRODUCTION

Reading book is so crucial to improvement of brain and improve overall knowledge. In today's digital world, reading remains fundamental to education, culture and individual creativity. Traditional reading practices are widespread by digital alternatives, for instance, e-books and audio books provide convenience. These differenties offer certain advantages they consist of complex texts and challenges to deep reading habits. Social media, internet distractions may reduce the time and paying attention young people dedicate to reading books. Modern young generations strongly prefer digital reading formats, such as, e-book,

audiobooks and online articles and presentations. By exploring these aspects, the article aims to provide insights and suggestions for promoting a reading culture among individuals in the digital age.

METHOD

To understand and realize how digitalization influences reading culture among young people, both international and local studies were eliminated. Reports on digital reading habits, the role of e-books and audiobooks and the effect of social media on reading behavior were analyzed. Data was gathered from studies that create how youth perceive reading in the digital era.

RESULTS

Research indicates that regular reading has dramatic cognitive benefits. Studies show that reading reduces stress, improves concentration and reform emotional well-being. In addition, reading animates brain activity helping to prevent cognitive decline, conditions and analyze complex ideas during reading, cognitive flexibility and problem solving skills. A significant percentage of young readers strongly prefer e-book and audio books due to their accessibility and convenience. While social media and digital platforms offer profits. The increasing consumption of social media and short form content may reduce engagement with long-form reading materials.

DISCUSSION

The widespread use of digital devices has shifted the way young individuals interact with books creating both opportunities and obstacles. One of the main associations is the declining habit of deep and focused reading, the temporary defencelessness to digital distractions, such as social media and online entertainment, makes it harder for young readers to sustain concentration over extended periods. This affects their ability to engage with hard texts that require thinking. Another main feature is to cultivate reading interest through family and social influence. Teachers, parents and leaders play a vital role in reading habits.

Inspiring young people to read from their an early age, providing access to diverse and engaging literature and storytelling techniques can help built a reading habits.

CONCLUSION

This article proves that reading book play role to intellectual psychological and cognitive development. The findings highlights that regular reading, reduce stress enhance concentration and cognitive abilities. Moreover, books play a crucial role in improving critical thinking problem solving skills and developing outlook. But, social media and short-form content consumption may affect analytical thinking skills.

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