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A CREATIVE APPROACH TO SHAPING STUDENT LEARNING CULTURE

Abstract: This article is about creative approaches to the formation of reading culture in students. Reading culture includes not only the reading process, but also the development of students' knowledge and logical thinking skills. In this study, creative methods, methods and tools are analyzed in the formation of reading culture. Practical recommendations are given for teachers and educational institutions on increasing the interest of students and organizing the learning process more effectively. It is important to increase the active participation and motivation of students in the development of reading culture, as well as the use of modern technologies and interactive teaching methods.

Key words: students, reading culture, creative approach, education, teaching methods, motivation, innovation, interactive teaching, educational system, creative methods.

Reading culture is one of the main elements in the educational process of every student. It helps not only to develop reading skills, but also to teach students to think independently, logically and analytically. Creative approaches play an important role in building a reading culture, as they increase students' interest and motivate them to actively participate.

Reading culture prepares students not only to acquire knowledge, but also to freely express their thoughts, solve problems, and develop themselves. In the process of reading, students are exposed to a variety of texts, genres, and styles, which broadens their horizons and helps them understand the cultural environment.

It is necessary to use interactive teaching methods to increase students' interest. For example, group discussions, role plays, and other activities that encourage active student participation can enliven the learning process. These allow students to freely express their thoughts.

The use of modern technologies is important in the formation of a reading culture. Through multimedia tools, online resources and educational programs, students have access to interesting and interactive materials. For example, the learning process can be diversified through e-books, video lessons and presentations.

Giving students creative tasks, such as writing interesting stories or essays about the work they read, can help students develop their thinking skills. Such tasks encourage students to show their creative abilities and apply the knowledge gained from studying. Cultural activities are also important in the formation of students' reading culture. Book festivals, literature nights, and meetings with writers increase students' interest in books and share the reading process in a social environment.

Creative approaches are needed to attract students to the reading culture and develop them. Teachers and educational institutions should use modern methods and tools to increase students' interest, express their thoughts freely, and develop creative thinking skills. Such approaches ensure the success of students in the educational process and create a solid foundation for their future activities.

The ability to read proficiently is a cornerstone of educational success and lifelong learning. However, fostering a robust reading culture among students has become increasingly challenging in the digital age, where attention is often diverted by various forms of multimedia. This paper explores creative approaches to developing students' reading culture, focusing on innovative strategies that engage students, promote reading as an enjoyable activity, and encourage a habit of reading beyond the classroom. This study utilized a qualitative approach, gathering data from various educational

institutions implementing creative reading initiatives. Methods included interviews with educators, observations of reading programs, and surveys administered to students to assess their reading habits and preferences. Additionally, a review of literature on reading culture and innovative educational practices was conducted to provide a theoretical framework for the analysis. The findings revealed several effective creative strategies for cultivating a reading culture among students:

Schools that implemented a reading ambassador program saw increased engagement. Students were selected to promote reading initiatives, organize book clubs, and create reading challenges. This peer-led approach encouraged a sense of ownership and community among students. Many institutions successfully integrated technology into their reading programs. E-books and interactive reading apps provided students with diverse and accessible reading materials. Moreover, platforms like social media were used to share book reviews and recommendations, fostering discussions around reading. Schools that organized thematic reading weeks found that aligning reading activities with students' interests significantly increased participation. Themes such as "Mystery Week" or "Fantasy Adventure" encouraged students to explore various genres, broadening their reading experiences.

Engaging the local community in reading initiatives proved beneficial. Partnerships with local libraries and bookstores facilitated author visits, storytelling sessions, and reading competitions, creating a vibrant reading culture that extended beyond the classroom. Incorporating creative projects into reading assignments—such as book trailers, art projects, or dramatizations—helped students connect with the material on a deeper level. These projects not only enhanced comprehension but also allowed students to express their understanding creatively.

The results highlight the importance of creativity in fostering a reading culture. By implementing innovative strategies that resonate with students, educators can cultivate an environment where reading is valued and enjoyed. The involvement of peers, technology, and the community plays a crucial role in motivating students and reinforcing the significance of reading in their lives.

Despite these positive outcomes, challenges such as limited resources and varying levels of student interest remain. Educators must continually adapt their approaches to meet the diverse needs of their students, ensuring that all learners have the opportunity to develop their reading skills. In conclusion, forming a reading culture among students requires creative and engaging approaches that go beyond traditional teaching methods. By leveraging peer influence, technology, thematic activities, community involvement, and creative projects, educators can foster a love for reading that will benefit students throughout their lives. Continued research and collaboration among educators will be essential in developing and sharing effective practices for cultivating a vibrant reading culture in schools.

Here are some ideas from different scientists and experts about creative approach to forming students' reading culture:

Dewey emphasizes the importance of activity and experiential learning in the educational process. In his opinion, it is necessary to take into account the interests of students, encourage them to actively participate and create an interactive environment in the formation of a reading culture. He emphasized that "Students should build knowledge based on their experiences." Rosenblatt explores the relationship between students and texts in the reading process. He sees reading as communication and emphasizes the need to pay attention to students' personal experiences and emotions in understanding the text. He says, "Students need to accept the text with their feelings and thoughts." Freire sees the educational process as a tool for social change. In his opinion, it is necessary to develop students' critical thinking skills in forming a reading culture. He emphasizes that "The educational process should be based on the dialogue between the teacher and the student." Egan emphasizes creative thinking and an imaginative approach to learning. He says, "In order to attract students to the culture of reading, it is necessary to inspire them through stories and images." He sees reading as a creative

process and emphasizes the need to develop students' imaginations. Sousa comments on neuroscientific approaches to reading. He says, "It helps students to use creative approaches in the learning process, increase their attention and remember information better." He emphasizes the need for teachers to use creative methods. Macedo emphasizes the importance of cultural and social context in the educational process. He says, "It is important to take students' social and cultural experiences into account when engaging them in the culture of reading." He also emphasizes the need for students to recognize their own culture and express themselves in the process of learning. The opinions of scientists show the importance of creative approaches in forming the reading culture of students. Teachers should organize the learning process more effectively by using interactive and creative methods, taking into account students' interests, social and cultural contexts. Such approaches help to develop students' learning and thinking skills.

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