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## THE ROLE OF A PERSONAL DEVELOPMENT APPROACH IN FORMING STUDENTS' COGNITIVE INTEREST

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**Abstract:** This article highlights the role and practical potential of a personal development approach in fostering students' cognitive (learning-related) interest. It analyzes the main challenges in developing cognitive engagement and presents effective solutions such as individualized approaches, motivation-enhancing pedagogical techniques, problem-based learning, creative activities, and the use of modern technologies in education.

**Keywords:** cognitive interest, personal development, individual approach, problem-based learning, motivation, creative methods, modern technologies

Annotatsiya: ushbu maqolada oʻquvchilar oʻzining kognitiv (bilish) jarayonini oʻz vaqtida shaxsiy rivojlantiruvchining oʻrni va amaliy yoritilgan. Maqolada bilishga yordam berishdagi asosiy muammolar tahlil qilinib, samarali yechim sifatida individual, motivatsiyani oshiruvchi pedagogik usullar, muammoli ta'sir koʻrsatish, ijodiy faoliyat hamda zamonaviy texnologiyalar asosida ta'limning yoritib berishi mumkin.

Kalit soʻzlar: kognitiv yuk, shaxsiy foydalanish, individual sharoit, muammoli ta'lim, motivatsiya, ijodiy metodlar, zamonaviy texnologiyalar

The main goal of the educational process is to form solid knowledge, practical skills, and—most importantly—an intrinsic desire to learn in students. This need is directly related to the concept of "cognitive interest," which refers to a learner's inner motivation to acquire knowledge and assimilate new information. Cognitive interest significantly affects students' comprehension, independent thinking, and critical analysis skills. [1]

However, there are several issues in current educational practice that hinder the development of such interest. These include monotonous lessons, excessive focus on knowledge transmission, lack of attention to individual differences among students, and the dominance of passive teaching styles. When students see themselves merely as passive listeners, they quickly lose interest in learning, and their intrinsic motivation fades.

As a solution to this problem, a personal development approach can be introduced. This approach involves designing the educational process based on each student's individual needs, learning style, interests, and pace of development. The student becomes the central figure in the process—an active participant, initiator, and subject of the learning journey.

Within the personal development framework, specific methods such as problem-based learning, creative assignments, educational games, project-based lessons, personalized tasks, and interactive approaches using modern digital technologies play a significant role. For example, writing essays on the topic "If I were the mayor of the city..." helps students develop not only writing skills but also social thinking, analytical reasoning, and critical thinking abilities. [2]

Motivation also plays a powerful role in enhancing cognitive interest. Creating a nurturing environment, showing trust in students, and providing positive feedback contribute to building their self-confidence. A confident learner is eager to acquire knowledge, asks questions, seeks information, and expresses independent opinions.

The use of modern educational technologies is likewise effective in stimulating cognitive engagement. Multimedia resources, interactive tests, 3D animations, and virtual laboratories make the learning process more dynamic, interesting, and accessible. This approach is especially vital for today's digital generation.

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In conclusion, fostering cognitive interest in students is not just about delivering knowledge—it is about nurturing independent thinking, encouraging curiosity about life, understanding surrounding phenomena, and inspiring inquiry. These goals can be achieved through a personal development approach. Every teacher should strive to become a creative and supportive guide who motivates students to learn actively during the educational process.

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