

THE USE OF INTERACTIVE TECHNOLOGIES IN TEACHING ENGLISH IN PHARMACEUTICAL EDUCATION

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Abstract:

This thesis examines the theoretical and practical aspects of using interactive technologies in teaching English within pharmaceutical education. The relevance of the study is determined by the growing role of English as a global medium of scientific communication in the pharmaceutical field, as well as the need to develop students' professional competencies. The paper highlights the effectiveness of organizing the learning process through interactive methods, including digital platforms, multimedia tools, online simulations, and communicative approaches.

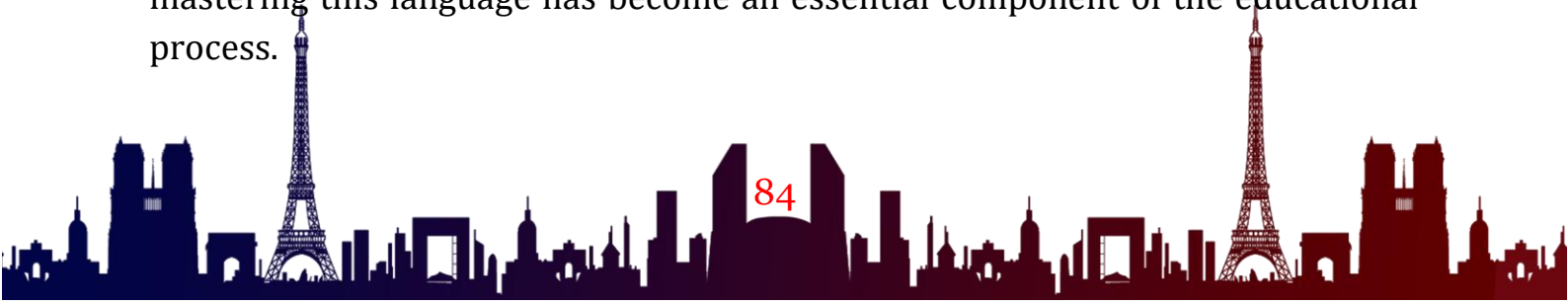
The findings indicate that the use of interactive technologies significantly enhances student engagement, improves independent thinking, and facilitates the acquisition of professional terminology. Furthermore, the advantages of innovative approaches in developing professional communicative competence in English are substantiated. This thesis provides practical recommendations aimed at improving the methodology of teaching English in pharmaceutical education.

Keywords:

Pharmaceutical education, English language teaching, interactive technologies, innovative methods, professional competence, communicative approach, digital platforms, multimedia tools, online learning, pharmaceutical terminology, independent learning, learning effectiveness.

Introduction:

In the context of globalization, the pharmaceutical industry is rapidly developing, and international scientific cooperation and information exchange are becoming increasingly important. This requires future pharmacists not only to possess in-depth professional knowledge but also to communicate fluently in English, analyze scientific sources, and effectively use modern information technologies. Since pharmaceutical terminology is largely formed in English, mastering this language has become an essential component of the educational process.



From this perspective, improving the methodology of teaching English in pharmaceutical education is of particular importance. Traditional teaching methods often fail to ensure sufficient student engagement, which necessitates the integration of interactive technologies. Digital platforms, multimedia tools, online simulations, and communicative approaches enable the organization of a more effective, engaging, and practice-oriented learning environment.

This thesis analyzes the importance of using interactive technologies in teaching English in pharmaceutical education, their impact on the learning process, and their role in developing students' professional competencies. Special attention is given to fostering independent thinking, mastering professional terminology, and developing effective communication skills in English through innovative approaches.

Methods:

In teaching English within pharmaceutical education, several interactive methods prove to be highly effective. Communicative approaches play a key role, allowing students to participate in real-life professional dialogues, such as pharmacist-patient interactions, thereby enhancing speaking skills and practical language use.

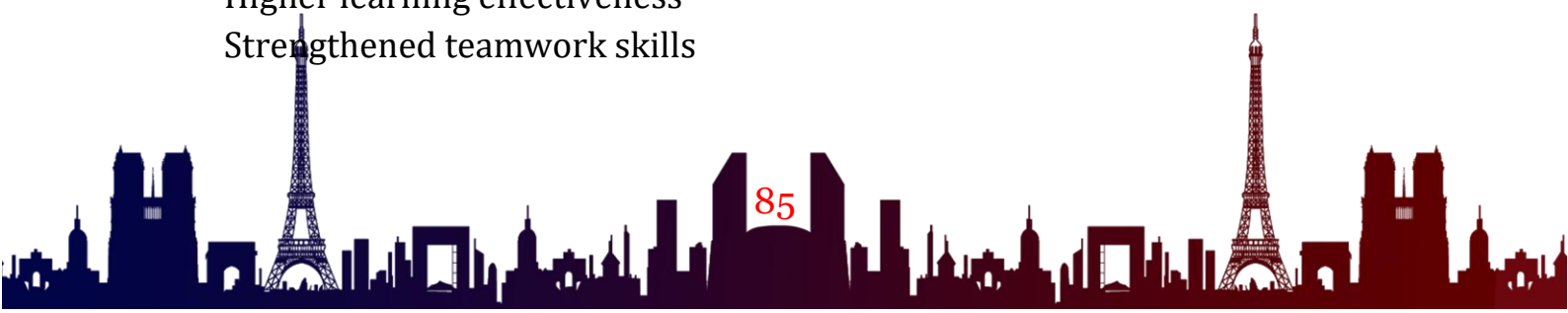
The case-study method enables students to analyze pharmaceutical situations, such as drug selection and identifying side effects, in English, promoting critical thinking and decision-making skills. Project-based learning encourages students to work collaboratively on pharmaceutical topics, improving research, teamwork, and presentation abilities.

Additionally, the use of digital platforms and multimedia tools supports interactive exercises, video-based learning, and self-assessment. Blended learning combines traditional classroom instruction with online learning, while gamification elements increase motivation and engagement through interactive tasks and activities.

Results:

The application of interactive methods leads to the following outcomes:

- Improved English communication skills
- Enhanced acquisition of pharmaceutical terminology
- Increased student engagement and motivation
- Development of independent and critical thinking
- Higher learning effectiveness
- Strengthened teamwork skills



As a result, students become more competent and competitive specialists in their field.

Conclusion:

The use of interactive technologies in teaching English within pharmaceutical education significantly improves the effectiveness of the learning process. This approach transforms students into active participants and develops their communication skills, professional vocabulary, and independent thinking abilities.

The integration of interactive methods and digital tools makes the learning process more engaging, practical, and result-oriented. Consequently, future pharmacists are better prepared to meet modern professional demands, communicate effectively in English, and become competitive specialists in the global labor market.