

THE ROLE OF ARTISTIC AND AESTHETIC EDUCATION OF PRESCHOOL CHILDREN IN MODERN CONDITIONS

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Abstract: Artistic and aesthetic education of preschoolers is not just drawing and modeling, but a complex process of forming a harmoniously developed personality capable of creativity, emotional perception and self-expression. In the context of rapid technological progress and information saturation, the role of this education becomes especially significant. The influence of artistic activity on the development of communication skills, creative thinking, aesthetic taste and moral values in children is considered. Modern approaches include integrative methods, project activities, gaming technologies and the use of digital resources.

Keywords: artistic and aesthetic education, preschool education, creative thinking, emotional intelligence, gaming technologies, project activities, multimedia.

Artistic and aesthetic education of preschoolers is an integral part of the educational process aimed at forming a harmoniously developed personality. It promotes the development of creative abilities, emotional perception of the surrounding world, aesthetic taste and self-expression of the child. In the context of the rapid development of technologies and digitalization of society, its role is of particular importance, since artistic activity helps to compensate for the lack of live communication, develops imagination and the ability to empathize. Modern children spend more and more time in front of gadget screens, which limits their sensory and social experience, but artistic and aesthetic education helps to fill this gap, creating space for tactile, visual and emotional interaction with the world around them. Developing creative potential is becoming one of the key tasks of modern education. In the conditions of high competition in the labor market, not only academic knowledge is in demand, but also creativity, flexibility of thinking, the ability to come up with non-standard solutions. Artistic and aesthetic education stimulates imagination, develops associative thinking and forms the skill of self-expression, which subsequently contributes to the successful adaptation of the individual in society. Art also plays an important role in the formation of emotional and value

orientations, helping the child to understand the world of feelings, develop emotional intelligence and moral qualities. Through familiarization with works of painting, music and literature, children learn empathy, awareness of beauty and harmony, which affects their moral and ethical development. The physiological component of artistic and aesthetic education is no less important. Visual activities, design, music lessons contribute to the development of fine motor skills and coordination of movements, which has a positive effect on the development of speech and cognitive abilities. In addition, collective creative activities contribute to the socialization of the child, form communication skills, the ability to work in a team, take into account the opinions of others and build effective interaction. Modern approaches to the organization of artistic and aesthetic education involve the integration of various types of art and creative activities. One of the effective methods is the use of gaming technologies, which make the learning process more exciting, accessible and focused on the active involvement of the child in the creative process. Project activities allow children to show initiative, develop independence, research skills and the ability to find original solutions. An important role is played by the use of information technologies, such as multimedia presentations, interactive games, online resources with works of art, which expand the possibilities of artistic perception. An equally important aspect is interaction with the family and society, since the involvement of parents, teachers and representatives of various types of art contributes to the creation of a single educational space that enriches the child's cultural experience. Artistic and aesthetic education of preschoolers is an important factor in the formation of a personality capable of self-expression, creativity and harmonious interaction with the world around them. In modern conditions, it acquires strategic importance, as it helps to compensate for the lack of sensory experience, develops emotional intelligence, stimulates creative thinking and promotes the socialization of the child. Modern approaches to organizing this process should be aimed at creating conditions for free self-expression, supporting children's initiative and developing aesthetic taste. Thus, artistic and aesthetic education becomes not just a means of developing a child, but also an important tool for forming an intellectually and emotionally developed society of the future.



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