



THE EFFECTIVENESS OF THE PERSUASION METHOD IN FORMING MORAL QUALITIES OF LEARNERS IN THE EDUCATIONAL PROCESS

Khusainov Damir Khasanovich

**Senior Lecturer, Institute of Ground Forces,
University of Military Security and Defense
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ABSTRACT

The article examines the effectiveness of the persuasion method in forming learners' moral qualities. The theoretical foundations of moral education, modern pedagogical approaches, and the psychological mechanisms of persuasion are analyzed. Practical recommendations for teachers aimed at improving the educational process are provided. The results show that the persuasion method contributes to the development of responsibility, empathy, and conscious behavior among learners.

The modern education system is undergoing a period of rapid change associated with transformations in the social, economic, cultural, and informational spheres of society. Under conditions of globalization, digitalization, and the growth of information flows, learners face new challenges that directly influence their worldview, value orientations, and behavior. In such circumstances, the primary task of higher education is not only to transmit knowledge, but also to ensure the comprehensive development of the learner's personality, including the formation of moral qualities, the ability to make responsible decisions, and the capacity to build constructive relationships with others.

Moral education has always been one of the central tasks of pedagogy; however, today this problem has become particularly acute. An increase in emotional instability, a decline in empathy, tolerance, and respect for social and moral norms can be observed among learners. Social networks, digital communication, and virtual environments exert a significant influence, sometimes shaping behavior patterns that contradict traditional moral standards. As a result, the need to identify effective pedagogical methods of influence is steadily increasing.

One of the most humane and effective methods of education aimed at forming a conscious attitude toward moral norms among learners is the method of persuasion. Its relevance lies in the fact that the modern learner does not accept coercion but seeks understanding; not suppression but dialogue; not unquestioning obedience but a reasoned explanation of the significance of particular norms. Persuasion makes it possible to influence the internal motives of behavior and creates conditions for the formation of mature value orientations.

The importance of the persuasion method is also connected with the transition of modern education toward learner-centered instruction and the pedagogy of cooperation.

These approaches are based on respect for the learner, recognition of the right to personal opinion, and the development of critical thinking and independent decision-making skills. In such conditions, coercive methods of education, punishment, and authoritarian approaches lose their effectiveness. Methods based on trust, dialogue, and understanding come to the forefront, among which persuasion occupies a central position.

In addition, psychologists have noted significant changes in the motivational sphere of learners in recent years. Children and adolescents have become more sensitive to the form of communication; they react sharply to injustice, the lack of clear arguments from adults, and authoritarian styles of pedagogical guidance. Therefore, educators must master methods of influence that do not provoke resistance and do not undermine trust. Due to its non-violent nature, persuasion contributes to the formation of positive emotional interaction between teacher and learner, which is a key condition for successful educational work.

The relevance of the chosen topic is also determined by the ongoing search in pedagogical theory and practice for optimal ways to form such qualities as responsibility, honesty, discipline, respect for others, and the ability to regulate one's own behavior. These qualities cannot be formed solely through orders or demands; they emerge as a result of internal acceptance and conscious understanding of moral norms.

The persuasion method is especially important in the context of modern educational institutions, as it helps resolve the contradiction between external social requirements and the learner's internal position. From a psychological perspective, stable behavior is formed only when a learner accepts a norm not as something imposed from outside, but as a personal value. Therefore, persuasion minimizes internal conflicts, promotes harmonious personal development, and facilitates the formation of stable moral attitudes.

It should also be emphasized that the persuasion method plays an important role in preventing deviant behavior. Modern research shows that adolescents with insufficiently formed moral representations are more prone to disciplinary violations, aggressive behavior, conflicts, and antisocial actions. Timely and well-organized moral education reduces the likelihood of such manifestations, while the use of persuasion helps develop self-regulation skills in learners.

Thus, the relevance of studying the persuasion method is determined by the following factors:

- social changes and the increasing complexity of educational conditions;
- the growing influence of the digital environment on learners' value orientations;
- the need to form stable moral guidelines in children;
- the declining effectiveness of authoritarian educational methods;
- the transition of schools to humanistic and learner-centered models;
- the need to develop communicative culture and self-regulation skills among learners;
- the prevention of deviant behavior and the creation of a favorable educational environment.

Taken together, these factors confirm that the persuasion method not only retains its pedagogical significance but is increasingly becoming one of the leading methods of modern education. Its scientific study and practical implementation are essential conditions

for improving the quality of the educational process and for forming a morally mature personality.

It should be further noted that the persuasion method is one of the central means of moral education. It has a comprehensive impact on learners' consciousness, emotions, and behavior. The effectiveness of this method increases significantly when dialogical forms, cooperative pedagogy, and learner-centered approaches are applied. The use of persuasion promotes the development of responsibility, empathy, and a culture of behavior among learners. To enhance its effectiveness, it is recommended to combine persuasion with other pedagogical methods and to create an atmosphere of trust-based communication.

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