

The leading activity of a younger student is learning, which significantly changes the motives of his behavior, giving way to play. However, game moments are recognized by modern teachers as effective and efficient in teaching practices of a professional direction at all stages. In collective performance, the atmosphere of benevolence, humor, competition, and encouragement turns out to be important.

It is known that the technique of collective performance in the professional activity of musicians of brass musicians is the foundation of musical mastery, since it is the orchestral activity that turns out to be the leading one for brass musicians. The influence of the technique of collective performance has an extremely strong effect on the quality side of the performance. Loudness, duration, evenness and some other sound qualities directly depend on the skill of playing in a team. But one cannot talk about the role of collective performance in isolation from other elements of mastering the playing of wind instruments. Hearing, a sense of rhythm, understanding the importance of sound consistency are integral elements of playing any wind instrument. These abilities are especially effectively formed in the systems of collective music-making.

**Conclusion.** Thus, the younger school age differs in that the child remains a child – he is characterized by gullibility, naivety, recognition of the authority of an adult, but there are features that make him more adult – he has a different logic of thinking. The leading activity of a younger student is learning, which significantly changes the motives of his behavior, yielding to play, which changes the attitude of other people and peers to him, changing his social status. Requirements for him from others are associated with responsibilities at home, performance of labor functions, the obligation to study. His circle of significant persons and social relations is expanding. A school teacher as a representative of society, a bearer of social models can be used as a model of behavior.

At the heart of the implementation of musical and artistic programs for teaching young schoolchildren to play wind instruments of the social and pedagogical orientation of the additional education system are personality-activity and personality-oriented approaches. They are aimed at the formation of personal competencies of the participants, the individual development of each of them. This can be provided by complex forms of work with children in the emotional, communication and social, intellectual and cognitive, motivational and need spheres.

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### **POP MUSIC AS A TOOL FOR DEVELOPING CREATIVE ABILITIES OF COLLEGE STUDENTS**

Pop music occupies a significant place in contemporary culture and is an important element of youth identity. In a rapidly changing musical landscape, it attracts the attention of college students, offering them unique opportunities for self-expression and creative development. The study of pop music not only promotes the mastery of vocal and instrumental skills, but also shapes students' ability to think critically and creatively in various aspects of their lives.

In the process of learning to sing, students are exposed to a variety of genres and styles, which helps to broaden their musical horizons. This interaction with different musical forms helps to develop their individual style and artistry. In addition, working in groups and participating in music projects and competitions builds team spirit and co-operation skills, which is an important aspect of the creative process.

Pop music becomes not only a means of entertainment, but also a powerful tool for the development of creative abilities of college students. As part of the educational process, it helps to build self-confidence, improve communication skills and deepen understanding of cultural contexts.

As a result, the study of pop music opens new horizons for students to express themselves and grow professionally in the music field.

The purpose is to investigate the impact of pop music on the development of college students' creative abilities and to demonstrate how studying this genre builds self-confidence, improves communication skills, and broadens musical horizons, which ultimately enriches their educational experience and professional growth in the music field.

**The main part.** Pop music, as one of the most popular and accessible music genres, occupies an important and significant place in the lives of young people, especially among college students. This genre, with its colorful melodies, catchy lyrics and diverse styles, has become an integral part of everyday culture. In recent decades, there has been considerable interest in studying the impact of music on various aspects of human life, including not only emotional well-being, but also creativity, social interactions, and personal development.

It is important to note that studying pop music and actively participating in music activities helps students develop self-confidence. When young people sing their favorite songs or create their own compositions, they have the opportunity to express their emotions and thoughts. This process of self-expression gives them a sense of accomplishment and pride in their achievements. The confidence gained through musical creativity can carry over to other areas of life. For example, students who are active in music often become more confident in their academic achievements and in their interactions with others. They learn to overcome their fear of public speaking and find common ground with different people.

Pop music improves communication skills. Collective music activities, such as participating in music groups or choral singing, require interaction with other people. Students learn how to work as a team, listen to and understand each other. These skills are important not only in the context of music education, but also in any professional endeavor. In addition, analyzing song lyrics and discussing their meanings develops critical thinking and reasoning skills. Students become aware of how music can reflect social and cultural issues, which makes them more thoughtful and attentive listeners [1].

Studying pop music is a multifaceted process, which not only includes mastering the basic elements of music theory and performance techniques, but also contributes to a significant expansion of students' musical horizons. In today's musical world, where the diversity of styles and trends reaches unprecedented proportions, it is important that students have the opportunity to familiarize themselves with different musical genres. This exposure not only enriches their cultural experience, but also inspires them to create their own works.

One of the key aspects of broadening the musical horizon is to introduce students to the history and development of different styles of music. For example, studying rock, jazz, soul, hip-hop, and electronic music allows students to see how each of these styles has shaped pop music and how they interrelate with each other. This understanding provides a context for a more in-depth appreciation of music, allowing students to recognize how cultural and social changes have influenced musical trends.

In addition, exposure to different musical traditions and styles helps students find new ideas and approaches in their own work. For example, elements of folk music can be integrated into contemporary compositions, creating a unique sound and originality. By studying different genres, students can draw inspiration from a variety of melodies, rhythms and harmonies, which encourages their creative development. It also allows them to experiment with the forms and structures of their pieces, which is an important aspect in their development as performers.

It is also worth noting that the expansion of musical horizons contributes to the development of students' critical thinking. They learn to analyse and evaluate different musical works, to identify their peculiarities and differences. This critical perception helps them not only in creating their own compositions, but also in interpreting existing works. Students become more confident in their musical preferences and are able to argue their views on music.

Interaction with other musicians and performers is also an important aspect of learning. Participation in masterclasses, seminars and concerts allows students to exchange experiences and ideas, which significantly enriches their musical horizons. Communicating with music professionals gives students the opportunity to get feedback on their work and learn about new trends in the music industry [2].

Studying pop music and getting acquainted with different styles and trends is an important component of the educational process. It not only enriches students' cultural experience, but also inspires them to create their own works. Understanding different musical traditions and styles opens

new horizons for their creativity, allowing them to find unique ideas and approaches in their art. Ultimately, this helps to develop not only technical performance skills but also emotional expression, which is an important aspect of vocal performance.

The influence of pop music on the development of college students' creative abilities cannot be overemphasized. This genre, having unique characteristics and wide popularity, plays a significant role in the formation of not only musical taste, but also the general cultural outlook of students. Pop music, as one of the most accessible and widespread musical genres, has a powerful impact on the emotional and social development of young people, which in turn affects their creative abilities.

First of all, pop music contributes to the formation of self-confidence. Performing popular songs, participating in music competitions and concerts allows students to overcome their fear of audiences and develop their performance skills. This not only helps them become more confident in their abilities as performers, but also builds important personal qualities such as perseverance and determination. Self-confidence is a key factor for a successful career in music and other creative fields, as it allows artists to freely express their ideas and emotions through music.

In addition, pop music greatly improves students' communication skills. Working together on musical projects, participating in group rehearsals and interacting with other musicians develops the skills of teamwork, listening and understanding the opinions of others. These skills are essential not only in the music industry, but in any career that requires interaction with colleagues and clients. Communication in the context of music also involves sharing ideas and creative concepts, which fosters critical thinking and the ability to express oneself.

Expanding musical horizons is another important aspect of pop music's impact on students. Exposure to different styles, genres and cultural contexts enriches their musical experience and inspires them to create original works. Pop music often integrates elements of other genres such as rock, hip-hop, jazz and electronic music, which opens up a wide horizon for students to experiment and create. This exposure to a variety of musical traditions helps them find unique approaches to creating their own compositions, which is an important aspect of their professional development [3].

The study of pop music in the college educational process is an important aspect that enriches not only the musical but also the cultural experience of students. Pop music, as one of the most popular and accessible genres, is a unique tool for developing creativity and self-expression skills in young people. It not only contributes to the formation of musical taste, but also helps students to understand the cultural and social contexts in which music is created.

Courses that analyse lyrics, explore the history of pop music and its impact on society allow students to gain a deeper understanding of the various projects of the genre. In these courses, students learn not just to listen to music, but to critically analyse its content. They explore how musical structures interact with song lyrics, identifying the layers of meaning and emotion that may be embedded in each piece. This process of analysis helps to develop critical thinking and the ability to interpret art, which is an important skill not only for musicians but for all creative individuals.

In addition, studying pop music allows students to become familiar with a variety of musical styles and genres. Pop music often incorporates elements of other styles, from rock to hip-hop, jazz to electronic music. This diversity provides students with a wide range of possibilities for experimentation and creativity, allowing them to find unique approaches to creating their own compositions. They learn how to combine different musical elements, which can lead to original and memorable pieces of music.

Studying pop music also helps develop social skills in students. Participating in group projects, rehearsing and performing together helps them learn how to work in a team, listen to others' opinions and express their ideas. These skills are important not only in the music field, but also in any professional activity. The ability to interact effectively with colleagues and clients is essential for success in today's world. Moreover, working in a team develops a sense of responsibility and mutual assistance, which also has a positive effect on students' personal growth.

Emotional development is another important aspect of pop music's impact on college students. Music has a powerful effect on human emotions, and pop music is no exception. Students learn to express their feelings through music, which allows them to better understand themselves and the world around them. This self-expression can be an important form of therapy for many students, helping them to cope with stress and emotional difficulties. Being able to share their experiences through song

or performance creates a space for open dialogue about feelings and experiences, which is especially important in youth settings.

Ultimately, the influence of pop music on college students manifests itself in their ability to express themselves, creativity, and confidence. These qualities are essential for a successful career not only in the music industry, but also in other creative fields. Students who actively participate in pop music studies are more likely to become more confident and able to make bold decisions in their lives and careers. They develop the skills to adapt to change and be open to new ideas, which is an important aspect of success in today's world.

The study of pop music is becoming an important element in the training of future musicians and creative individuals. It not only develops technical and performance skills, but also contributes to the emotional and intellectual development of students. Pop music as a genre is a powerful tool for shaping the cultural consciousness of young people, allowing them to become active participants in the musical process and society as a whole. The influence of pop music on college students is a multifaceted process that encompasses not only musical aspects, but also personal development, social interactions, and emotional well-being.

In the course of the study of the influence of pop music on the development of creative abilities of college students, it was found that this genre plays a significant role in the formation of self-confidence in young people. Participation in musical projects, analyzing song lyrics and performing on stage help students overcome fears and doubts, which has a positive effect on their self-esteem. This self-expression through music not only strengthens students' inner resources but also contributes to their personal growth.

In addition, learning pop music improves students' communication skills. Working in groups, rehearsing and performing together develops the ability to listen and interact with others, as well as learning to express their thoughts and ideas. These skills become important both in the music industry and in other fields where effective communication and co-operation are essential. Students who have developed communication skills become more confident in their ability to interact with different audiences.

**Conclusion.** Thus, the influence of pop music on college students enriches their educational experience and promotes professional growth in the music field. Expanding their musical horizons through the exploration of different styles and genres helps students become more flexible and adaptable musicians. This provides a foundation for a successful career, allowing them to find unique creative solutions and actively participate in the musical life of the community. Pop music not only builds musical skills, but also develops a range of personal qualities necessary for success in today's world.

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### **TEACHING MUSIC USING INNOVATIVE MULTICULTURAL METHODS**

The complex diversified music culture is unified in the whole of "music education". From the perspective of multi-culture, the goal of music education pays more attention to the cultural connotation behind music art, emphasizes the correct handling of the relationship between multi-culture in music education, and enhances student's identification with diversified music culture.