

# TECHNIQUES FOR IMPROVING THE EFFECTIVENESS OF EDUCATIONAL AND COGNITIVE ACTIVITIES

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## Abstract

The need to study this issue is driven by the need to improve the effectiveness of the educational process and the motivational involvement of students through the use of innovative information and communication technologies.

**Keywords:** Information and communication technologies, teacher, educational process, innovative technologies, educational activities.

## Introduction

The exponential development of technology and the expansion of the information space are having a fundamental impact on the socialisation of young people, causing a crisis in the traditional educational system. The educational community faces the strategic task of developing human resources that meet the current demands of the labour market. The mechanism for optimising the quality of education is the systematic introduction of innovative technologies, coupled with the re-engineering of the educational process.

A critical factor in the success of this model is the willingness of teaching staff to engage in continuous professional development and acquire relevant skills. The shift in the role of the teacher to that of a tutor and organiser of cognitive activity allows the emphasis to be shifted to practice-oriented learning. The assessment of educational outcomes is transformed into a tool for predictive analysis, necessary for the verification of selected methods and the differentiation of learning in accordance with the individual psychological characteristics of the subjects of the educational process.

## Methods:

The key vector of state educational policy is to ensure universal access to high-quality educational services. The strategic priority is to harmonise the education system with the imperatives of innovative and socially oriented development of the state, as well as to ensure the relevance of educational programmes to the current demands of society and the individual needs of the person.

The key focus of the second generation of state educational standards is the actualisation and development of students' personal potential. The implementation of these regulatory



requirements in pedagogical practice involves the implementation of a set of systemic measures, including the formation of an infrastructure for scientific and methodological support and the modernisation of the system for training and retraining teaching staff.

A fundamental change in educational paradigms is being observed: the model of "finite education" is losing its relevance, giving way to the concept of lifelong learning. This transformation of socio-cultural reality determines the demand for the formation of personalities with qualitatively new adaptive and cognitive competencies.

The key feature of the innovative educational process is its transformative nature, which is expressed in the mastery of qualitatively new practices by the subject. Innovative education, with its practice-oriented essence, acts as a tool for positive adaptation and constructive resolution of crisis situations at the level of the individual and/or collective subject. This function covers a wide range of crises: life, professional, production and organisational.

### **Results and Discussion:**

The integration of innovative digital technologies based on information and communication technologies (ICT) into the teaching process optimises students' attitude towards learning. This approach ensures positive dynamics in learning motivation and stimulates the development of cognitive functions.

Hardware and software complexes and specialised peripheral equipment are widely used as interactive tools in modern education. These include multimedia interactive panels and boards, mobile computing devices (tablets), feedback devices (remote controls), simulation equipment (trainers), as well as wireless input devices and audio headsets.

The use of information technology in the educational process ensures the transition from spontaneous to systematic and purposeful development of universal educational activities (UEA). The integration of IT tools determines the transformation of the educational environment, significantly increasing the applied orientation of education.

The use of innovative technologies allows for creative solutions to methodological problems in teaching academic disciplines, which stimulates cognitive interest and activates students' learning activities. As a result of the increase in students' internal motivation, the effective development of their key competencies can be observed.

### **Conclusion:**

The prerequisite for institutionalising innovative educational practices is the development of a conceptual and methodological basis for the educational process, which is viewed as a transformation of the subject's holistic experience. Innovative practice determines the development of professional thinking and has significant strategic potential for the long-term development of the educational system as a whole. It has been established that the integration of innovative technologies into the educational process significantly expands the possibilities for modernising professional training, ensuring high competitiveness and demand for future specialists in the labour market.



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