

## **INTRODUCTION OF INNOVATIVE METHODS INTO THE EDUCATIONAL ACTIVITIES OF STUDENTS IN HIGHER EDUCATION INSTITUTIONS**

In the 19th century, cultural scholars first used the term ‘innovation,’ which meant the transfer of certain elements from one culture to another. In modern scientific thought, this concept has acquired a multi-layered meaning, including: new professional actions of a teacher aimed at solving current problems education and training from a person-centred perspective; the organisational form of innovative activity; the complex process of creating, disseminating and using new practical tools in the fields of engineering, technology, pedagogy and scientific research; the result of the innovation process. Innovative education is a field that is constantly enriched with new knowledge, technologies, teaching tools, as well as modern organisational and managerial approaches. This implies that changes in this field are aimed at updating the goals, content, methods, and forms of teaching and education, as well as adapting the educational process to modern requirements. Education is becoming a key element of the knowledge economy, forming an innovative environment where students acquire the skills to independently master knowledge and effectively use it in practical activities. One of the characteristic features of innovative education is personality-oriented learning, which is implemented through the design of the educational process, which is the subject of joint activity between the teacher and the student. This approach acts as a way of life for them in their role as subjects of education: the educational process is transformed into a form of research activity, search and educational game, which become a source of personal experience. The advantages of innovative teaching

methods lie in their ability to modernise traditional educational approaches and improve the learning and teaching process. Among the main advantages is their impact on stimulating student activity and interest.

Another significant advantage is the increased effectiveness of learning the material. Thanks to interactivity and a variety of approaches, students learn and remember information better. For example, the use of visual aids, simulations, or virtual laboratories promotes a deeper understanding of complex topics. Innovative teaching methods can develop students' critical thinking skills. Stimulating discussion, problem solving and critical analysis of learning material help students develop analytical and critical skills, which are extremely important in today's world. The impact of innovative teaching methods on the development of students' readiness for creative activity is an extremely important aspect, as modern society requires individuals not only to acquire information, but also to be capable of creative and innovative thinking. Innovative methods stimulate and develop students' creative abilities. In particular, the use of projects, collective research and interactive tasks allows students to independently solve problems, develop and implement their own ideas. Such teaching methods are designed to promote a creative approach to problem solving and the identification of alternative courses of action. An important aspect is the interdisciplinary approach in innovative methods, which allows students to consider a problem from different points of view, draw on different disciplinary knowledge and use it for creative synthesis. This contributes to the development of flexible thinking and the ability to solve problems in conditions of unexpectedness and uncertainty. Artificial intelligence plays an important role in personalising the educational process, making it possible to take into account the individual strengths and weaknesses of each student, which makes learning as effective as possible.

Innovative teaching methods are becoming a key factor in preparing students for creative activity, helping to develop their talents and ability to adapt to the challenges of the modern world. The higher effectiveness of such methods should be assessed not only by the level of academic achievement, but also by changes in the worldview of

both students and teachers. Using such approaches, students develop a readiness for continuous learning, reveal their abilities, strengthen their sense of responsibility, learn to defend their views and cooperate. In addition, a new type of motivation is formed, where self-realisation becomes the driving force for increasing creativity and forming a modern personal position. To achieve inclusiveness in the learning process, teachers can use a variety of methods and resources. For example, the use of differentiated instruction allows teaching materials and tasks to be adapted to the individual needs and abilities of each student. This may include the use of different forms of information presentation, such as visual, audio and interactive elements, which helps to engage students with different learning styles. The use of technology can also be an important tool for supporting inclusiveness. For example, online platforms and resources can provide access to learning materials for students with disabilities and allow them to work at a pace that suits them. Interactive technologies, such as virtual laboratories, can enable all students to participate in the educational process, regardless of their physical or cognitive limitations.

**Ключові слова:** innovative teaching, methods, innovative education, learning materials

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