

# THE USE OF MULTIMEDIA TECHNOLOGY IN TEACHING

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**Introduction.** Now, in teaching practice entered a new phase of computerization of various disciplines, caused by the development of multimedia technologies. In interactive mode, graphics, animation, photos, video, audio, text, create integrated information environment in which the user finds new opportunities, able to act as a valuable tool to enhance teaching and learning of students.

**Aim.** The aim is to use theoretical foundation features a multimedia presentation in the educational process of higher education.

**Materials and methods.** To address the goal of scientific research methods were used: analysis of psychological and educational literature, diagnostic methods (questionnaires, tests, interviews, conversation), the method of observation.

**The obtained results.** As you know, the man in the study of a particular material, saves 20% video, 30% of the audio information. Combination different ways of perception of information in media activity then storing performance increases to 80%. However, it should be noted that visibility – this is not a property of devices and systems as they become «visible» as a result of synergies and speech teacher demonstration device. The word is a specific way of visibility, which determines the ratio of teacher to a specific event or phenomenon, it animates the educational process, and no hardware is not able to influence the minds of listeners compared with the living word of the teacher. This lecture visualization lets you combine these substantial leverage enhance teaching and learning of students.

Using presentations has many errors methodically through improper use of materials, inability creative approach to designing slides. It is therefore not achieved the main goal of a multimedia presentation in the classroom in the educational process – the awakening interest and stimulate students to cognitive activity. Subject to certain requirements and recommendations using lectures, presentations helps: appeal teacher emphasis on logic supply educational material that will positively impact on the level of students' knowledge; ensuring optimal emotional learning environment, create favorable conditions for remembering new material; increasing lectures and more.

**Conclusions.** The use of modern information technologies, in particular multimedia presentation allows the teacher, firstly, change and enrich the content of education, secondly, enhance teaching and learning activities of students in the classroom. Thus, the use of presentation requires a sizeable improvement, but still leading role of the teacher – main actors lectures, which only skillfully use modern computer technology subsidiary.