USE OF DIGITAL EDUCATIONAL TECHNOLOGIES IN THE HIGHER EDUCATION SYSTEM

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Abstract. *The article analyzes the theoretical foundations and practical aspects of the use of digital learning technologies in the higher education system, the formation of a digital learning environment, the integration of modern information and communication technologies into the educational process and their role in improving the quality of education, the pedagogical capabilities of distance learning platforms, electronic resources, multimedia tools and systems based on artificial intelligence, effective forms, methods and tools of organizing education based on digital technologies, as well as their importance in developing students' independent learning skills, problems arising in the digital education process, including technical infrastructure, digital competencies of teachers and information security issues, and the fact that the targeted and effective use of digital learning technologies in the higher education system serves to improve the quality and efficiency of education, individualize the educational process, and develop innovative pedagogical approaches.*

Key words: *higher education, educational technologies, information and communication technologies, digitalization, information, knowledge, technology, efficiency, motivation, interactivity, material, consolidation,*

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In the 21st century, globalization and digital transformation processes have radically changed all aspects of human life, especially placing new demands on the education system. As a result of the rapid development of information and communication technologies, the processes of creating, transferring and mastering knowledge have risen to a qualitatively new level. In this regard, the higher education system also requires a transition from traditional teaching approaches to an educational model based on innovative, digital technologies.

Today, the main task of higher education is not only to train highly qualified specialists, but also to form them as individuals who can think independently, critically analyze and make innovative decisions in a rapidly changing information environment. This, in turn, requires the widespread introduction of modern digital technologies into the educational process. Digital educational technologies serve as an important factor in improving the quality of education by creating opportunities for individualization, interactivity and flexible organization of the educational process.

Digital learning technologies are understood as a set of electronic learning platforms, distance learning systems, virtual and augmented reality tools, artificial intelligence-based learning systems, multimedia resources and other innovative technologies. These technologies allow students not only to passively receive knowledge, but also to actively assimilate, analyze and apply it in practice. As a result, the student's activity in the educational process increases, his independent learning skills develop, and deep assimilation of knowledge is ensured. The integration of digital technologies into the higher education system significantly increases the efficiency of the educational process. In particular, electronic learning platforms provide constant access to

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educational materials, provide an opportunity to easily understand complex topics using interactive tools, create a collaborative learning environment, and improve the system for monitoring and evaluating the educational process. At the same time, digital technologies serve to organize education on the basis of a person-oriented model, which allows taking into account the individual needs and capabilities of each student [2].

However, there are a number of problems in the process of using digital learning technologies in the higher education system. In particular, the insufficient development of technical infrastructure, low digital competencies of teachers, lack of quality e-learning resources, and insufficient development of digital learning methodologies can negatively affect the effectiveness of this process. Therefore, it is important to develop a systematic approach to the introduction of digital technologies into the educational process, create scientifically based methodological recommendations, and improve the skills of teaching staff [1].

The relevance of this topic is determined by the need to improve the quality of education in the higher education system through the effective use of digital learning technologies, deepen the level of knowledge of students, and develop their professional competencies. The educational process based on digital technologies is an important tool in training highly qualified and competitive personnel who meet the requirements of the modern labor market.

The rapid development of digital technologies in modern society is causing fundamental changes in the higher education system. The widespread introduction of information and communication technologies requires updating the content, form and methods of the educational process. The use of digital learning technologies in higher education institutions is becoming an important factor in improving the quality of education, individualizing the learning process and increasing student activity [4].

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Digital learning technologies are an educational process organized on the basis of information and communication tools, in which knowledge is transmitted electronically and mastered in an interactive environment. These technologies are based on the following pedagogical approaches: constructivism; competency-based approach; person-centered learning model. These approaches ensure the formation of the student as an active learning subject [3].

The following digital technologies are widely used in the higher education system [5]:

- LMS (Learning Management System) – Moodle, Google Classroom;
- distance learning platforms;
- multimedia tools (video, animation, simulation);
- virtual laboratories;
- artificial intelligence-based learning systems;
- mobile learning applications.

These tools serve to effectively organize the educational process.

Digital technologies provide the following results: quick and easy mastering of educational materials; development of independent learning skills; increased student motivation; consolidation of knowledge through interactivity; the possibility of individual learning. As a result, the quality of education increases and the level of student knowledge improves.

The following problems exist in the implementation of digital technologies: insufficient technical infrastructure; low digital competence of teachers; lack of quality electronic resources; low internet speed; problems of academic integrity.

To increase the effectiveness of digital education, it is necessary to: improve the skills of teachers; introduce modern platforms; develop electronic educational resources; expand the blended learning model; develop strategies for digitizing education.

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In conclusion, it is worth noting that the use of digital learning technologies in the higher education system is an important factor in increasing the efficiency of education. These technologies serve to modernize the educational process, increase student engagement, and form modern competencies. At the same time, their effective use requires a scientifically based methodological approach and systemic reforms.

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