

**MANAGEMENT OF THE HIGHER EDUCATION
SYSTEM IN THE CONDITIONS OF MODERNIZATION.
EVALUATION SYSTEMS**

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**INCREASING THE MOTIVATION TO EDUCATION
OF STUDENTS OF THE UNIVERSITY
OF THE FACULTY OF PHARMACY**

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Introduction. Over the past few years, students have found themselves in a situation where distance education without personal communication between the teacher and the student loses contact, and most importantly, this format of education requires new requirements for the organization of the educational process, stimulation of creative thinking, which will further develop students' competence.

Methods and techniques. The survey and questionnaire method were used [1].

One of the important factors of successful distance education or mixed form of education is the correct motivation of students [2]. After all, a student spends most of his time online learning the material on his own. This requires: concentration of attention, desire to learn, self-organization. In distance education, various types of traditional motivation in most cases are not as effective as in traditional education. Usually, motivation is: positive evaluations, success, fear, self-development [3].

Results and their discussion. We identified the main factors of increasing students' motivation:

1. Openness. When a student does not understand the presented material, makes many mistakes when completing tasks - this is normal. In this case, the teacher should help to understand the educational material;

2. Support system. Brief instructions, chat for questions. To fulfill this factor, our employees have created a number of video materials that help students understand the educational material;

3. Meaningfulness. When a student does not understand why he needs to perform certain tasks, they will not be completed. Therefore, when creating tasks, we rely on the meaning of the work performed. For example, from the discipline "Technology of medical cosmetics" students make cosmetic soap at home, and they use it in the future;

4. Selectivity. The student understands that he has a choice, so he is responsible for the chosen task. We create a number of tasks with different levels of difficulty, the student chooses his level and completes it;

5. Submission of educational material. Modern students are not interested in dry information from textbooks, but in an interesting presentation of the material. Again, a cycle of interesting video materials, interactive letters increase the interest of students in studying certain disciplines;

6. Assistance. It is important for the student to understand that the teacher is not there for control, but for help in studying the material;

During the survey of 5th-year students of the Faculty of Pharmacy of the National Medical University named after O.O. Bogomolets regarding the organization of distance and mixed forms of education, most of them (92 %) indicated a sufficient level of teaching of disciplines.

Conclusion. In this situation, for the correct organization of the educational process, it is especially important to adhere to all factors of increasing student motivation.

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