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**INTERACTIVE TECHNOLOGIES AS A MEANS OF IMPLEMENTING
THE PRINCIPLE OF INDIVIDUALISATION IN A HEALTH-
PROMOTING EDUCATIONAL ENVIRONMENT**

Interactive and adaptive technologies are effective means of forming readiness for self-improvement, as they contribute to the development of communicative, cognitive and emotional skills, which are important for the implementation of professional activities. They allow students not only to acquire new knowledge, but also to develop critical thinking, which is important for forming readiness for independent search for new approaches to solving pedagogical tasks. The use of innovative methods, such as digital platforms, virtual laboratories, allows students not only to update their knowledge, but also to apply them in new situations, which develops their ability to adapt in conditions of rapid changes in the field of education.

The formation of a health-preserving environment is not only a pedagogical challenge, but also a strategic task of higher education, aimed at the harmonious development of the personality, increasing stress resistance and motivation to study. Such an environment includes several important components, including physical, psychological, and social factors. The physical aspect of a health-promoting environment involves the availability of comfortable learning spaces, the provision of optimal conditions for learning, such as proper lighting, ventilation, access to natural conditions, comfortable furniture, and opportunities for physical activity and rest. Creating such conditions helps students conserve energy and provides the

necessary physical activity, which, in turn, contributes to improving overall well-being and reducing the risk of developing diseases associated with a sedentary lifestyle.

Psychological comfort in a health-promoting environment is no less important. When students have the opportunity to work at their own pace, use learning methods that match their cognitive characteristics, and receive support from the teacher, this contributes to the growth of their motivation [1]. A sense of success and understanding of one's own progress stimulates further self-development. Individualized learning promotes the development of self-organization skills, reflection and adaptation to changing conditions, which is especially important for future professionals who must be ready to make decisions in stressful situations. In addition, the use of innovative approaches, such as gamification, digital educational resources, adaptive technologies and interactive methods, helps to increase student interest and create a comfortable learning environment, which minimizes the negative impact of the monotonous learning process. Individualized learning is a powerful tool for ensuring the emotional well-being of students, contributing to their self-confidence, the development of a positive attitude towards learning and the formation of stress resistance. In modern conditions, the implementation of individualized educational strategies is a necessary prerequisite for increasing the effectiveness of the educational process and creating a health-preserving educational environment [2]. Adaptive technologies include tools that allow you to adjust the learning process according to the individual characteristics of students, their needs, learning pace and stress level. They contribute not only to increasing the effectiveness of learning, but also to reducing the negative impact of stress factors that arise in students during the learning process. The main areas of use of adaptive technologies to reduce stress during learning include personalization of educational content, flexible assessments and feedback, interactive platforms and game-based learning methods, augmented reality (AR) and virtual reality (VR), mobile applications for monitoring the student's condition, modular learning and dosed tasks, as well as techniques for managing emotions.

Students who feel emotionally supported, comfortable and safe are better able to focus on learning and demonstrate high results. The principles of health preservation should be integrated into every stage of the educational process, from planning to evaluating results.

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