

INNOVATIVE TEACHING METHODS IN CONTEMPORARY EUROPEAN EDUCATIONAL PRACTICE

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The world is changing rapidly due to technological and informational advances. These changes significantly reduce the effectiveness of traditional teaching methods in supporting learners' career prospects. The European Higher Education Area (EHEA) is currently undergoing a profound transformation to create a flexible, student-centered environment. For Ukraine, which is actively harmonizing its educational standards with European ones, studying and implementing innovative teaching methods is not just a trend, but a strategic necessity for ensuring the competitiveness of graduates [2].

This study aims to examine the current teaching methods in European universities and assess how well they are incorporated into the learning process. The following steps were taken to reach this objective: studying how "educational innovation" is defined by influential Ukrainian and European researchers, finding the best ways to use technology and interaction in learning (such as Blended Learning, Flipped Classroom, Gamification), and evaluating how these methods affect the development of skills for work. The research draws on a careful study of books and reports on teaching and learning with digital tools from the European Commission [5].

Innovation in education is not limited to the use of computers or interactive whiteboards. The teacher and the student have different roles in this new learning approach. The teacher helps the student learn by providing guidance and support, and the student learns by doing things themselves and building their own knowledge.

1. *Digital Transformation – New Pedagogical Models.* Ukrainian researchers say that new ways of teaching and learning depend on digital transformation, which is the use of technology to change how education works. They also say that digital transformation creates the conditions for new pedagogical models, which are different ways of organizing and delivering education [5].

The "flipped classroom" model is one of the most discussed in European pedagogical discourse. Unlike the traditional model, where theory is given in class and practice is done at home, the "flipped classroom" suggests that students study the material (videos, articles, podcasts) beforehand. In the classroom, students spend all their time talking, working in groups, and solving problems. It means that one has to think more carefully and use more of their brain.

The research shows that this model fosters student autonomy and responsibility for their own learning outcomes [3].

2. *Gamification and Game-Based Learning*. Modern European education actively uses game mechanics to solve non-game problems. Gamification is the use of features such as points, levels, and leaderboards to motivate people. The latest European teaching approach is more advanced, using complex computer programs and VR (virtual reality) in lessons. It is important for students studying technical and humanitarian subjects because it lets them practice dealing with real-life problems in a safe environment [4].

Studies show that gamification reduces academic stress and increases students' emotional engagement [4; 1].

3. *Blended Learning*. This teaching method combines the benefits of in-person conversation with the convenience of online learning. In Europe, blended learning has become the “new normal” after the pandemic. Students can choose their own learning path and work at their own speed, while still staying connected with their classmates and teachers [6].

To use this model well, one needs more than just the right tools. They also need to know how to use them well. The teaching staff need to be good at using digital technology. The development of education in the European Union is governed by strategic documents such as the “Digital education action plan” (Digital Education Action Plan...). The goal is to teach students how to use computers and other devices to learn more effectively.

Ukrainian scientists say the European way of teaching and learning, which emphasizes skills rather than just facts, should abandon the idea that we have to memorize everything. Instead, we have to be able to use what we know in real situations. Innovative methods work well, but they have problems when used. These include:

- the digital divide (unequal access to high-speed internet and modern hardware);
- psychological resistance to change among some faculty members;
- need for a complete review of assessment criteria (moving from testing memorized facts to evaluating practical skills) [3].

To conclude, the research shows that using new and creative teaching methods is very important in European schools today. Using models like the “flipped classroom”, gamification, and blended learning makes education better and helps students get ready for future challenges. To do well in these practices, Ukraine needs to follow a plan: replace old, broken things with new, good ones; and teach teachers how to do their jobs better. Moreover, we need to study how artificial intelligence, which can create new things, can change how teachers and students communicate in college.

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