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ORGANIZATION OF LEARNING IN A DIGITAL INTERACTIVE EDUCATIONAL ENVIRONMENT IN THE CONTEXT OF EDUCATION DIGITALIZATION

Modern society is marked by the rapid development of communication and information resources, which is why it is often referred to as an information society. The modern world is changing under the influence of digitalization. Digitalization has covered many areas of social life, such as production, business, science, the social sphere, and education. In the process of digitalization, which involves 'achieving digital transformation of existing and the creation of new sectors of the economy, as well as transforming areas of life into new, more efficient, and modern ones' [1], the education system plays an important role. Digital technologies have become an integral part of modern education, changing the communication relations of participants in the educational process.

Digitalization processes have become particularly relevant during the COVID-19 pandemic and the introduction of martial law. In the 'Digital Agenda of Ukraine 2020', terms like 'digital literacy', 'digital competence', and 'digital intelligence' are widely used, and in particular, the relevance of forming cross-platform digital competence is emphasized, where subjects are studied through the use of 'digital technologies' [4]. One of the tasks of modern education is the need to prepare highly qualified specialists for life in the digital world, which is impossible without the development of self-awareness and the ability to assess the quality of the provided information. Various ways of solving this issue are proposed, one of which is the digitalization of education. Digitalization of education means the introduction of modern information and communication technologies into the educational process at all levels to develop young people's skills in analyzing the reliability of information received, applying critical thinking, and maximizing the use of various multimedia content for educational purposes. It aims to activate the educational process

through the use of interactive learning methods. The existence of a global digital society leads to the need for every person, regardless of age, to adapt to new digital environment technologies, creating conditions for the activation of the understanding of lifelong learning as a form of improving one's digital competence, self-development, professional and personal self-realization.

The modern development of the Ukrainian education system is characterized by the intensive use of a digital interactive educational environment with the use of various digital technologies to optimally realize its goals and objectives, ensure accessibility and continuity, and improve quality and efficiency [3]. The use of digital platforms for organizing learning in a digital interactive educational environment is one of the ways to digitalize education. This direction allows for the creation of effective communication between users, eliminates time, territorial, and language barriers, and increases the efficiency of educational activities. The functioning of digital platforms is not limited by borders, not based on territorial principles, and can work from anywhere in the world. Various information flows should converge in the digital interactive educational environment through the possibilities of digital platforms with the ability for interactive interaction.

Digital transformation in education and science is a comprehensive effort to build an ecosystem of digital solutions in the field of education and science, including the creation of a safe digital educational environment, providing the necessary digital infrastructure for educational and scientific institutions, raising the level of digital competence, digital transformation of processes and services, as well as the automation of data collection and analysis [5].

The concept of digitalization has become relevant for modern society. Digitalization of education is the use of digital technologies to change traditional learning and create new opportunities for organizing learning in a digital interactive educational environment in the context of education digitalization – it is a process of transitioning to learning through the use of digital platforms. Digitalization means using digital technologies to organize a high-quality educational process, its improvement, replacement, or transformation, as well as the creation of a digital interactive educational environment, where the digital platform acts as a learning tool and is the core of this process [2].

The digital educational environment is a unified online environment that includes services and digital learning resources combined to support the needs of organizing learning in face-to-face, blended, and distance formats; ensures accessibility, which is an important factor for the learner's success in the learning process.

Digital transformation in education is a complex task related to building a system of digital solutions, including services such as creating a safe digital educational environment, providing the necessary digital infrastructure for educational institutions, improving digital literacy levels, and digital transformation processes.

In educational institutions in the city of Kharkiv, Simon Kuznets Kharkiv National University of Economics and the Kharkiv Trade and Economic Professional College of State University of Trade and Economics, under current challenges, online learning has been implemented through the creation of a digital interactive educational environment with the connection of all participants in the educational process to digital platforms: the Personal Learning System of Simon Kuznets Kharkiv National University of Economics and the Educational Resources Portal of the Kharkiv Trade and Economic Professional College of State University of Trade and Economics, providing access to interactive distance learning

courses for education. Educational institutions have created a digital interactive educational environment, which is a unified online environment that includes services and digital learning resources combined to support the needs of organizing learning in face-to-face, blended, and distance formats; ensures accessibility, which is an important factor for the learner's success in all forms of education. Various information flows converge in this environment through the possibilities of digital platforms with the ability for interactive interaction.

Digital learning resources are seen as tools for forming a digital interactive educational environment – these are applications, software, programs, or websites that engage learners in educational activities, communication, and support the achievement of their educational goals. Educational institutions use four categories of digital learning resources: digital academic content tools, digital productivity tools, digital communication tools, and digital assessment tools. On the websites of the Personal Learning Systems of Simon Kuznets Kharkiv National University of Economics and the Educational Resources Portal of the Kharkiv Trade and Economic Vocational College of the State University of Trade and Economics, interactive distance learning courses have been created using interconnected digital platforms. Digital platforms ensure the educational process, including connecting learners, by providing them with an interface for uploading, storing, and providing access, uploading educational content to the participants' personal devices, interacting, and communicating at a distance, conducting planned knowledge assessments and certification, diagnosing success, and providing feedback. The basic component of the digital interactive educational environment is the development of interactive distance learning courses that contain educational tools created using resources and interactive elements, particularly the LMS Moodle system and other interconnected digital platforms: productivity tools such as Google, Microsoft 365, LearningApps, WordArt, VistaCreate, Coggle; communication tools such as Zoom, Google Meet, as well as open platforms for non-formal education. The courses provide new opportunities – one can not only view the necessary learning material online at any time but also complete interactive tasks, take tests, check one's knowledge of the subject being studied, and familiarize oneself with additional sources that correspond precisely to the topics of the subject at a convenient time. Knowledge control provides for prompt feedback.

Thus, the digital interactive learning environment should be viewed as one of the aspects related to the individual's information activities using information and communication technologies for interaction and solving tasks in professional activities; used by educational institutions for the implementation of digitalization of education, in particular creating effective communication between users, eliminating time, territorial and language barriers, which contributes to increasing the efficiency of the educational process.

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