

## PRESENTATION AS AN EFFECTIVE MULTIMEDIA IN DISTANCE LEARNING

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Multimedia is a technology that combines the use of text, animation, graphics, audio, video at the same time. Presentation is one of the main means of multimedia. There are 2 types of computer presentation: slide (the main part slides, which we can automatically or independently switch) and streaming (it's like a video, continuous display of information). The slide version is most often used. The main programs for creating a presentation are Microsoft PowerPoint, Apple Keynote, Google Slides.

Scientists confirm that the presentation is an effective way of presenting the information. According to their research, the best result is given by the combined effect of visual and audio information. Research has shown that a person remembers 15% of the information he receives through hearing and 25% - through sight. According to the outstanding psychologist Borys Ananiev, the visual system of perception occurs on three levels: sensation, perception and imagination, and through the auditory system - at one level of imagination. From this, we can take stock that when receiving information by reading (through sight), information is perceived by a person more effectively than by hearing. The presentation allows you to combine these two types of information perception. If both methods are used concurrently, the person can remember up to 65% of the received information. [1]

For better memorization and perception of information from slides, you must conform to definite rules: you can use decorative fonts for the title, but just those that are easy to read; it is not recommended to use more than three colors and more than three types of fonts in the presentation; there should be no more than seven considerable objects on the slide. That's how much a person can discern when looking at one page; the number of slides should not exceed 20; you must always indicate the slide title. The font size must be at least 24; one slide should be counted for an average of 1.5 minutes of storytelling for optimal listener perception.

In my opinion, a correctly and tastefully created presentation allows a person to better understand the topic and remember as much information as possible, to involve the listener in the study of the question and to arouse real interest.

**References:**

1. «Fundamentals of higher school pedagogy» / Tovazhnyansky L.L, Romanovsky O.G, Bondarenko V.V, Ponomarev O.S, Chervanyova Z.O - Kharkiv: NTU “KPI”, 2005. - Russian language.