

Annotation

On the individual work of student of 4-th course, group OF-31, FMF, «Igor Sikorsky Kyiv Polytechnic Institute»

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On theme: «**The formation of the cognitive motivation of students of higher educational institutions in the process of studying physics**»

Relevance: motivation not only contributes to the development of intellect, but also almost the main factor of the person's growth. Its relevance caused by the formation of students skills of knowledge accumulation, cognitive interests, active life position and competitiveness further graduate.

Problem formulation: with unappropriated presenting information to students, they eventually lose their learn motivation, disappointed in their choice of university and more believe that a diploma of higher education is a formality.

*Ways of problem solving:*formation of educational motivation of students in the context of information and telecommunication technologies such as open online courses, virtual experiments and visual presentation of various physical phenomena.

Results and conclusion: the modern school should be more individualized. Due to today traditional views to lesson this is impossible. For example, content of current books provides information as a finished product it is an author's subjective view of the situation, taking the students opportunity to conclude their own.

