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INNOVATION AS AN INITIATOR OF THE DEVELOPMENT

ИНОВАЦИЈЕ КАО ПОКРЕТАЧ РАЗВОЈА

BOOK OF ABSTRACTS

ЗБОРНИК АПСТРАКАТА

INNOVATIONS

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Multimedia as the initiator of the process of education

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Abstract: Contemporary multimedia represents a critical element of modern education, where digital tools become a fundamental part of teaching. Technological progress, primarily in communication and information technologies, has enabled lecturers and students to access various resources, platforms, and tools that improve how knowledge is transmitted. Introducing multimedia tools into the educational system opens up new opportunities for interactivity, adaptability, and personalization of the teaching process. This paper examines how multimedia is used in education, the benefits it brings, and the challenges teachers and students face when using it. Multimedia refers to integrating different forms of content, including text, images, audio, video, animations, and interactive elements, to improve the presentation and understanding of information. In an educational context, multimedia enables the creation of dynamic and engaging lessons that can attract students' attention and facilitate their mastery of the material. Integrating multimedia tools such as PowerPoint presentations, interactive whiteboards, video lessons, and simulations is becoming more common in schools and universities worldwide.

Keywords: Multimedia, education, personalization, technological progress, digitalization.

