

ADVANTAGES OF USING PREZI SOFTWARE IN TEACHING PROCESSES

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Abstract

Information about the role of information technologies and their use in various areas of the economy is presented.

Key words: information technology, education, Prezi programm, tools, computer, technology.

INTRODUCTION

In the teaching-learning processes, the new trends in information and communication technology are parallel, incorporating them into the educational field, gaining more and more space in the different academic environments, serving as support for the subject plans, based on the use of teaching tools, transversal projects, and teaching strategies, creating new methods and structures that involve the student in the construction and consolidation of knowledge, allowing the analysis of aspects of society, developing cognitive abilities that allow analyzing and reflecting giving solutions to problems according to Prezi is a platform used to prepare and present visual presentations, and unlike traditional slideshow programs, it is distinguished by its open interface, similar to cognitive maps. It helps to organize educational processes more vividly and efficiently.

1. Dynamic presentations and interactivity

Unlike static presentations, Prezi combines text, images, and video elements dynamically. In this way, the teacher conveys the topic in a more vivid and understandable way. Interactivity helps to actively involve students in the lesson.

2. Increases imagination

One of the biggest advantages of Prezi is the ability to connect all the elements of a presentation in one place. This allows students to understand the subject in a holistic way and remember complex concepts more easily.

3. Time saving and ease of use

Prezi has many ready-made templates to save time when preparing a presentation. Also, since Prezi is cloud-based, it can be accessed from any device, giving teachers the ability to edit and access their presentations anywhere.

4. The ability to display the topic more widely

Prezi allows the user to freely move between slides, which allows for a wider and more detailed presentation of the topic. This feature is especially useful for presentations that contain large amounts of course material.

5. Attracting and keeping students' attention

Prezi presentations are able to hold the attention of students for a longer period of time, as they have eye-catching graphics and visual transitions. This, in turn, increases the effectiveness of education.

Practical aspects of using Prezi in education

Using the Prezi program in education allows you to make educational processes more effective and visual. This program is a convenient tool for teachers to make lessons interactive and interesting, and facilitates the learning process of students. You might be wondering what makes Prezi different from other presentation software, like PowerPoint or Keynote. For one thing, Prezi is completely free to use. There are upgrades you can pay for to unlock additional features, but everything you need to create and share a dynamic prezi is available free of cost.

Another great reason to use Prezi is that it is run entirely through your web browser, meaning there will be fewer compatibility issues than with other programs like PowerPoint. Your prezi will always look the same, no matter what computer you're viewing it on.

LITERATURE ANALYSIS AND METHODOLOGY

The spread of information and communication technologies (ICT) affected the world economy in such a way that a new phenomenon - the digital economy - appeared. there was an opportunity to establish communication between people from different geographical regions, fields of activity, etc. It is the growth process of information communication that is the basis of the digital economy.

Optimize Results

Rather than guess how well your presentation went, Prezi lets you see real, measurable results using analytics. You'll know who viewed your presentation, which parts they focused on and which areas caused them to stop viewing, as well as how long they spent viewing it overall. And if you're working on a team, you can create live leaderboards that display competitive sales data to track your track your team's performance

Inferential performance when working in Prezi

In conclusion, this study explored students' experiences in learning and using Prezi from a qualitative perspective. The results showed that a period of acquiring

practical knowledge to use Prezi is short for undergraduate students who have just used traditional presentation tools. They were also willing to keep drawing advantage from Prezi to prepare their presentations in the future in order to create effective presentations because of the many beneficial features Prezi provided. Specifically, the use of Prezi in a mobile device allowed students to take their Prezi presentations with them anywhere even if there was no internet connection. Prezi was an innovative presentation tool to transform boring presentations into nonlinear, dynamic, engaging and effective presentations.

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