

## **PREFERENCES OF USING INNOVATIVE PEDAGOGICAL TECHNOLOGIES IN IMPROVING THE QUALITY OF PHYSICAL EDUCATION IN HIGHER EDUCATION INSTITUTIONS**

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### **ABSTRACT**

This article discusses benefits of using innovative pedagogical technologies in the promotion of physical education and sporting events in higher education institutions and little specificity of the interactive method.

**Keywords:** Innovative pedagogical technologies, interactive method: verbal, unpronounceable, visual, audio, physical culture.