USE OF "SWOT-ANALYSIS" METHOD IN TEACHING CHEMISTRY

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In the continuing education system, it is the responsibility of each educational institution and the pedagogues who serve in it to increase the efficiency of the educational process, to introduce the latest achievements of science into practice, to create a creative, socially active, highly moral, professional - it is entrusted with the implementation of important tasks, such as educating a skilled, competitive, well-rounded person, educated in the spirit of national and universal values, capable of creative and independent thinking. The successful solution of these tasks is inextricably linked with the use of modern educational technologies in the educational process.

Achieving high quality and efficiency in the educational process requires an innovative approach to the educational process. In innovative teaching, the task of knowledge changes. That is, from the previous constant memorization, logical thinking is transferred to research [1]. Such an activity develops the creativity of the student. It is necessary to use tested and effective modern technologies for the teaching process. The most common and characteristic modern pedagogical technologies in teaching chemistry are the following: conversation, debate, game, case study, project method, problem method, brainstorming, etc. From these, we will get acquainted with the "SWOT-analysis" method.

The purpose of the method is to find ways to solve problems by analyzing and comparing existing theoretical knowledge and practical experience, strengthening, repeating, evaluating knowledge, forming independent, critical thinking, non-standard thinking [2].

S-(strength)-strong sides
W-(weakness)-weak, weak sides
O-(opportunity)-opportunities
T-(threat)-obstacles and threats
"Element of calcium-base system" in teaching the subject

S Ca is the main part of bone in the human organism	**W** If Ca decreases in the body, bone loss is observed
O Milk and milk products, fish meat are products	**T** If calcium exceeds the norm in the

rich in calcium	body, it has a great impact on human health

Strong (S) and weak (W) sides are factors of the internal environment of the object under analysis (that is, what the object itself can affect); Opportunities (O) and threats (T) are environmental factors (that is, those that can affect the object from the outside and are not controlled by the object). For example, a company controls its sales mix - this is an internal environmental factor, but sales laws are not controlled by the company - this is an external environmental factor.

This technology can be used to solve controversial issues, debates, or at the end of a training seminar, or after learning a section based on the curriculum. This technology teaches listeners to defend their opinions, to think freely and share their thoughts with others, to discuss openly, to analyze the knowledge they have acquired during the educational process, to evaluate the level of their acquisition, and to teach the listeners the culture of discussion.

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