

# Digital Service: Promising Reference Point of Modern Education

**I.G. Pavel'ev**<sup>1,2</sup>, Krasnodar Branch of FSAEI FVT Academy for Standardization, Metrology and Certification (Training), Kuban State University of Physical Culture, Sport and Tourism (KSUPCST), PhD, povidlov@yandex.ru

**V.G. Minchenko**<sup>3</sup>, KSUPCST, PhD Prof.

**T.N. Poddubnaya**<sup>3</sup>, KSUPCST, Assoc. Prof. Dr.

**E.L. Zadneprovskaya**<sup>2</sup>, KSUPCST, PhD (Ec.)

<sup>1</sup> Head of Department, Krasnodar, Russia

<sup>2</sup> Associate Professor of Department, Krasnodar, Russia

<sup>3</sup> Professor of Department, Krasnodar, Russia

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## key words

education, effective educational environment, digital service, students, globalization

It is known that the COVID-19 pandemic has seriously changed the process of organizing educational activities. Traditional format of education has been replaced by an online mode using distance learning technologies. The introduction of digital services into the education system made it possible to combine traditional education and training using ICT.

After conducting the research, we have identified the most relevant definitions, one way or another concerning the content of digital service in education, which made it possible to highlight its main characteristics, such as adaptability to the needs of consumers, the ability to work remotely, versatility, functioning on any means and at any time, the ability to reconnect with the entire world space from any access point, etc. In our opinion, a promising result of digitalization of education can be a qualitative change in the content, role functions of the subjects of interaction, pedagogical technologies, monitoring, forms and methods of teaching, which allows us to assert the emergence of a new educational paradigm.

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