

## PHILOSOPHY

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### **Cognitive processes and methods of education at universities: theory and practice**

Cognitive theory, in contrast to theoretical behaviorism, establishes the fact that people eventually begin to regulate both their own behavior and their own learning, introducing universal concepts. It is considered cognitive processes such as perception, reasoning, memory, attention, language, and decision making by modern students who faced the expansion of distance education. The purpose is to consider the most effective way to use cognitive models and teaching methods in higher education institutions, taking into account the significant features of modern times and the specifics of the topic of research. In order to achieve the aim of the study, an attempt was made to look at the contemporary problems from the perspective of the cognitive theory of behavior and education.

**Key words:** education, youth, personal behavior, cognitive efficiency, existential values.

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