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**HMAAR-PROVIDED INTELLECTUAL CARD AS A FORM OF INFORMATIONAL AND ANALYTICAL SUPPORT FOR PROFESSIONAL ACTIVITY OF THE TEACHER**

The article deals with the concept of intellectual map. According to scientists Tony and Bari Bussin, the definition of this concept is given, which argue that the intellectual map is a "graphic expression of the process of radiant thinking and therefore is a natural product of human brain activity." At the same time, under "spatial thinking" refers to such associative mental processes, the starting point of which is the central object.

The essential features of intellectual maps are presented: the object of study is presented in the center of attention; The basic ideas, tasks or concepts associated with the central object, diverge from it in the form of branches; Branches (denoted by smooth lines) are explained by keywords or images; The branches leaving the main, are called secondary, etc .; All branches form an interconnected nodal system.

Characterized by various cloud services for building smart cards: Bubbl.us, Mindomo, Mindmeister, their advantages, common and excellent data services are presented. The examples discuss the possibilities of using cloud services for constructing intellectual maps in the work of a teacher of higher education: both in teaching and in research. In particular, during lectures, laboratory works, independent study of the material, the creation of joint projects, work on a dissertation or thesis, scientific publication.

Much attention is paid to the research work of both a teacher and a graduate student, a student. The following examples of the use of intellectual maps in the research work of a teacher of higher educational institutions are considered: when writing a scientific publication; When drawing up the plan of work on his own dissertation or on the dissertation of his postgraduate student; Similarly when working with students on graduation papers or projects; When creating tips for postgraduate students; When creating joint research projects - building intelligent maps for joint projects facilitates the division of responsibilities among all project participants, defining the project structure, tasks, stages of implementation of the project; Stimulates students to generate their own ideas and analyze them, agree on a joint decision. For example, in the Victor Pinchuk Foundation's Tomorrow.UA Round 3 contest, students need to implement a joint project in a limited time and submit it to jury members. To make the project presented as high as possible and reflect the ideas of all project participants, it is worth using cloud services for building mental maps.

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