**NEW FACTORS OF SUCCESS IN EDUCATIAN**

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The twenty first century offers people unbelievable and fantastic opportu­nities to live, grow and develop in a new way. Access to information and knowledge has become amazingly easy and cheap. New skills can be obtained miraculously fast. All of this is due to the development of modern technologies and extremely rapid progress.

While it is true for all spheres of life it especially affects the sphere of education which role traditionally has been to provide people with new knowledge and skills. However, old well-established methods of teaching are no longer able to satisfy the requirements of new generations of learners. A simple and centuries old process of knowledge acquisition no longer works. Colleges and schools observing this paradigm shift are beginning to adjust to the demands of new times by concentrating on issues which have come to the forefront of the modern teaching process and learning environment.

Lectures, seminars and laboratory works still continue to help accomplish the goal of knowledge provision. However, the vocabulary of successful educational establishments has been changed recently to add a few essential words. The key words of the twenty first century, namely, belief, motivation, challenge, and encouragement are gradually becoming the slogans of universities and colleges. While these notions are extremely important for all spheres of life, be it some professional activity or a specific skill development, they are now also widely applied to studying at university.

Various surveys show that nowadays potential students are becoming more and more scrupulous in their choice of their future alma mater and they are just as thorough when they evaluate the years they spend at university. What they have begun looking at and for is exactly that – the feelings of belief, motivation, challenge and encouragement that their school can provide them with.

Universities are seen as sources of knowledge and skills and a foundation for students’ future success in life. So gaining new knowledge is always easier if someone is there for you, if someone (namely, your professors) believes in you and encourages you to accomplish most difficult tasks. So professional staff who show students their support and trust in their ability to succeed makes the learning process much more effective.

Even though motivation should come from within students still rely on the external stimulation of their interests and abilities. By clearly defining the goals and objectives of the learning process and each course in particular teaching staff help students concentrate on the most crucial aspects of the study process and the most relevant knowledge.

The learning process should also be engaging so challenges are always needed. Challenges when you are a student mainly come from university professors who present students with puzzling questions, issues and tasks to solve. Such challenges allow to increase the students’ previous level of knowledge and skills though the assignments that at the same time should not be overwhelming and should be connected with real life preparing students for their future careers.

When students feel the encouragement of their professors while working on challenging assignments they are more motivated and interested in achieving results which then can be proudly presented in the classroom and even more encouragement will and support will follow from teachers and peers that will allow to strive for more and better results.

The inside and wisdom offered by professors in the classroom are invaluable by themselves but they are even more valuable when teachers act as mentors and provide assistance while being friendly and helpful. It helps to create relationships which offer great give and take. Such learning atmosphere creates even more inspiration and desire to study.

Thus, universities and schools which want to have successful enrollment should start paying more attention to how they provide instructions to students in the classroom, whether their staff show students the support, encouragement and challenges they seek. If the quality of teaching is guaranteed and motivation and belief are felt then the students will study better and will be ready to bring about significant positive changes both in their home country and abroad. They will have the necessary intellectual knowledge to contribute to the advancement of the world.