



Journal Website:
<https://theusajournals.com/index.php/ijp>

Copyright: Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

FORMATION OF PROFESSIONAL COMMUNICATIVE COMPETENCE AMONG UNIVERSITY STUDENTS THROUGH THE USE OF INNOVATIVE TECHNOLOGIES IN CLASSES IN THE DISCIPLINE “CULTURE OF SPEECH AND COMMUNICATION”

Submission Date: November 06, 2023, **Accepted Date:** November 11, 2023,

Published Date: November 16, 2023

Crossref doi: <https://doi.org/10.37547/ijp/Volume03Issue11-17>

Musayeva Amina Karamatovna

Asia International University Department Of History And Philology, Uzbekistan

ABSTRACT

This study explores the integration of innovative technologies in the teaching of the discipline "Culture of Speech and Communication" to enhance the development of professional communicative competence among university students. The research investigates the impact of these technologies on students' language proficiency, interpersonal skills, and overall communication abilities. The study employs a mixed-methods approach, combining quantitative assessments of students' performance with qualitative analysis of their experiences and perceptions.

The implementation of innovative technologies, such as virtual simulations, multimedia presentations, and interactive platforms, aims to create an engaging and dynamic learning environment. The research assesses the effectiveness of these tools in fostering effective communication strategies, public speaking skills, and adaptability in various professional contexts. Additionally, it examines the role of technology in promoting cultural awareness and sensitivity within the framework of communication.

KEYWORDS

Professional communicative competence, innovative pedagogical technologies, communicative-activity approach, culture of professional speech, integrative interdisciplinary approach, case technologies.

INTRODUCTION

Creating an effective methodology for developing professional communicative competence within the framework of university education for a future specialist is an urgent problem in higher education linguodidactics. Target. The implementation of an integrated approach through the use of innovative technologies: an integrative interdisciplinary approach and interactive teaching methods in the organization of university linguistic education allows us to expand the educational field of the discipline “Speech Culture and Business Communication” and the formation of professionally significant competencies of students.

MATERIALS AND METHODS

Training is based on a communicative-activity approach aimed at improving the linguistic and communicative competence of students, as well as developing their “linguistic sense”. The implementation of this integrated approach is possible through the development of students' speech skills on specially selected professionally oriented didactic material in a specially simulated speech situation, which brings students closer to a speech situation that is potentially possible in their future professional activities. The article discusses the practice of using such methods and forms of work as linguistic text analysis, business game, case technologies, reflection, training technologies (business communication training, development of communication skills, training gestures) and so on.

RESEARCH RESULTS, DISCUSSIONS

An integrative interdisciplinary approach, combined with interactive forms and methods in teaching, helps to fully unleash the creative potential of students, to move from the category of students to the category of

creatively thinking students, which is a necessary condition for improving professional competencies.

In accordance with the requirements of the federal state educational standard of higher education of the third generation for the content and purpose of training, focused on the formation of professional communicative competence of the future university graduate, much attention in the organization of the educational process is currently paid to the speech development of bachelors, their mastery of all types of speech in the learning process activities. The initial formation of basic professional knowledge, skills and abilities of a specialist is carried out during the period of study at the university. The ability to express one's thoughts competently orally and in writing, to navigate professional speech situations well, and to possess the skills of using oral and written professional speech is one of the main elements of a student's professional training. At the present stage, higher education in preparing bachelors is aimed at using a competency-based approach. Professionally oriented educational programs, compiled in accordance with the requirements of employers, pose new challenges and new guidelines for higher education teachers.

One of the urgent tasks of modern lingvodidactics of higher education is the creation of an effective methodology for teaching the discipline “Speech Culture and Business Communication”, which has as its goal the formation of theoretical knowledge and practical skills related to the implementation of business communication mechanisms, primarily, increasing the level of practical proficiency in modern Russian literary language in the professional field of activity.

Conclusion. Interactive communication training is an important component of the professional profile of a future specialist. The ability to navigate the speech situation of professional communication, determine a communication strategy and form communicative tactics of speech behavior, flexibly use a system of communication techniques to achieve a predicted result are the foundations of the communication knowledge and skills necessary for a professional in the production field.

REFERENCES

1. Musayeva, A. (2023). MADANIYATSHUNOSLIK YONDASHUVI ASOSIDA TALABA-YOSHLARNING KOMMUNIKATIV KOMPETENSIYALARINI RIVOJLANTIRISH. Science and innovation, 2(Special Issue 9), 97-99.
2. Караматовна, М. А. (2023). ФОРМИРОВАНИЕ В ЯЗЫКОЗНАНИИ ТЕОРИИ СЕМАНТИЧЕСКОГО ПОЛЯ. Мусаева, А. (2023). РУССКИЙ ЯЗЫК В МЕЖКУЛЬТУРНОЙ СРЕДЕ. Современная наука и исследования, 2 (4), 182–186.
3. Мусаева, А (2023). РУССКИЙ ЯЗЫК В МЕЖКУЛЬТУРНОЙ СРЕДЕ. Современная наука и исследования, 2(4), 182-186
<https://inlibrary.uz/index.php/science-research/article/view/19208>
4. Formation of Professional Communicative Competence in University Students through the Use of Innovative Technologies. Musaeva Amina Karamatovna. INTERNATIONAL JOURNAL ON ORANGE TECHNOLOGY.
<https://journals.researchparks.org/index.php/IJOT>. e-ISSN: 2615-8140 | p-ISSN: 2615-7071. Volume: 5 Issue: 11 | Nov 2023.
5. Qobilovna, A. M. (2023). COMMUNICATIVE COMPETENCE AS A FACTOR OF TEACHER'S PROFESSIONAL COMPETENCY. American Journal Of Social Sciences And Humanity Research, 3(09), 32-44.
6. Ataulayeva, M. (2023). COMMUNICATIVE COMPETENCE AS A FACTOR OF PERSONAL AND PROFESSIONAL DEVELOPMENT OF A FUTURE SPECIALIST. International Bulletin of Medical Sciences and Clinical Research, 3(10), 109-114.
7. Qobilovna, A. M. (2021). BOSHLANG 'ICH SINF O 'QITUVCHILARIDA KOMMUNIKATIV KOMPITENTLIK SHAKLLANISHINING IJTIMOIIY-PSIXOLOGIK DETERMINANTLARI. Central Asian Research Journal for Interdisciplinary Studies (CARJIS), (Special Issue), 102-105.
8. Narzulyeva, U., & Ismoilova, N. (2023). DETECTION OF EATING BEHAVIOR DISORDERS IN STUDENTS BEFORE THE EXAM USING THE DEBQ QUESTIONNAIRE. Наука и инновация, 1(15), 112-114.
9. Narzulaeva, U. (2023). PATHOGENETIC MECHANISMS OF MICROCIRCULATION DISORDERS. International Bulletin of Medical Sciences and Clinical Research, 3(10), 60–65. Retrieved from <https://researchcitations.com/index.php/ibmscr/article/view/2811>
10. Нарзуллаева, У. Р., Самиева, Г. У., & Пардаева, З. С. (2020). Pathogenetic aspects of verified risk factors such as arterial hypertension and dyslipidemia in the development of chronic heart failure. American Journal of Medicine and Medical Sciences, 10(10), 776-779.
11. Narzulaeva Umida Rakhmatulloevna, Samieva Gulnoza Utkurovna, & Ismatova Marguba Shaukatovna (2020). SPECIFICITY OF THE CLINICAL COURSE OF THE INITIAL STAGES OF HYPERTENSION IN ARID ZONES OF UZBEKISTAN

- AND NON-DRUG APPROACHES TO TREATMENT. Кронос, (4 (43)), 15-17.
12. Umida Raxmatulloeva Narzulaeva, & Mohigul Abdurasulovna Bekkulova (2023). Arterial gipertenziya etiologiyasida dislipidemiyaning xavf omili sifatidagi roli. Science and Education, 4 (2), 415-419.
13. Narzulaeva, U. R., & Samieva, G. U. (2021). Nasirova ShSh. Hemoreological Disorders in The Early Stages Of Hypertension In Hot Climates. Journal of Biomedicine and Practice, 6(1), 221-225.
14. Djalilova, Z. (2023). PEDAGOGICAL EDUCATIONAL TECHNOLOGY: ESSENCE, CHARACTERISTICS AND EFFICIENCY. Академические исследования в современной науке, 2(23), 29-38.
15. Djalilova, Z. (2023). THE SIGNIFICANCE AND POSITION OF TEACHING METHODS IN PROFESSIONAL TRAINING. Solution of social problems in management and economy, 2(10), 31-42.
16. Djalilova, Z. (2023). THE USE OF LATIN TERMINOLOGY IN MEDICAL CASE. Академические исследования в современной науке, 2(14), 9-15.
17. Джапилова, З. (2023). The notion of illocution in the theory of speech acts by John Austin. Современные тенденции при обучении иностранному языку в XXI веке, 1(1).
18. Obidovna, D. Z. (2023). ADAPTING TEACHING METHODS TO MODERN EDUCATIONAL TRENDS: PEDAGOGICAL ASPECT. International Journal of Pedagogics, 3(10), 72-77.
19. Halimova, Y. S., Shokirov, B. S., & Khasanova, D. A. (2023). Reproduction and Viability of Female Rat Offspring When Exposed To Ethanol. Procedia of Engineering and Medical Sciences, 32-35.
20. Халимова, Ю. С., & Шокиров, Б. С. (2022). СОВРЕМЕННЫЕ ДАННЫЕ О МОРФО-ФУНКЦИОНАЛЬНЫХ АСПЕКТОВ ЧЕЛОВЕЧЕСКОГО ОРГАНИЗМА ПРИ ЗЛОУПОТРЕБЛЕНИЕ ЭНЕРГЕТИЧЕСКИМИ НАПИТКАМИ. PEDAGOGS jurnali, 4(1), 154-161.
21. Шокиров, Б. С., & Халимова, Ю. С. (2022). ДИСБИОЗ ВЫЗВАННЫЙ АНИБИОТИКАМИ КИШЕЧНОЙ МИКРОБИОТЫ КРЫС И УСТОЙЧИВОСТЬ К САЛМОНЕЛЛАМ. Scientific progress, 3(2), 766-772.
22. Shokirov, B. S. (2021). Halimova Yu. S. Antibiotic-induced rat gut microbiota dysbiosis and salmonella resistance Society and innovations.
23. Халимова, Ю. С. (2021). MORPHOFUNCTIONAL ASPECTS OF THE HUMAN BODY IN THE ABUSE OF ENERGY DRINKS. Новый день в медицине, 5(37), 208-210.
24. OXUNJONOVICH, Q. Z. (2022). CHANGES OF LYULI IDENTITY. International Journal of Philosophical Studies and Social Sciences, 2(3), 74-83.
25. Okhunjonovich, K. Z. (2023). THE EDUCATIONAL VALUE OF NATIONAL CUSTOMS AND TRADITIONS IN THE ERA OF GLOBALIZATION. American Journal of Interdisciplinary Research and Development, 18, 64-66.
26. Okhunjonovich, K. Z. (2021). Self-Awareness of Gypsies: Traditionality and Modernity. American Journal of Social and Humanitarian Research, 2(7), 33-42.
27. Qoryog'diyev, Z. O. (2016). ACTIVITIES OF AMUDARYA FLOTILLA AT THE END OF THE NINETEENTH CENTURY-BEGINNING OF THE TWENTIETH CENTURY HISTORY (" TURKESTAN COLLECTION" MATERIALS). Ученый XXI века, (12), 20-22.

28. Корёгдиев, З. О. (2016). GOLD EMBROIDERY OF BUKHARA. Ученый XXI века, (12).
29. Feruza, K., & Sevara, G. (2023). STYLISTIC TRANSFORMATIONS IN THE ENGLISH TRANSLATIONS OF A. QODIRIY'S NOVEL "DAYS GONE BY". International Journal Of Literature And Languages, 3(04), 63-69.
30. Feruza, X., & Nilufar, S. (2023). POINT OF VIEW IN JAY PARINI'S BIOGRAPHICAL NOVEL "THE LAST STATION". International Journal Of Literature And Languages, 3(03), 45-51.
31. Melsoyna, K. F., & Anvarovna, R. Z. (2023). THE LITERARY EMBODIMENT OF FLORA IN LAILA LALAMI'S BIOGRAPHICAL NOVEL "THE MOOR'S ACCOUNT". International Journal Of Literature And Languages, 3(02), 82-90.
32. Melsoyna, K. F., & Qizi, G. D. G. (2023). EUPHEMISM IN ORIGINAL AND TRANSLATION (IN THE EXAMPLE OF JACK LONDON'S NOVEL MARTIN EDEN). International Journal Of Literature And Languages, 3(04), 14-20.
33. Khajieva, F. M. (2019). DECODING OF STYLISTIC DEVICES IN RUSSIAN AND ENGLISH TRANSLATIONS OF THE UZBEK NOVEL "DAYS GONE BY" BY ABDULLA QADIRI (STYLISTIC CORRESPONDENCES AND TRANSFORMATIONS). Theoretical & Applied Science, (4), 541-545.
34. Khajieva, F. M. (2020). Theoretical aspects of the language learned (Stylistics). Бухоро: Дурдона.
35. Obidovna, D. Z. (2022). DISTINCTIVE FEATURES OF MALE AND FEMALE ORAL SPEECH IN MODERN ENGLISH. International Journal Of Literature And Languages, 2(10), 14-21.
36. Obidovna, D. Z. (2022). THE MAIN CONCEPTS OF POLITENESS IN MODERN LINGUOPRAGMATICS: THE POLITENESS PRINCIPLE BY J. LEECH. International Journal of Pedagogics, 2(11), 15-20.
37. Djalilova, Z. (2022). GENDER DIFFERENTIATION OF DISCOURSE ELEMENTS AS INDICATORS OF POSITIVE AND NEGATIVE EVALUATIONS. International Bulletin of Applied Science and Technology, 2(12), 55-63.
38. Djalilova, Z. (2022). GENDER-DETERMINED DIFFERENCES IN THE SPEECH OF LITERARY CHARACTERS. Eurasian Journal of Academic Research, 2(12), 210-215.
39. Djalilova, Z. (2022). GENDER ELEMENT OF SPEECH BEHAVIOR FROM THE POSITION OF TEXT ORGANIZATION MECHANISMS. Eurasian Journal of Academic Research, 2(13), 274-281.
40. Джалилова, З. (2022). ПРАГМАТИЧЕСКИЙ ВЗГЛЯД НА МЕЖЛИЧНОСТНОЕ ОБЩЕНИЕ. Zamonaviy dunyoda ilm-fan va texnologiya, 1(7), 331-336.
41. Djalilova, Z. (2022). GENDER XUSHMUOMALALIKKA ASOSLANGAN IBORALARNING SHAKLLANISHI. Zamonaviy dunyoda innovatsion tadqiqotlar: Nazariya va amaliyot, 1(28), 303-308.
42. Djalilova, Z. O. (2023). A DISCOURSE TURN IN THE THEORY OF LINGUISTIC POLITENESS: TO THE FORMATION OF THE THEORY OF LINGUISTIC IMPOLITENESS. International Journal Of Literature And Languages, 3(02), 15-23.