

Communicative competence in the system of professional training of specialists

Gulzira Holmatova
Namangan State Institute of World Languages

Abstract: Communicative competence is an individual's ability to communicate acquired during social interaction. It involves interaction with other people, with objects of the surrounding world and its information flows; ability to perform various social roles in a group and team.

Keywords: competence, professional training, personality, individuality

In the modern world, the ability of people to interact with each other plays an increasingly important role - the effectiveness of work and the level of relationships depend on this. An important component of successful verbal communication at the personal level is the formation of communicative competence: "the presence of communicative competence in a person allows him to interact with other people in everyday, educational, industrial, cultural and other spheres of life, using various sign systems (among which language, of course, occupies dominant position). The term "communicative competence" (communicative competence [Latin *competentia*, from *compe*to - I achieve, correspond, approach]) was introduced by the American anthropologist D. Hymes (1972), who believed that the utterance has its own rules, which are subject to the rules of grammar and assimilation which provides the ability to use language in the process of communication. Communicative competence acquired a special status as a result of the emergence of the CBE approach (competence-based-education) in education, an analogue of which is the Russian competency-based approach; The concept of "competency-based approach" came to the sphere of domestic education in the 90s of the twentieth century during Russia's development of the European Higher Education Area. The emergence of the competency-based approach is due to the fact that currently the triad of "knowledge-ability-skills" has become insufficient to describe the integrated result of the educational process.

The communicative process, along with such components as individuality and social role, is included in the content of the concept of personality. Personality is individuality in communication. Most researchers agree that this definition most clearly demonstrates the interrelation and interdependence of personal and social self-determination.

The development of information civilization, replacing industrial society, requires constant improvement of man himself, his creative and constructive abilities. Man becomes not only the main social dimension of society, but also its main social content. Today, the formation of a spiritual and moral personality is becoming extremely important. This is the fundamental task of science and philosophy. Social self-determination of an individual is determined not only by a fundamentally new technological method of reproduction of the entire system of social relations, but also by the nature of the formation and maintenance of relationships between people.

The modern social system puts forward new objective requirements for the individual:

1. high level of professionalism;
2. broad knowledge in the field of spiritual culture;
3. following moral standards;
4. responsibility for the results of their activities;
5. demanding attitude towards yourself and other people.

The increasing interdependence of people in modern society requires more complex social, political and economic interaction between them through new modes of communication.

The content of communication theory is revealed through the interrelation of the concepts "communication", "information", "group, mass, interpersonal communication", etc., among which the concept of communicative competence occupies a special place.

Communicative competence is defined as a developing and largely conscious experience of communication between people (interpersonal experience), which is formed and updated in the conditions of direct human interaction. At the same time, a person's communicative competence comes down not only to a certain state of consciousness of people trying to understand each other, but also includes a behavioral aspect.

It is difficult to overestimate the importance of an individual's communicative competence for modern society. The increasing complexity of social life, its dynamism, the processes of social differentiation in industrialized countries, the transformation of old social communities and the formation of new ones in countries with transition economies determine the increasing role of the individual in the creation of the everyday life of society and its culture. Under these conditions, a wide and flexible range of communication tactics and strategies allows communicative competence to manifest itself in the diverse qualities required in various types of communicative interaction (competence of a lawyer, politician, doctor, manager, entrepreneur, public relations specialist, etc.).

Its role is especially great in the field of public relations. As a specific management function, public relations promotes the establishment and maintenance of appropriate relationships between an organization and its associated publics at all levels of social systems. Analysis of the structure and sources of an individual's communicative competence, the formation and development of communication abilities and skills is the goal of special research and study within the framework of training specialists in the field of public relations.

Practice shows that the development of information civilization, while shifting the center of gravity to spiritual production, objectively determines the increasing role and significance of humanism in public life. At the same time, a more favorable and potentially effective form of communication is the form of dialogue. A genuine dialogue certainly presupposes that each of its participants is independent, active, and has a personal identity. When entering into dialogue, people proceed from recognition of the value and significance of the other side's position, striving to understand each other.

The specificity of the transition period is due to the fact that the modern world is moving towards the development of increasingly complex and flexible social forms of mass, group and interpersonal communication (for example, supranational communities - superethnoses and megaethnoses). At the same time, the process of modernization of modern society on an information technology basis occurs differently in countries with different national and cultural characteristics. This poses a global problem of the unity of the civilizational process and the diversity of cultures. Among the various strategies for the interaction of cultures, the most acceptable in the modern world should be considered the strategy of cultural dialogue, which should contribute not to the erasure of civilizational differences, but to "unity in diversity" and harmony. Dialogue as the most optimal form of communication, manifested in the attitude towards another person as a value, as an active.

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The main sources of acquiring communicative competence are the socionormative experience of folk culture; knowledge of the languages of communication used by folk culture; experience of interpersonal communication in business, everyday and holiday settings; experience of perceiving art; knowledge, general erudition and scientific methods of teaching communication.

From these sources, a complex set of communicative knowledge and skills is formed that make up the communicative competence of an individual. This complex includes:

1. knowledge of the norms and rules of communication (business, everyday, holiday, etc.);

2. a high level of speech development, allowing a person to freely transmit and perceive information in the process of communication;
3. understanding of non-verbal language of communication;
4. the ability to come into contact with people, taking into account their gender, age, socio-cultural, and status characteristics;
5. the ability to behave appropriately to the situation and use its specifics to achieve one's own communicative goals;
6. the ability to influence an interlocutor in such a way as to win him over to your side and convince him of the strength of your arguments;
7. the ability to correctly assess the interlocutor as a person, as a potential competitor or partner, and to choose one's own communication strategy depending on this assessment;
8. the ability to evoke a positive perception of one's own personality in the interlocutor.

In general, the formation of a communicative culture and the competence of specialists in various fields of activity, including in the field of public relations technologies, presupposes comprehensiveness and systematic knowledge - humanities and natural sciences. That is why one of the urgent tasks of modern higher education is the introduction into the educational standard of a set of disciplines of the communication cycle, first of all, the foundations of communication theory. Creating a model of a holistic, dynamic, but contradictory world puts forward increased demands on the level of education, general and communicative culture of the future specialist.

Thus, increasing communicative competence in all spheres of life ultimately means:

1. rationalization of company management mechanisms;
2. establishment of dialogue as a priority form of communication, as the only way to resolve the global problem of "civilizational challenges";
3. formation of a moral, spiritual personality by expanding the level of responsibility and freedom in which a person seeks his life meanings.

A modern specialist is a highly qualified professional who combines erudition with knowledge of a specific field of activity, who is able to highlight strategic issues, establish mutual understanding and interaction with the public, a specific social group, individuals, i.e. possessing a high culture of communicative activity.

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