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FORMATION OF COMMUNICATIVE COMPETENCIES OF STUDENTS OF ECONOMIC SPECIALTIES

An essential indicator of the education and intellectual development of a modern specialist in the field of economics is the ability to apply the knowledge of business speech in their professional activities. When we talk about the professional competence of a specialist, first of all we mean his knowledge of his specialty, but at the same time we assume that professional knowledge is supported by the general humanitarian culture of a person, his ability to understand the world around him, and his ability to communicate [2].

Knowledge of the communicative competence is necessary for a specialist in the economic field of activity, as it is associated with establishing contacts, communicating in society, working with information flows. For people in business, the priority is the ability to understand and communicate information. The necessary skills include confidence and fluency, the ability to organize and structure information, and sufficient grammatical competence. According to socio-psychological research, modern graduates of economics experience serious difficulties in the field of professional communication with colleagues and clients, conducting business correspondence. The ability to write business letters and

emails is very important for conducting business, commercial activities and conducting business correspondence.

The formation of skills of working with the texts of documents is one of the most important tasks in the training of students of economic specialties, since the demand for specialists in this field, their competitiveness largely depends on the availability of competent speech (oral and written).

Training in professional communication should be aimed at the formation of communicative competence, which is understood as the ability to carry out speech activity by means of Russian or English, correctly use the system of language and speech norms and choose communicative behavior in accordance with the goals and situation of communication within the professional sphere of activity.

An international economist in the process of professional communication with representatives of another culture should not only have good professional knowledge and knowledge of a foreign language, but also have extensive knowledge of a cross-cultural nature. Even when conducting negotiations in English with representatives of different countries, the communication behavior and strategies of a specialist should be different depending on whether they communicate with native English speakers or with other foreigners for whom English is also not their native language. At the same time, the specialist, operating in English, should build his communication with these people, based on the norms of etiquette and rules of communicative behavior that are accepted in the country of the interlocutor [3].

It should be emphasized that the effective development of communicative competencies of students of economic specialties will also contribute to the applying of an interdisciplinary approach to the organization of the teaching process in higher education. In particular, students' mastery of the sociological worldview in the study of sociology will help them to form such competencies as understanding different social situations, efficient interaction and social communication, ability to work with different social strata and social

groups, effective resolution and prevention of social conflicts in working groups [1, p. 98], the formation of emotional intellect in general.

One of the main conditions for the formation of a student's professional competence in the learning process should be his self-identification as a subject of educational activity, the purpose of which is the consistent acquisition of knowledge, skills and abilities. Only self-organization, self-control will allow the student to become competent in the received specialty. However, as practice shows, the desire to learn, create, develop abilities and competencies does not have a high priority for students. Therefore, at the present stage of the development of higher education, the responsibility for the formation of educational impulses lies with the teaching staff [4, p. 53].

Thus, in the course of a survey of students of economic specialties, it can be concluded that a modern university student does not have sufficient skills and communication skills, conducting conversations in both his native and foreign languages, which is a serious barrier to future professional activity. Consequently, the existing practice of teaching a foreign language does not bring the expected results and does not contribute to the formation of the communicative competence necessary for professional communication. Traditional methods are outdated and should be partially replaced by more advanced ones, for example, interdisciplinary approaches and others, which are necessary in modern foreign language teaching at the university.

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АНАЛІЗ ВЕРБАЛЬНИХ СКЛАДОВИХ В ІНАВГУРАЦІЙНИХ ПРОМОВАХ ОСІБ-ЛІДЕРІВ США ТА РФ

Одним з найбільш розповсюджених способів політичної комунікації є політична промова, під якою розуміють заздалегідь підготовлений виступ з