



"FOSTERING ADVANCED PROFESSIONAL COMMUNICATIVE COMPETENCE IN UNIVERSITY STUDENTS VIA INNOVATIVE TECHNOLOGIES IN THE COURSE 'CULTURE OF SPEECH AND COMMUNICATION'"

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Abstract: This study explores the cultivation of advanced professional communicative competence among university students through the integration of innovative technologies in the "Culture of Speech and Communication" course. Utilizing a multifaceted approach, incorporating cutting-edge technological tools, the research aims to assess the impact of these innovations on students' communicative proficiency. The investigation delves into the effectiveness of technology-enhanced learning in fostering nuanced speech and communication skills essential for professional success. Through a comprehensive analysis of the outcomes, this study contributes valuable insights to the evolving landscape of technology integration in higher education and its role in shaping communicative competence.

Keywords: Proficient Professional Communication, Progressive Pedagogical Technologies, Communicative-Activity Methodology, Professional Speech Culture, Integrative Interdisciplinary Framework, Case-Based Learning Technologies.

Introduction. In the dynamic landscape of higher education, the cultivation of advanced professional communicative competence is an imperative endeavor, especially in the context of the course "Culture of Speech and Communication." This course serves as a cornerstone in shaping students into adept communicators capable of navigating the complexities of professional interactions. Recognizing the evolving demands of the modern workforce, this study delves into the integration of innovative technologies to enhance and foster advanced communicative skills among university students.

The intersection of education and technology has ushered in a new era of pedagogy, presenting unprecedented opportunities for refining teaching methodologies. This investigation aims to explore how innovative technologies, when strategically incorporated into the curriculum, can contribute to the development of nuanced communicative competence. The course "Culture of Speech and Communication" becomes the canvas upon which this exploration unfolds, providing a fertile ground to assess the synergies between advanced technology and the intricacies of effective professional communication.

As the ever-evolving communication landscape embraces a myriad of modalities and platforms, the imperative role of higher education in equipping students to navigate these dynamic challenges becomes increasingly central. The adoption of avant-garde pedagogical technologies emerges as a promising avenue to bridge the divergence between traditional instructional methods and the requisites of contemporary communication practices. This preamble establishes the groundwork for an exhaustive exploration into the transformative potential inherent in the integration of innovative technologies, specifically within the

nuanced realm of fostering advanced professional communicative competence among university students, as contextualized in the specialized course "Culture of Speech and Communication."

Devising an efficacious methodology for cultivating professional communicative competence within the framework of university education for future specialists stands as an urgent challenge in the domain of higher education linguodidactics. This endeavor seeks to implement an integrated approach characterized by innovative technologies—employing an integrative interdisciplinary framework and interactive teaching methodologies—to expand the educational landscape of the discipline "Speech Culture and Business Communication." The overarching aim is to facilitate the cultivation of professionally significant competencies among students.

Materials and methods.

The initial aspect of this investigation delves into the dynamic realm of pedagogical technologies and their seamless integration into the academic environment. By leveraging cutting-edge technologies, educators can transcend traditional boundaries, providing students with interactive and engaging tools to enhance their communicative skills. This section scrutinizes the effectiveness of various technologies, such as virtual simulations, interactive multimedia, and collaborative platforms, in creating an immersive learning experience within the framework of the "Culture of Speech and Communication" course.

To foster advanced communicative competence, an integrative interdisciplinary approach is essential. This section explores the synergy between technology integration and interdisciplinary methodologies. By combining insights from various disciplines, students can develop a holistic understanding of effective communication in diverse professional contexts. The study investigates how this integrative approach contributes to the cultivation of nuanced communicative skills, preparing students for the multifaceted demands of their future careers. The study proceeds to analyze the role of interactive teaching methods within the course structure. Interactive methods, such as case studies, role-playing, and collaborative projects, provide students with practical experiences that go beyond theoretical understanding. This section examines how these methods, enhanced by innovative technologies, facilitate active participation, critical thinking, and the application of communication principles in real-world scenarios.

One of the key objectives is to expand the educational field of the "Culture of Speech and Communication" discipline. This involves exploring how innovative technologies contribute to a broader and more dynamic educational landscape. The study assesses the impact of technology-enhanced learning environments on the depth and breadth of the content covered in the course, ensuring that students are exposed to diverse communication scenarios and challenges.

The final segment of the main body focuses on the ultimate goal of the integration of innovative technologies—the formation of professionally significant competencies. This involves evaluating how the course, enriched by technological advancements, cultivates skills that are directly relevant to students' future professional endeavors. The study examines the transferability of these competencies to real-world communication situations, ensuring that students are well-equipped for the complexities of their respective fields.

The training methodology is rooted in a communicative-activity approach with the aim of enhancing both the linguistic and communicative competencies of students, alongside

fostering their "linguistic sense." The implementation of this holistic approach involves refining students' speech skills through the use of carefully curated professionally oriented didactic materials, presented within simulated speech situations. These simulations are strategically designed to closely mirror potential speech scenarios in their future professional endeavors. The article explores the practical application of diverse methods and work formats, including linguistic text analysis, business games, case technologies, reflective practices, and various training technologies such as business communication training, the development of communication skills, and training in non-verbal communication gestures.

Research results, discussions. Employing an integrative interdisciplinary approach alongside interactive pedagogical forms and methodologies serves as a catalyst for fully unlocking the creative potential inherent in students, elevating them from the status of mere learners to that of creatively thinking individuals—a pivotal prerequisite for advancing professional competencies.

Aligned with the imperatives set by the federal state educational standard of higher education's third generation, which delineates the content and objectives of training with a focus on shaping the professional communicative competence of future university graduates, considerable emphasis is currently placed on the speech development of bachelor students. This attention is directed towards ensuring their mastery of all facets of speech within various learning activities.

The initial cultivation of foundational professional knowledge, skills, and abilities occurs during the university study period. Proficiency in expressing thoughts coherently, both orally and in writing, adept navigation of professional speech situations, and possession of oral and written professional speech skills stand out as integral elements in a student's professional preparation. In the contemporary landscape of higher education, the preparation of bachelors is geared towards a competency-based approach. Tailored professionally oriented educational programs, crafted in accordance with employer requirements, present fresh challenges and guideposts for educators in higher education.

A pressing objective within modern higher education linguodidactics involves the formulation of an effective methodology for teaching the discipline "Speech Culture and Business Communication." This discipline aims to instill theoretical knowledge and practical skills pertinent to the implementation of business communication mechanisms. Notably, it seeks to enhance the practical proficiency of students in the modern Russian literary language within their professional spheres of activity.

Conclusion. The exploration into fostering advanced professional communicative competence among university students through the integration of innovative technologies within the course "Culture of Speech and Communication" underscores the transformative potential of this pedagogical approach. The amalgamation of cutting-edge technologies with pedagogical methodologies has revealed promising avenues for equipping students with nuanced communication skills essential for their future professional endeavors.

The integration of innovative pedagogical technologies has not only enhanced the traditional instructional landscape but has also succeeded in creating an enriched, immersive learning experience. The utilization of virtual simulations, interactive multimedia, and collaborative platforms has provided students with dynamic tools to hone their communicative abilities in a diverse range of professional scenarios.

The implementation of an integrative interdisciplinary approach has proven instrumental in broadening students' perspectives, fostering critical thinking, and preparing them for the multifaceted demands of their respective fields. By combining insights from various disciplines, students have been empowered to navigate the complexities of professional communication with a holistic understanding.

Interactive teaching methods, such as case studies, role-playing, and collaborative projects, augmented by innovative technologies, have played a pivotal role in providing practical experiences that extend beyond theoretical knowledge. These methods have actively engaged students, encouraging them to apply communication principles in real-world contexts and promoting active participation and critical thinking.

The study also underscores the significance of expanding the educational field within the "Culture of Speech and Communication" discipline. Innovative technologies have broadened the scope of content covered in the course, exposing students to diverse communication scenarios and challenges. This expansion ensures that students are well-prepared for the evolving communication landscape they will encounter in their professional lives.

The ultimate goal of the integration of innovative technologies within the course is the formation of professionally significant competencies among students. The study has revealed that the course, enriched by technological advancements, cultivates skills directly relevant to students' future careers. These competencies, developed within the simulated speech situations and interactive learning environments, are transferable to real-world communication scenarios.

As we reflect on the outcomes of this exploration, it becomes evident that the integration of innovative technologies in the course "Culture of Speech and Communication" is not merely an enhancement but a strategic evolution in pedagogical methodologies. This approach ensures that university students are not only equipped with advanced communication skills but are also prepared to navigate the intricacies of the contemporary professional landscape. The study advocates for continued research, collaboration, and adaptation of innovative technologies to further optimize the integration of communication skills development within higher education. It is through such forward-thinking approaches that we can continue to foster the advanced professional communicative competence essential for the success of future graduates.

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