

FORMATION OF COMMUNICATIVE SKILLS IN THE PROCESS OF FOREIGN LANGUAGE LEARNING (ON THE EXAMPLE OF "MANAGEMENT" DIRECTION)

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World integration in various areas of economic, technical, cultural, social and individual life present high demands of the practical knowledge of the English language [5]. Methodological and theoretical approaches to its solution are reflected in the work of M.S. Kagan, M.V. Baklushkina, B.F. Lomov, G.M. Andreeva, A.A. Leont'ev etc. Communication skills are widely investigated (A.A. Leont'ev, L. A., E.I. Passov, A.V. Mudrik, etc.).

So A.A. Leont'ev believes that communication training should be primarily aimed at the realization of speech intentions and objectives as motives, formed on the basis of need is not fully understood and in situations of real communication are represented in communicative intentions/objectives [4]. According to S.G. Ter-Minasova, man lives in society and therefore may need to communicate with other members of the society. [6]. The main means of human communication, she considers the language.

I.V. Kamardina notes that today appreciated the free, well-developed and educated person, which in turn, requires the full development of her communication skills [3].

However, the analysis of psychological and pedagogical literature showed that the formation of communicative skills of bachelors of direction of preparation "Management" in the process of foreign language learning and pedagogical conditions for their formation in the students was the subject of a special study. The **purpose** of this article is theoretical substantiation and research of problems of formation of communicative skills of bachelors of direction of preparation "Management" in the process of learning a foreign language.

The **object** of research is educational process in the University.

The objectives of the study are:

1. to determine the features of formation of communicative skills of bachelors of direction of preparation 38.03.02 "Management" on the base of the analysis of psycho-pedagogical and methodological literature when learning a foreign language.

2. to justify and validate pedagogical conditions of formation of communicative skills of bachelors of direction of preparation "Management" when learning a foreign language.

3. to develop scientifically-practical recommendations on the formation of communicative skills of bachelors of direction of preparation "Management" when learning a foreign language on the base of the results of a study.

Scientific-methodological basis of this work are the most important provisions of the dialectics of social activity the essence of the self; philosophical position on the development of professional abilities in the process of human activity.

The study was based on the following theories:

- the theory of intercultural communication (S.G. Ter-Minasova, etc.);
- theory of personality (A.G. Asmolov, L.S. Vigodsky, A N. Leont'ev, S.L. Rubinstein, etc.);
- theories about the upbringing of a multicultural personality (M.V. Baklashkina, etc.).

The main methodological position in the formation of communicative skills of bachelors of direction of preparation 38.03.02 "Management" in the process of learning a foreign language is the focus of teaching activities to ensure the quality of education of future economists in the context of the requirements of direction "Management" (qualification-bachelor) [7].

In our study, we rely on:

- linguistic and cultural approach because it is caused by human culture as a system of values;

– active approach, as "interaction" is one of the holistic and significant characteristics of education in the context of activity approach;

– personal approach, since the content and nature of the interactions depend on their personal development.

The research process used a variety of methods: analysis of literature on the research problem; analysis of the Federal state standard of higher education of training direction "Management".

The purpose of discipline "Foreign language" of training direction "Management" is applying a foreign language both in everyday and professional communication, acquisition of communicative competence sufficient for future production and educational activities, for further study of foreign experience in the primary field of science and technology, as well as for making business and personal contacts.

As a result of studying the discipline "Foreign language" areas of training direction "Management" the student masters the following common cultural competences:

- ability to logically true and clear to build oral and written speech (GC – 6);
- to master by one of foreign languages providing effective professional activity (GC – 14).

For the development of communicative skills the problem-creative tasks are used which are based on a role performance. In the communicative skills of personality skills are manifested in emotional and psychological self-regulation that creates the mood in communication [2].

An important factor contributing to the upbringing of a multicultural personality [1] is the authenticity which should concern all parties in the process of learning a foreign language from the created situation of foreign language interpersonal communication to be used in the practical sessions of the training.

An important skill developed in the framework of the discipline "Foreign language" of training direction "Management" is a critical analysis and evaluation of training packages, including e-learning resources [8].

All above mentioned allows us to formulate the following learning rule for the formation of communicative culture at students in the study of foreign languages: 1. When updating the communicative skills it should pay attention to interpersonal and intercultural orientation. 2. For learning communication culture, it is necessary to organize speech material around authentic situations as systems of relationship of interlocutors, the content side which should be considered problem, the relevant interests of the learners. 3. The formation of skills, capable of transfer must be carried out in conditions of subordination of linguistic material individual speech plan.

Thus, the complex solution of tasks on formation of communicative skills in learning foreign language learning enables the efficient development of competent future professional and effective at the same time foreign language learning.

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