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DEVELOPMENT OF STUDENTS' COMMUNICATIVE COMPETENCE IN THE PROCESS OF HIGHER EDUCATION BASED ON INNOVATIVE APPROACHES

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Abstract: This article presents the effective aspects of providing and using innovative methods as a means of developing critical thinking in students. The concepts of simulating negotiations or group discussions as a method of developing communicative competence are proposed. This process is especially important for students, as it contributes to their professional and personal self-realization.

Keywords: Communicative competence, preference, content and language support, diverse text formats, multiple answer options, collaborative learning, text complexity, choice and flexibility, modeling and explicit learning.

Formation of students' communicative competence in modern education requires the use of innovative methods. Here are several approaches that have proven their effectiveness:

1. Interactive teaching methods

-Case method. Analysis of practical situations contributes to the application of communication skills in practice.

-Discussions and debates. Help develop the skills of argumentation, active listening and persuasion.

-Role-playing games and simulations. Students master communication strategies in conditions close to real life. For example, imitation of negotiations or group discussions.

Imitation of negotiations or group discussions is an effective method of forming communicative competence, which allows students to develop the skills of interpersonal communication, argumentation, active listening and conflict resolution. This method is widely used in educational practice due to its versatility and proximity to real situations.

2. Use of digital technologies:

-Virtual environments and simulators. For example, platforms for communication in a foreign language or simulators for public speaking.

-Social networks and messengers. They help create projects in which students can interact and share ideas in a familiar digital environment.

-Video conferencing. Organizing group work through platforms (Zoom, MS Teams), which helps develop online communication skills.

3. Project method

Students work on real tasks in groups, learn to negotiate, distribute roles, resolve conflicts and jointly present results.

4. Problem-based learning

Working on problems that require collective discussion and finding solutions. This stimulates active interaction, critical thinking and creativity.

5. Culturally oriented approach

Inclusion of intercultural aspects in the educational process. For example, studying the features of non-verbal and verbal communication in different cultures.

6. Feedback and self-assessment

-Organization of reflection after completing assignments.

-Video recording of presentations or dialogues with subsequent analysis.

7. Gamification

Introduction of game elements (quests, quizzes, competitions) that motivate students to participate in communication practices.

8. Integration of interdisciplinary approaches

Linking communication tasks with other subjects (for example, creating popular science texts or giving presentations on topics from other disciplines).

These methods not only help develop the necessary communication skills in students, but also make the learning process more exciting, productive and closer to real conditions.

Goals and objectives of the "Simulation of negotiations or group discussions" method

1. Developing effective communication skills: the ability to express thoughts clearly and in a structured manner.

2. Developing argumentation and counter-argumentation skills.

3. Learning to listen and understand the points of view of other participants.

4. Mastering conflict management strategies and reaching consensus.

5. Developing confidence in public speaking.

Stages of the method implementation

1. Preparatory process:

-Defining the topic or scenario of negotiations/discussions (e.g. business negotiations, resolving a social conflict, distributing roles in a team).

-Forming several groups with distribution of roles: leader, participants, moderator, observer.

-Familiarizing students with the rules and goals of the discussion.

2. Conducting the simulation:

-Participants perform their roles, following the proposed scenario.

-The moderator directs the discussion, monitors the regulations and order.

-Participants try to argue their positions and seek compromises.

3. Feedback and analysis

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Discussion of results: what was successful, what difficulties arose, what strategies proved effective.

Observers provide feedback. Below are examples of scenarios for developing communication skills:

1. Business negotiations. Students discuss the terms of a deal between a company and a client.

2. Intercultural dialogue. The group discusses resolving a conflict between representatives of different cultures.

3. Public discussion. Debate on social or environmental issues.

4. Project presentation. A group of students presents a project and answers questions from "clients" or "customers".

Advantages of the method

-Creates conditions close to real professional activity.

-Develops flexibility of thinking and the ability to adapt to changing circumstances.

-Develops the ability to work in a team and distribute roles.

-Stimulates motivation to study the subject.

Efficiency assessment. The following can be used to assess the result:

-Analysis of the quality of arguments.

-Assessment of active participation in the discussion.

-Testing skills after several sessions.

-Questioning students on confidence in their communication skills.

Efficient communication skills include the ability to clearly and logically express your thoughts, listen to the interlocutor, adapt to the audience, and use verbal and non-verbal means of communication. This process is especially important for students, as it contributes to their professional and personal self-realization.

The negotiation simulation method allows students to develop not only communication skills, but also organizational, analytical and social skills, which makes it a universal tool in training.

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