

COMMUNICATIVELY ORIENTED APPROACH AS ONE OF THE BASIC TEACHING OF TECHNICAL PROFILE STUDENTS

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Keywords: communicatively oriented approach, Ukrainian language for professional orientation.

The reform of the higher education system of Ukraine makes a search for new ways of developing a concept for improving the content and organization of training students of technical specialties and improving the teaching methods of the course "Ukrainian language by professional orientation" for successful communication in future activities. Thereby, the training helps to create the technical profile of the future professional competence of the speaker, determines the availability of speech abilities, skills, knowledge in the implementation of communication professional tasks.

Teachers-researchers have repeatedly pointed out the urgent need to develop effective approaches to learning the Ukrainian language in a professional way, this is why students must be active participants in the process of independent learning for professional and personal development [1, p. 68].

The approach to teaching the Ukrainian language in the professional direction should be of an operational nature, since real communication in the classroom in the Ukrainian language by pro-

fessional orientation is carried out through the speech activity, through which the participants of the educational process solve various tasks related to future professional communication. The research provides for the implementation of modern approaches to the study of the course «Ukrainian language in a professional direction», in particular, from the point of view of content, where the main choice is the choice of students' knowledge; from the point of view of the learning process, during which realization of the analysis is subject to real phenomena and processes occurring in classes, when students, together with the teacher, carry out cognitive activity; from the point of view of communication and competence; from the standpoint of results. Here are the productive approaches on which we rely:

- 1) personally oriented;
- 2) communicatively oriented;
- 3) competency;
- 4) systemic;
- 5) problematic approach based on the design of a dialogue, texts of professional direction.

The main content of these approaches is the ways of organizing educational activities: wide use of collective, group and even forms of work, solving problem tasks, cooperation of the teacher and students.

Perspective is considered to be a communicatively oriented approach, according to which in the content of business communication there are four main spheres: professional sphere, sphere of service, sphere of personal contacts and sphere of culture, on the basis of which a system of exercises and tasks aimed at the formation of professionally oriented speech is developed. These include:

- 1) introduction of professional lexical material;
- 2) the use of professionally oriented texts;
- 3) communication in typical communicative situations;
- 4) communication in new communicative situations;
- 5) introduction and training in consumer conversational formulas;
- 6) role and business games.

The defining characteristic of the notion of “communicative oriented approach” is the obligatory presence of students in the teaching of important components: the correctness of speech, that is, observance of literary norms perceived by the speaker and those who write as “code” or common and traditionally preserved custom, pattern, and speech skills, that is, not only compliance with the norms of the literary

language, but also the ability to choose from the possible variants the most precise in semantic terms, stylistically and situationally expedient, expressive. This approach involves the formation of students’ high level of general culture, professional culture, a culture of thinking, developed linguistic feeling [2, p. 35].

The main task of the approach is to study the linguistic norms in all the established forms, contradictions, emerging tendencies, for active influence on the speech social practice, ensuring the positive interaction of the participants of society.

Consequently, a productively designed communicatively oriented approach is an indicator of the formation of a system of professional knowledge, communication skills and values, general humanitarian culture, integral indicators of the culture of speech and speech, necessary for high-quality professional activities. The level of professional communicative competence of students of technical specialties directly depends on the ability to consciously develop their potential, to self-develop, to master the basic level of education in conditions of modern university education.

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