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PROFESSIONAL COMMUNICATION SKILLS OF AGRICULTURAL UNIVERSITIES STUDENTS

Taking into account the course of Ukraine towards integration into the European political, economic, educational, scientific, legal, and cultural community, the issue of improving the quality of training of future specialists of different profiles appears. One of the main tasks is the formation of a proper level of professional communication between students. It is not only philological and methodical, but also a social problem: it is one way or another connected with various types of communication. Higher school today is an educational peak for future specialists, a scientific foundation for them, and an intellectual and cultural environment for the growth of the national intellectuals. Scientific and technological progress, restructuring of the social, economic and political system in the country require from a student, a future specialist in a certain sphere of agriculture, not only knowledge of his specialty, but also a high level of professional language proficiency.

To prepare highly skilled specialists who are fluent in the state language in its various forms – oral and written – is the task of the higher school. Unfortunately, this task has become more difficult to accomplish recently. The acuteness of the situation is conditioned by the fact that graduates of secondary schools (schools, gymnasiums, colleges, lyceums, etc.), with few exceptions, having good and excellent marks on this subject in the certificates, do not have proper knowledge of the Ukrainian language.

The speech of a specialist with a higher education should be pure, flawless, simple and understandable. Typically, for mastering the norms of literary language, students do not have enough grammatical and spelling rules learned at school –

constant work is required with a variety of text styles, live communication in professionally oriented situations. This is facilitated by the content, purpose, system of methods and forms of learning: methods, techniques, tasks and exercises, didactic material, etc. Expansion of the sphere of functioning of the Ukrainian language as a state requires updating the methodology of its teaching. The methods and means used in the educational process should take into account the specifics of the educational institution.

One of the peculiarities of a spiritually rich and developed person, necessary for normal professional activity, is professional communication. Actual for professionals of different specialties, which should become carriers and propagandists of the culture of communication in their practical activities, is professional speech. It is clear that during the training, the quality of professional communication of students should be at the centre of attention and teachers should work to improve these qualities not only in social and humanitarian but also in special disciplines. At the core of professional communication are the notion of literary language and speech, communication, professional communication, culture of specialist communication and so on.

Literary language is an achievement of the Ukrainian people, the result of its historical development, and literary speech is the leading form of its existence – a way of communication, which is codified as the norm of exemplary speech. Speech is primarily provided by the language. Even the very presence of the sound language implies the implementation of its content in the speech act. The level of language proficiency is also very important. Depending on how well the speaker knows the language, he expresses one and the same content more or less successfully, correctly, in more or less conventional mode.

The subject of the study of speech communication is the process of interaction between people using language symbols that belong to any type of communication and are designed to make it more effective. Language and profession are important social categories that determine the level of speech culture

of a future specialist. The concept of professional language is closely related to the notion of communication in general and professional communication in particular.

The structure of professional communication is characterized by three interrelated parts:

- communicative, which involves the exchange of information between people;
- interactive, which is the interaction of people who communicate, on the basis of joint activities;
- perceptive, which means communication through the perception of each other by partners and the establishment of mutual understanding on this basis.

Professional contacts of speakers are related to the achievement of certain goals, the solution of specific tasks, that is, the implementation of a communicative guideline for communication, which involves the adherence of the interlocutor to further business relationships. Even a good specialist will not be able to support a business conversation, hold a business meeting, defend his point of view, and understand the desire of the interlocutor without special communicative skills and abilities. This means that the future specialist must have a communicative competence in addition to the professional one, that is, knowledge of the psychological, content and linguistic components necessary for understanding partners, colleagues and so on.

Professional communication of future specialists has aesthetic value. The aesthetic function of communication consists not only in the fact that a person enjoys the word of speech, but also she learns the world, its laws with the help of language, acquires knowledge. Every student should take care of professional communication, so as not to go to the simplicity, ridicule of the individual vocabulary, not to lose strength, availability and accuracy of his speech. Any student can become a true specialist and a creative personality when he acquires high qualifications, professional communication and language etiquette. These are signs that form the level of the culture of professional communication between students of secondary schools and universities.