



**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ДНІПРОВСЬКИЙ ДЕРЖАВНИЙ  
АГРАРНО-ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ**

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НАУКОВО-ПРАКТИЧНОЇ  
ІНТЕРНЕТ - КОНФЕРЕНЦІЇ**

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METHODOLOGY  
IN LSP TRAINING”**

**До 100-річчя заснування  
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- affective-communicative – refers to the fact that the variety of human emotions arises and manifests itself during communication.

If communication is considered as an activity, then its following functions are distinguished: organization of joint activities; people getting to know each other; formation and development of interpersonal relationships. The use of this classification helps to understand that the features of the psychological nature of communication directly affect its course and the formation of its culture. All functions of communication are observed in life and appear, as a rule, in unity, complementing each other.

There are several classification types of communication. According to the goals and means of communication, they are divided into material (when people communicate with the help of some objects), ideal (when ideas, ideas, experiences are exchanged between people); direct and indirect; verbal and non-verbal.

With any act of communication, there is an exchange of not only knowledge, thoughts, ideas, that is, information, but also actions, in particular, when building a joint strategy of interaction. Interaction is a process of direct or indirect influence of subjects on each other, which gives rise to the causal conditioning of their actions and mutual relationships. This process requires activity and mutual orientation of the actions of those people who participate in it.

There are many types of interaction, and therefore several classifications of them. One of the most famous is the division into cooperation (cooperation) and competition (rivalry). A well-known classification is based on the number of communicating subjects. If there are two subjects, then this is a pair interaction. If there are many subjects, then they can interact in a group, between groups, or a subject can act with a group. This subject can be the leader or any member of the group.

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## **FEATURES OF THE STUDENT AND TEACHER COMMUNICATION CULTURE**

Student age is the period of the most intensive social formation of the personality. This is a period of search, self-affirmation and independence, moral improvement and formation of social maturity, development of professional thinking and manner of behavior, that is, a period that significantly affects all subsequent years of life. Conditions, environment, and historical era have a huge impact on the student as a person.

Today, it is important to determine modern effective methods and forms, aimed at the successful development and improvement of the linguistic personality of a student of higher education. Educational technologies meet this demand of society in general, and pedagogical science in particular, as their use will make it possible to



achieve high educational results and contribute to the fruitful relationship between the teacher and the learner. The introduction of educational technologies in the teaching of business Ukrainian language will help the teacher to involve each student in active language-thinking activities, to create conditions for the formation of a successful language personality of the future agrarian.

Educational technologies are educational and educational guidelines that declare how educational activities should be conducted. Educational technologies that should be considered appropriate for teaching business Ukrainian in agricultural institutions of higher education include the following: the Constitution of Ukraine, the Law of Ukraine «On Education», the Law of Ukraine «On Higher Education», the Law of Ukraine «On Ensuring the Functioning of the Ukrainian Language» as the state language», Concept of the state language policy, approved by the Decree of the President of Ukraine dated February 15, 2010 No. 161/2010, Concept of the State targeted national and cultural program to ensure the comprehensive development and functioning of the Ukrainian language as the state language, approved by the Cabinet of Ministers of Ukraine dated May 19, 2021. No. 474-r, Concept of reform and development of agrarian education and science approved by order of the Cabinet of Ministers of Ukraine dated April 6, 2011 No. 279-r.

After graduating from the institution, modern graduates of agricultural higher education must acquire general and professional competencies in order to become a qualified specialist, a highly educated person, and a competitive employee. Among the general competencies that future farmers must develop after learning the business Ukrainian language, the following can be distinguished: the ability to communicate in the state language both orally and in writing; ability to work in a team and have interpersonal skills; the ability to realize one's rights and responsibilities as a member of society, to be aware of the values of civil (democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine; the ability to preserve and multiply moral, cultural, scientific values and multiply the achievements of society based on understanding the history and patterns of development of the subject field, its place in the general system of knowledge about nature and society and in the development of society, technology and technologies, use different types and forms of motor activity for active recreation and leading a healthy lifestyle; the ability to search, process and analyze information from various sources.

Nowadays, there is a decline in the interest of young men and women in culture, art, spiritual heritage, etc. Consumer attitudes are growing, primarily in the field of entertainment. Cruelty, violence has a negative impact on our youth. Classical culture is losing its value, mass is being imposed, which is easily accessible through mass media and the Internet, whose transmissions are low-quality. In such a context, only higher education can properly coordinate a young person. Therefore, today there are demands for the creation of a new holistic system of education and, first of all, the education of the personality of a modern specialist, which includes: the introduction of developmental education; personal influence of the teacher on the student during pedagogical communication; cultural influence on the student in the process of

pedagogical communication; cultural influence on the life of the staff of the educational institution, in particular the student group; formative influence on the social activity of students, their involvement in student self-government; the formative influence of the cultural and educational process on the student, etc. In all this work, the bearer of standard knowledge and behavior was and is the teacher, whose requirements are very high.

Therefore, a teacher for a student should be a pupil who can influence the development and definition of personality. Relationships in the "student-teacher" system are the psychological realm where personal self-affirmation of the future specialist unfolds for the first time, his self-awareness develops, and the model of professional activity is assimilated.

*Alex Silnytskyi*

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## **PROFESSIONAL COMMUNICATION IN AGROBUSINESS IN THE 21-ST CENTURY**

The world's economy is becoming increasingly global influencing greatly the ways of business communication. The ability to compete in the global economy is the greatest challenge facing agricultural business today. Organizations will want to negotiate, buy and sell farm products overseas, consider joint ventures, market and adapt products for an international market. All these actions involve communication. That is why, employees with poor communication skills limit their opportunities for professional, salaried employment or they will not be promoted or even hired.

The autocratic management model of past generations is increasingly being replaced by participatory management in which communication is the key to build trust, promote understanding, to empower and motivate others.

The collaboration that allows organizations to capitalize on the creative potential of a diverse workforce also depends on communication. Thus, diversity is not just a matter of social responsibility it is also an economic issue. A lot of agricultural companies realize the advantage of hiring workers with developed communication skills, high level of creativity, talent, work experience and desire to for self-improvement.

Professional communication encompasses written, oral, and visual communication within a workplace context blending together educational background in rhetoric and information technology. Agricultural communication is a field that focuses on communication about agriculture-related information among agricultural stakeholders and between agricultural and non-agricultural stakeholders.

As agriculture, along with information and communication technologies, is