

PROFESSIONAL COMMUNICATION OF FUTURE SPECIALISTS

Professional communication is an integral part of the future specialist. The need to improve the level of preparation for professional communication of future professionals in higher education institutions will raise the issue of forming their readiness for communication, professional self-improvement and development. Therefore, there is a need to consider the peculiarities of forming a structure for students' readiness for professional communication.

Humanistic orientation is a priority in the modern educational system. That is what raises a separate personality to the level of the highest social significance and orientates the educational process to create the optimal organizational and pedagogical conditions for the formation of a future specialist as a carrier of high spiritual values, disclosure of his creative potential and self-realization in future professional activities. Humanistic educational trends also embrace the future specialists training in the field of agriculture. It is well-known that in higher education institutions of agricultural profile, attention has always been focused mainly on the general professional component, which led to the degeneration of humanistic traditions.

Professional communication is the main form of pedagogical process, the productivity of which is determined by the goals and values of communication, accepted by all its subjects as the norm of individual behaviour. It unfolds in the process of joint communicative activity of people, mediated by the exchange of information, in which each of its participants learns universal experience, social, pedagogical, communicative, moral and other values, knowledge and methods of communication, discovers, reveals and develops his own mental qualities, is formed as a person and as a subject of communication. In this sense, communication, communicative activities are important factors in mental development.

The subject of professional and pedagogical communication is a carrier of active, creative beginning, communicatively educated personality, able to consciously

plan and organize their own communicative activities, influence the partner, perceive, analyze, evaluate the informational, emotional and intellectual content of his statements, physiological and energy state, has a developed emotional intelligence, has communicative skills, abilities, experience.

The leading subject of professional and pedagogical communication is a teacher, professional, including communicative, whose activities should be aimed at fulfilling the social order – the formation of a harmoniously developed personality. As a participant in any act of communication, he must take care of education, upbringing and personal development. The communicative goal of the teacher is not only to achieve mutual understanding in communication, but also to initiate a comprehensive, harmonious development of others. He can achieve this by realizing the uniqueness of man as an individual, given the dynamics of change that occurs with him, understanding the complexity and ambiguity of the development process, being able to see the distant prospects of interaction, instilling in those with whom communication, confidence in successful mastery growth. The teacher must realize that the main responsibility for the success of communication lies with him as a specialist who can and should find a way out of any communicative situation.

The subject of communication is a social group, which, interacting with the subjects of the external environment, influences the behaviour and communication of each individual involved.

The object of professional and pedagogical communication is the joint activities of the subjects of communication, the result of which is the deepening of their awareness, improving the quality of communicative activities, the development of communicative skills, and enrichment of communicative experience.

Professional and pedagogical communication is a complex type of pedagogical activity aimed at teaching, education and personal development, and requires responsibility. Its main functions are terminal, tactical and operational.