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## **FORMATION OF PROFESSIONAL COMMUNICATION SKILLS OF AGRICULTURAL UNIVERSITIES STUDENTS**

*The article is devoted to the problem of formation of professional communication skills among agricultural universities students, determining the scientific essence of professional communication. Professional communication is considered as the basis for the professional training of future specialists in the sphere of agriculture, the formation of their speech culture in the context of linguistics, in particular the language culture. The main focus is on the functions, the structure of professional communication and the role of language etiquette in the development of the linguistic personality of future professionals.*

**Key words:** *professional communication, literary language and speech, professional activity, language training, language etiquette.*

**Formulation of the problem.** 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. Nowadays, every third member of the society obtains higher education, but the perfect level of professional communication has not become a national one – too many people use Ukrainian only in everyday life, without due attention to its correctness, purity and aesthetics. A comprehensive solution to the problem of language and information preparation of future specialists in agricultural universities is only gaining momentum. Despite the

urgency of the issue raised about the formation of students professionally predetermined speech, it is still not sufficiently studied and highlighted.

Scientific problems of professional communication are highlighted in the works of N. Babych, N. Butenko, L. Baranovska, L. Palamar, M. Pentylyuk, N. Totska and others. However, works that highlight professional communication from the point of view of the specifics of the future profession are still scarce.

**The aim of the paper** – is to generalize, theoretically substantiate the importance of the problem of professional communication and determine its role in the professional training of specialists of higher agricultural universities.

**Presentation of main material.** Higher school today is an educational peak for future specialists, a scientific foundation for them, 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. The emergence of the Ukrainian language on the international arena as a language of a sovereign state, its rise depends on a variety of factors, in particular the functioning of the literary form of the national language in the professional sphere.

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.

This complex situation with the Ukrainian language appears lately quite definitely. If we do not talk about it, then we will not notice an urgent life problem. It will exist as long as secondary schools do not rebuild the system of teaching Ukrainian language and literature for students; while the state language in all spheres

of our social life does not take its proper place. The Ukrainian-medium environment will be formed only on condition of practical necessity in the Ukrainian language [1].

During the exchange of information there is a direct exchange of thoughts, views and ideas, there are various forms of mutual relations, sympathy, antipathies, which form a relationship between people. Consequently, the word is a working instrument of a specialist, speech is a component of his professional skill. The efficiency, effectiveness of the future specialist's work depends on correctness, accuracy, availability of statements. According to researchers, language training for secondary school graduates often does not meet the requirements of the present times. Students experience special difficulties in monologues – unsystematic, inconsistent, lack of orientation to the addressee. Without the argumentation of the opinions expressed, the text loses connectivity, decreasing its communicative properties [2].

Hence, in the field of higher education, the problem of introducing new areas, content, methods and forms of students' training into the professional activity became relevant. That is why the process of increasing the intensity and role of integration as a synthetic vision of the studied phenomena, subjects in the organization of the process of learning, without which it is impossible to educate and study students of all specialties as experienced specialists, take on a prominent place at the present stage of the reform of all the units.

There are different definitions of the concepts of «business communication» and «professional communication» in the scientific literature, which do not always reflect their fundamental differences and similarities. At the same time, a clear delineation of the indicated terms would make it possible to specify the spheres of communication and, on this basis, clearly identify the subjects of disciplines that need to be introduced into the learning process. «Therefore, the delimitation of concepts business communication and professional communication will help to formulate adequate methodological findings on the content of vocationally oriented language learning in modern non-philological secondary and high schools» [3, p. 23]. Such a concept allows to create a model of the pedagogical system of teaching professional

communication between students of different specialties to determine its content, to substantiate methodical tools for its implementation in the educational process.

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 center 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. Let us turn to the notion of speech: what does it

mean, as it is interpreted by researchers. In the Ukrainian language dictionary, the following definition of speech is given: «speech activity or communication of people among themselves through language» [4, p. 356]. Speech is a form of language implementation as means of communication, an embodiment of its system in different kinds of linguistic matter during the communicative activity.

Professional speech is the process of sharing thoughts in a particular field of knowledge or activity, in whatever form it is carried out. L. Matsko argues that the professional language «provides various communication needs in the professional sphere, is allocated in accordance with the sphere of labor activity in which it operates, and differs from other professional languages by its lexical and semantic system» [5, p. 53].

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.

Semantically, the word communication has at least three groups of meanings – community creation, integrity, association or information exchange. This is one of the indispensable elements of the joint activity of people in all spheres, which involves the interaction of at least two subjects (individuals, groups, societies) for the purpose of information transfer, mutual influence and interchange. So, communication is a process of contact of the speakers, which includes the exchange of information, perception and understanding of the interlocutor.

With the help of professional communication the specialist acquires life and professional experience, aspires to mastering the skill, and therefore professional communication helps to improve the specialty, to increase his professional level, improves the process of mutual understanding of colleagues, promotes creative solution of production, personnel and other problems. Professional communication is, firstly, knowledge of the actual language of professional communication (in addition

to the norms of modern Ukrainian literary language, knowledge of special terminology, features of constructing syntactic structures, text, etc.), that is, the formation of language competence; and secondly, the ability to use this knowledge in practice, it is appropriate to combine verbal and nonverbal means of communication according to the situation, the purpose, namely, the formation of communicative skills [6, p. 56]. To know the language of the profession is to adhere to the grammatical, lexical, stylistic norms of the culture of professional communication, business etiquette, etc. This means the development of such abilities and skills of communication in order to communicate clearly with the interlocutor.

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 [3, p. 46].

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.

Mastering the basics of any profession begins with the assimilation of a certain system of general and professional knowledge, as well as mastering the main

ways of solving professional tasks, that is, mastering a specialist in the scientific discourse of the profession, or, according to intelligence materials in this field, a special language, for special purposes, for special needs, language for professional orientation, that is, professional speech. It is clear that the image of a specialist depends on the ability to communicate professionally, establishing contact with the interlocutors, success in a career, etc.

Along with the norms of literary language for the professional communication of future specialists, communication skills of speech are also important – correctness, accuracy, logic, relevance, consciousness, saturation with information and scientific terms, expressiveness of diction and sweet sound. Students need to master the ability to pick words and build sentences so as to accurately convey the meaning of the statement; to strive for the content of what was said or written was transmitted accurately.

Accuracy has common features with logic. According to N. Babych, logical speech is formed on the basis of the skills of logical thinking, aimed at the accumulation of new knowledge and the transfer of these knowledge to the interlocutor; knowledge of linguistic means by which you can make an opinion; possession of the technique of semantic connectivity, that is, the logic of presentation, in which there is no contradiction within the whole text [7, p. 13].

Language correctness, linguistic skills and linguistic consciousness should become the subject of the formation of professional communication between students.

L. Baranovska states that «linguistic skills are the development on the basis of knowledge the normative orientation of language, practical skills and skills of expressing opinions using selected from the coexisting variants of the most accurate, stylistically and situationally appropriate, expressive, which correspond to the communicative intentions of the speaker» [8, p. 44].

The correctness of speech always leads to the observance of the norms of the literary language, the irregularity – to derogate from them. Therefore, professional communication should be marked by the correctness that corresponds to its linguistic

structure in accordance with the current linguistic norms. Linguistic correctness, linguistic skills and linguistic consciousness are the key to building a culture of Ukrainian-speaking professional communication of future professionals. Compliance with the norms of the literary language will provide a natural need to adhere to the rules of professional communication, the set of the most correct, appropriate for the professional needs of the language. Language etiquette regulates norms of communication and speech behavior.

The repetition of etiquette situations – greetings, appeals, recommendations, acquaintances, invitations, gratitudes, compliments, farewells – contributed to the fact that each of them developed appropriate linguistic stereotypes that are used to demonstrate social relationships. Thus, language etiquette has become established. Currently, language etiquette experts define «as a system of stable formulas of communication, recommended by the society to establish the speech contact of the interlocutors, maintaining communication in the chosen tone in accordance with their social roles and role positions in relation to each other in official and informal circumstances» [9, p. 83].

Language etiquette is a functionally and semantic field of polite and benevolent units of linguistic communication in various etiquette situations. According to O. Tishchenko, language etiquette, implemented through language etiquette behavior, helps to overcome the difficulties that arise when reporting or perceiving information, which is often the result of age, sexual, social and other differences. Defining language etiquette as «a set of standard verbal formulas used in standard situations» [6, p. 59], the researcher recommends that communicators simplify and improve the communication process of specialists in a particular industry in any language situation. For example, do not assume typical mistakes in the perception of the interlocutor (inadequate assessment of the interlocutor, influence of the stereotype, etc.).

Language means of etiquette constitutes its basis. These include special (lexical, morphological, syntactic, prosodic) expressions of politeness, special ethical language formulas that form a whole system in each particular language. These are,

first and foremost, such well-established language formulas used in establishing, maintaining and terminating communication between communicators.

Language etiquette includes, besides the actual etiquette language formulas, social symbols of etiquette level, forms of questions used in certain social and cultural groups.

It should not be forgotten that language etiquette is an external expression of the internal civility of people, their desire for order and decency. Mastering the linguistic ethics of professional communication is a prerequisite for the training of highly skilled specialists, comprehensively competent people, with high cultural level, with rich spirituality.

**Conclusion.** High-cultural 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. The set and system of communicative qualities determine the level of culture of professional speech of students, ensure full and effective implementation of intentions, taking into account the various factors of the communication process. Professional communication of future specialists should be distinguished by the high level of speech culture. A student will 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.

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## **ФОРМУВАННЯ НАВИЧОК ПРОФЕСІЙНОГО СПІЛКУВАННЯ СТУДЕНТІВ ВИЩИХ АГРАРНИХ НАВЧАЛЬНИХ ЗАКЛАДІВ**

*Стаття присвячена проблемі формування навичок професійного спілкування у студентів вищих аграрних навчальних закладів, визначенню наукової сутності професійного спілкування. Професійне спілкування розглядається як основа фахової підготовки майбутніх спеціалістів аграрної сфери, формування їхньої мовленнєвої культури в контексті лінгвістики, зокрема культури мови. Основна увага зосереджена на функціях, структурі професійного спілкування та ролі мовного етикету в розвитку мовної особистості майбутніх фахівців.*

**Ключові слова:** професійне спілкування, літературна мова й мовлення, професійна діяльність, мовна підготовка, мовний етикет.