



IMPROVING EDUCATIONAL SERVICES BASED ON MANAGING THE DEVELOPMENT OF COMMUNICATIVE COMPETENCE IN STUDENTS

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Annotation: This article is devoted to the issues of improving educational services based on managing the development of communicative competence in students. Communicative competence is a complex set of skills that includes not only knowledge, but also the student's ability to successfully manage social, cultural and psychological interactions. The article discusses modern pedagogical methods of developing communicative competence, innovative approaches, as well as effective management methods for the formation of communicative skills in educational institutions. Important factors in managing this process, the methodological approach of teachers, the individual needs of students and the importance of teamwork are indicated. Communicative competence can be improved through the development of written and oral communication, the use of interactive teaching methods, as well as the combination of academic and social activities. This article proposes effective approaches to improving the quality of teaching in the education system and ensuring the social success of students.

Keywords: communicative competence, educational services, pedagogical methods, management, innovative approaches, interactive methods, student activity, teaching methodology, communication skills, education system, social success.

Introduction: The development of communicative competence in the current education system is of great importance in increasing the effectiveness of the educational process and the social integration of students. One of the main goals of education is not only to impart knowledge, but also to form students' life skills, including communication skills. Communicative competence includes the student's ability not only to acquire knowledge, but also to successfully behave in a social environment, to express his/her thoughts clearly and fluently, to be effective in interacting with others. This, in turn, contributes to improving the quality of the education system, the physical and mental development of students, as well as their success in social and professional life.

Today, the communicative aspects of education are becoming a key component not only of scientific research, but also of the educational process in educational institutions. Communicative competence plays an important role in the development of students' ability to express their thoughts, solve problems, work in groups, think creatively and in other skills. Teaching communicative competence allows for effective communication between teachers and students, understanding and perceiving each other. This part of the education system depends on the proper organization of pedagogical methods, technologies and management.

Also, the process of developing communicative competence requires effective management of educational services. It is necessary to take into account factors such as innovative approaches in pedagogical management, activating students using advanced methods, using group and interactive activities, and organizing lessons based on the individual characteristics and needs of students. This, in turn, increases students' interest in learning and develops their communication and self-expression skills.

The article analyzes pedagogical theories, effective management methods, methodological approaches and innovative practices related to the development of communicative competence. It also examines the factors and modern pedagogical methods that are important in improving communicative competence in the education system. The goal is to form skills such as effective communication, problem solving, and understanding of social responsibility in students and to promote their overall development.

Main part: The development of communicative competence is becoming increasingly important as a factor influencing the modern requirements of the education system and the personal, social and professional success of students. The process of forming communicative competence in educational institutions is not only about teaching knowledge, but also serves the student's thinking, communication, social and cultural development. By effectively managing this process, educational services can be improved. In the main part, we will comprehensively analyze pedagogical methods, management methods, approaches and practices that affect the development of communicative competence.

When defining communicative competence, it is important to emphasize that it is not only associated with oral or written communication. In fact, it consists of the student's ability to clearly and concisely express his thoughts, establish effective communication with other people, think critically and behave successfully in a social environment, which serves the physical, mental and spiritual development of students. Communicative competence is important in social processes, as well as in professional activities. In the education system, these skills are necessary not only for mastering knowledge, but also for finding one's place in society, achieving success in personal life and work.

There are various pedagogical approaches to the development of communicative competence. The main emphasis is on activating students, organizing interactive communication with them. The following pedagogical methods are important in the development of communicative competence in students:

Interactive teaching methods: By organizing interaction, role-playing, group work and discussions in different situations, students acquire the skills of exchanging ideas, making quick and correct decisions. Such methods help students to work successfully not only in academic but also in social environments.

Problem-based learning: Students learn to think independently about a problem or situation. This method encourages students to change their approach, develop innovative solutions. This method also encourages active communication and exchange of ideas among them.

Project methods: By creating various projects, students develop the skills of clearly expressing their thoughts, working in groups and establishing communication. The project process encourages students to think innovatively, participate effectively in group activities and feel a sense of social responsibility.

Pedagogical management plays an important role in the development of communicative competence. The teacher is not only a provider of knowledge, but also a manager who teaches students to be effective in communication, clearly express their thoughts, and make decisions. For the effective implementation of pedagogical management, the following factors must be taken into account:

Teacher's methodological readiness: The teacher must identify the needs of students, plan lessons accordingly, and use various pedagogical methods to ensure the development of communicative skills.

Individual approach: Taking into account the specific characteristics of each student, teachers should provide individual assistance and support. Lessons tailored to individual needs help to strengthen effective communication and mutual understanding among students.

Grouping and cooperation: Teamwork, group work, and discussions encourage students to exchange ideas. These methods help students to express their thoughts freely in society, spend more time interacting, and work effectively with others. The introduction of innovative technologies in modern education plays an important role in the development of communicative competence. Distance learning, online platforms, multimedia tools, video conferencing, and other technologies allow students to communicate with each other, exchange ideas remotely, and organize group discussions.

Online learning platforms: Students have the opportunity to express their thoughts, consult with each other, and discuss through online courses, forums, and blogs. This, in turn, serves to develop their communicative competence.

Multimedia and visual materials: With the help of video lessons, interactive exercises, animations and graphic materials, students learn to express their thoughts more effectively. Visual elements increase the effectiveness of communication and help students better understand the material.

The importance of developing communicative competence in increasing the efficiency of educational services is incomparable. Students learn the skills necessary not only for acquiring knowledge, but also for successful integration into society. This, in turn, helps to improve the quality of education and strengthen the competitiveness of educational institutions in the global education market.

Through the introduction of innovations in the education system, modern pedagogical approaches and technologies, students are prepared to adapt to changing social and economic conditions in the development of communicative competence. This process improves students' skills such as communication, free and effective work in society, problem solving and prepares them for success in their future professional activities.

The development of communicative competence has become an important component of the education system. By mastering these skills, students not only achieve success in the learning process, but also prepare for successful activities in every sphere of life. The use of pedagogical methods, innovative technologies and effective management methods in the development of communicative competence helps to improve the quality of educational services.

The development of communicative competence has become one of the most important and necessary components of the education system. Today, the importance of developing communicative skills in increasing the efficiency of the educational process and preparing students for social and professional life is incomparable. Students should not be limited only to knowledge, but also develop their skills such as communication and dialogue, expressing their thoughts clearly and effectively, working in groups, and solving problems. This process, in turn, directly affects their personal and professional success.

The integration of pedagogical methods and innovative technologies into the educational process helps to develop communicative competence. Through the use of interactive methods, group work, design, distance learning and multimedia tools, students are provided with opportunities for communication, exchange of ideas and creative work. Also, the methodological training of teachers and the effective organization of pedagogical management are important factors in the development of students' communicative competence.

Management plays a great role in the development of communicative competence. Teachers should not only be educators, but also leaders who guide students to think actively, communicate with each other and function freely and effectively in society. It is also necessary to ensure an individual approach to teaching, taking into account the individual needs and characteristics of each student. The formation of skills such as social responsibility, free expression of ideas and adaptation to changing social conditions in the educational process helps to further develop students.

In addition, by developing communicative competence in the educational system, it is possible to increase the skills necessary for students' future professional activities. By acquiring skills such as expressing their thoughts clearly and correctly, communicating effectively with others, working in a team, and solving various problems, students achieve success not only in the educational process, but also in the social and professional environment. This, in turn, creates an opportunity to find their place in society, achieve social integration, and be successful in life.

Management and methodological approaches aimed at developing communicative competence in educational institutions serve not only to improve the quality of the educational system, but also to ensure the most effective education for students. Developing these skills in the educational process helps prepare students for various life situations, strengthen their social skills, and successfully function in society.

In conclusion, the development of communicative competence in the education system is an important goal of education, where students not only acquire knowledge, but also develop the ability to correctly and effectively express their thoughts, communicate with others, and successfully integrate into society. By introducing innovative approaches, interactive methods, and effective management methods into the educational process, it is possible to improve educational services and ensure the personal and professional success of students. Thus, the development of communicative competence plays an important role in the development of the education system and the future progress of society.

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