

## PEDAGOGY

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### **Professionally oriented communication teaching of agricultural students**

This article presents the experience of training professionally oriented communication by teaching materials developed by the authors. Examples of exercises, training speech situations and role plays are also given. Importance of knowledge of speech ethics patterns which allow students to orient properly in official and non-formal environment and considering national peculiarities is pointed out. Possibility to present in a creative manner individually found and summarized information on a given theme in forms of presentations and role plays is demonstrated. Such training principles as student-oriented approach and orientation to the perspective are highlighted. Efficiency of optional classes for senior students as a means of deepening specialized knowledge and enhancement of graduate competitive ability at the job market is shown.

Key words: professionally oriented training, competent approach, intercultural professional communication, student-oriented approach, graduate competitive ability, speech ethics patterns, role play.

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