

PEDAGOGY

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Pedagogical aspect of the formation of speech communication of agricultural students

It is considered the expediency of forming three types of speech competence among agricultural students – linguistic, communicative and professional. The authors came to the conclusion that professional speech competence is an integral personal quality, improved during the acquisition of a set of professional communication skills at the University, which determine the student's readiness for further professional activity in the agricultural sector; the authors identified a range of key pedagogical requirements: systematized knowledge of language as the highest asset of civilization; knowledge of the rules of speech communication; knowledge of the norms of modern business language, the ability and skills of optimal use of this knowledge in professional activities; building coherent texts in accordance with the needs of professional communication; ability to use scientific sources for self-improvement; formation of a database of specialized terms for successful business communication in the agricultural sector.

Key words: speech communication, linguistic competence, competence, students, agricultural sphere, pedagogical process.

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