

PEDAGOGY

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Use of innovative teaching technologies in the formation of a culture of communicative qualities of speech among students of the agrarian university

It is considered the problem of the formation of a culture of communicative qualities of speech among students of an agricultural university, the solution of which can increase the demand and competitiveness of graduates in the labor market. Based on the use of a set of methods of psychological and pedagogical research, the task of identifying the levels of culture formation of the communicative qualities of speech in students was solved. The study showed that the formation of the culture of the communicative qualities of speech among students is mainly at an elementary and low level. This necessitated the development of a methodology for the use of innovative teaching technologies. The technologies proposed in the article are aimed at forming a culture of the communicative qualities of speech. The results obtained make it possible to observe positive dynamics, since they are confirmed by a set of research methods. This allowed us to conclude that the developed methodology is effective and can affect the demand and competitiveness of graduates of a non-linguistic agricultural university in the labor market.

Key words: culture of speech, innovative teaching technologies, agricultural university, communicative qualities of speech.

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