

UDC 316.3.001.008

doi: 10.15330/jpnu.4.1.48-52

COMMUNICATIVE COMPETENCE AS A SUBJECTIVE DETERMINANT: GLOBALIZATION AND PERSONAL ASPECTS

TETYANA PANTIUK, MYKOLA PANTIUK, IRYNA VOLOSHANSKA, ZORIANA BURKOVSKA

Abstract. The content and the specific process of communicative competence formation of the individuality are justified in the article; social determinants that determine the need to improve this process and harmonization with the needs of society and individuality are defined. The educational, psychological, philosophical sources are analysed, the main directions of research on definite problem are characterized. The essence of communicative competence as the educational phenomenon is found; the importance of communicative competence in today's conditions is proved. The attention is paid to the main principles and methods of communicative competence of the individuality.

Keywords: communicative competence, personality, community, communication, interaction, determinants, globalization aspect, personal dimension.

1. INTRODUCTION

Present conditions include the rapid expansion of information and communication space, increase communication load in the society that requires the individual to find new ways of communication, expand own communication abilities, adapt to changing ways and means of communication and so on. All this requires considerable intellectual, mental, and spiritual efforts from human and adjustment of living space and define a new system of values on communication.

Communicative competence is treated as a personal characteristic of a man, who determines its ability and willingness to establish and maintain diverse various contacts with others, and the optimal goal-setting communication, learn to achieve desirable results while optimally spending time and effort.

XXI century is characterized by the fact that the educational community began to acquire the character, that is not a European scale, but world; rapidly approaches and methods of preparation and dissemination of information were changed; the new needs of the individual in its quantity and quality were defined, that make individuals adapt to circumstances and objective social development of their own intellectual and organizational abilities. In view of this formation and development of communicative competence of the individual the main aspect of personal development and a new conceptual benchmark in education are identified.

The interaction man – man, one-team man and society, man – phenomenon and various other dimensions of modern communication have been the subject of scientist`s researches – representatives of various sciences, such as: psychology, philosophy, pedagogy, linguistics and so on. They are all united in belief that the foundation of communication in today's society should be the humanistic paradigm that better promotes social and psychological nature of the individual, communicative potential. The question of understanding of individual from the standpoint of humanistic psychology was studied by A. Maslow, K. Rogers, V. Frangle.

Acmeological approach to understanding the social and psychological nature of the individual, is found in the works by M. Boguslavskiy, A. Bulynina, B. Vulfova, B. Hershunskiy, V. Dodonov, A. Slastonina, P. Schedrovitskiy, N. Schurkovoyi etc.

A significant contribution to the history of Ukrainian Education is the analysis of the priority principles of education, where communication takes an important role in the works by J. Behan, O. Vishnevsky, V. Galuzinsky, S. Goncharenko, M. Evtukh, I. Zyazyun, P. Ignatenko, K. Korsakov, V. Kremen, N. Scotna, V. Sukhomlinsky and others.

Justification the nature of educational space and place in communication as the interaction of individual with society was justified by A. Demidenko, V. Elkonin, T. Kastornova, T. Kirichuk, B. Korotyayeva, A. Marchenko and others.

The question of the communicative competence development was justified in the researches of A. Belyaev, M. Pentylyuk V. Melnychayko, L. Matsko, T. Donchenko, G. Shelekhov and others.

Psychological and pedagogical conditions and means of communicative potential of the individual were investigated by O. Verbitsky, Y. Yemelyanov, M. Zazhyrko, V. Kaplinsky, M. Kots, L. Petrovsky and others.

2. RESULTS AND DISCUSSION

The significance of communicative competence in today's conditions increases significantly for all, it is especially important for those who work in the area of interaction with people. The proportion of such jobs is now growing. It certainly requires laying the foundations of communicative competence of the individual from an early age and concerns not only the matters of personal space man, but her early professional orientation and adaptation.

In the process of communication there is an exchange of information, experiences, values, norms, defining certain vital field of socialization. Most methods of communication are realized in the form of interpersonal communicative interaction – communication between two individuals, but globalization requires individuals to build models of communication within large groups, often within the virtual space. All this requires individual special approach to the process of communicative competence formation.

Communication, is traditionally regarded by science as “activities of”, it accompanies any activity, including professional and competency needs of the subject. In this context, communicative competence, according to an American researcher D. Goleman is included by employers – along with special knowledge and experience – with the basic competence that is needed by employee to perform professional tasks. Under the pressure of new demands, ideas and data matured the need for scientific analysis (taking into account new approaches and tools) problems of communicative competence of the individual in the present circumstances [5, p. 142].

Social development in the transition to post-industrial stage radically affects life and work of a man, changing hierarchy of social values. However, it is a necessary component of viability of society, its integrated system and any opposition or diminution of one tier to another, an attempt to remove from the system can destroy the integrity, deform other values that would be a fatal mankind mistake. The social environment has influence on the individual, not only through direct behavior, examples, and also through the media, moral values, rules, regulations, laws. Moral socialization plays a leading role in shaping the moral experience of a man in relationship. Socialization can have positive or negative

direction. A man is constantly faced with the need of choosing one of the alternative behaviors. Most people perceive moral standards as an incentive to further improvement and achievement of harmony with the social environment. People's negative reaction to the demands of society leads to deviations in behavior. Condemning negative behavior, you must exercise tact and skills.

Thus, we can conclude that the core of the communicative potential of a man is his goal, universal values and moral standards which is an important factor of regulating interpersonal relations, determine his place in the form of communication, in the general system of social relations [2, p. 59].

The definition of "communication" has become a landmark for the development of modern society, which became informative in the full sense of the word. This applies particularly to the educational sector, to implement tasks for modern education without using the relevant information in its various forms is not possible, a new era of electronic intelligence and the Internet requires a rethinking of traditional methods and ways of learning. A teacher in their professional activities, which always involves communicative component, primarily uses the information that has a specific educational, developmental and educational sense and gives appropriate load to the student. Information facilitates the exchange of thoughts, feelings, emotions, and has a meaningful exponent of public relations. To form an idea of appropriate problem promptly and adequately, to identify best practices and means of implementing educational goals, to transmit information efficiently to analyze the feedback – these are the tasks of the teacher and the student, it characterizes the degree of ownership of the means of communication, defines the level of development of communication skills and the quality of communication of teachers.

Communicativeness (lat. Communication - communication, message) is a set of significant relatively stable personality traits that contribute to the successful acceptance, understanding, assimilation, use and transfer of information [1, p. 23]. The teacher must adopt the best means and methods of using communication exercises, role playing, training to prevent conflict situations in a team of students, be able to apply methods of management team. Wrong communicative activity generates the student emotional tension, uncertainty, fear. Consequently, he has a persistent negative attitude towards the teacher, school, education. Teacher's communication must inspire confidence, joy of communication and promote social and psychological optimization of the educational process. Observe the rules and regulations of communication in the professional work is the key of the individual student's development.

The term "communicative competence" has a wide range of definitions, from (in the broad sense) the ability to communication, communicative, communicative ability of the individual to establish contact with the environment in a more specific examination of communicative competence – knowledge of cultural norms and rules of communication; learning social behavior; possession of communicative abilities and skills; system of internal communicative regulation means of action; set of skills, gained through personal experience, that explains as operational and technical means of communication [5, p. 144].

In the works by A.V. Hutorovskiy, N.P. Volkova, I.V. Rodyhinva communicative competence is seen as a system of internal resources, that are essential for building effective communication in certain situations of personal interaction. Competence in communication has, undoubtedly, universal invariant characteristics and at the same time features are historically and culturally conditioned. Communicative competence means a willingness to set and achieve goals in communication, in particular to obtain the necessary information to present and defend own point of view in dialogue and public speech, based on recognition of the diversity of positions and respect for the values (religious, ethnic, professional, personal, etc.) of others [6, p. 41].

The analysis of Ukrainian scientist study is the essence of competence description:

- effective use of abilities that allows to carry out professional activities effectively in accordance with the requirements of the workplace;
- possession of knowledge, skills and abilities necessary for professional work with simultaneous autonomy and flexibility in terms of solving professional problems;
- developed cooperation with professional colleagues and interpersonal environment;

- integrated combination of knowledge, skills and attitudes optimal for performance in today's work environment;
- ability to do something well, effectively in widescreen contexts with a high degree of self-regulation, self-reflection, self-evaluation, quickly, flexibly and adaptively respond to the dynamics of the circumstances and the environment [8].

3. CONCLUSIONS

Thus, communicative competence involves the ability to interact with others successfully, to cooperate and resolve conflicts. However, the ability to interact with others successfully allows the individual to take the initiative to maintain and manage their own relationships with others. The ability to work together makes it possible to achieve common goals, and the ability to solve conflicts allows the individual to perceive the conflict as an aspect of human relationships and to overcome them constructively.

The level of communicative competence and communicative skills of the individual ownership is a measure of personal growth. It goes not only about the ability to communicate, using various ways and means, but generally speaking it is about the development of personal abilities, his socialization, and about skills which can resolve conflicts constructively, build cooperation at various levels with the use of modern tools and consideration of social conditions.

Development of communicative competence of the individual should be based on the principles of continuity, the gradual implementation, differential and individual approach, social determinism and tolerance.

And during this period, according to I. Zyazyun, each task – to develop their own methods of compensation of individual characteristics that cause shortness of external and internal plans of professional activity, to reduce dependence on the opinions of other people and produce their own system of beliefs, attitudes, to expand own communication skills and ability to role behavior [4, p. 151].

The content of communicative competence involves the unity of internal motivation and external purposes; needs and challenges of modern society; personal beliefs and social impact; individual direction of development and cooperation and mutual perception.

It should be emphasized that justifying the specific selection of the best methods of communicative competence of the individual to realize this process cannot be made by the old methods and ways, although the traditional concept of education is conservative and established. Modern educators often use such modern forms of work as:

- inter-school projects;
- training;
- modeling problematic situations;
- the creation of individual and group training programs for communication, selective courses;
- introduction of selective cultural communication;
- business and role-playing games, etc.

Scientists emphasize that the business game promotes rapid acquisition of professional communication skills, professional development of creative thinking, making decision, understanding companion and more. V. Tyurin says that playing exercises help individuals to focus on their own mental states, while maintaining their mental health, and, consequently, achieve success in professional activity [7, p. 16].

Thus, social, economic, educational and cultural development of modern industrial society requires a review of approaches to formation of communicative competence of the individual such as determining its individual and social progress; determining success in the realm of professionalism; outline ways of cooperation "a man – a man"; help to respond to the current challenges and risks. Our research shows that the formation of communicative competence should begin at an early age with the principle of continuity, the gradual implementation, differentiated and individual approach, social determinism and tolerance.

REFERENCES

- [1] Volkova N.P. *Professional and pedagogical communication: Teach. guidances*. Publishing Center "Academy", K., 2006.
- [2] Ermakova Z.I. Place of communicative potential of the individual in the moral norms and human relations. *Visn. Zaporiz. Nat. Univ: Pedagogical Sciences*, 2 (18) (2012), 58 – 61.
- [3] Ermakova Z.I. Actual problems teachers communicative competence in vocational schools. *Visn. Zaporiz. nat. Univ, Coll. Science. articles: Ped. Science*, 2 (2009), 70 – 74.
- [4] Zyazyun I.A., Kramuschenko L.V., Kryvonos I.F. et al. (Zyazyun I.A. Ed.) *Pedagogical skills: Textbook for higher ped. schools*. Higher School, K., 1997.
- [5] Korniyaka A.M. Development of communicative competence of the individuality in contemporary social communicative space. In: Proceedings of the Second All-Ukrainian Congress of psychological, dedicated to 110 anniversary of the birth of G.S. Kostiuk, K., April 19 – 20, 2010, DP "Information and Analytical Agency", K., 2010, 140 – 145.
- [6] Makarova A.K. *Profession Psychology*. M., 1996.
- [7] Tyurin V.O. Formation of teacher's communicative competence in the process of corrective and game activities. In: Professionalism of teachers in the European choice of Ukraine: Materials of All-Ukrainian scientific-practical conference "The professionalism of the teacher in the European choice of Ukraine", Col. Of articles: Part 2, Yalta, September 25 – 28, 2006, RVVKHU, Yalta, 2006, 14 – 19.
- [8] Chernikova L.G. A competency based approach in the system of postgraduate education. In: Materials Intern. Scientific and practical. Conf. in Donetsk, In 3 t. T. 2., Donetsk, November 5 – 6, 2008, Chestnut, Donetsk, 2008, 134 – 138.

Address: Tetyana Pantiuk, Mykola Pantiuk, Drohobych Ivan Franko State Pedagogical University, 8, 4, Hrushevskoho Str., Drohobych, 82100, Ukraine;
Iryna Voloshanska, Drohobych Ivan Franko State Pedagogical University, 22, 27, Kyivska str., Drohobych, 82100, Ukraine;
Zoriana Burkovska, Lviv National University of Veterinary Medicine and Biotechnology named after S. Gzhytsky, 51/8, Konovaltsa Str., Lviv, 79044, Ukraine.

E-mail: pantyuk@bigmir.net; pantyuk.m@bigmir.net.

Received: 01.03.2017; **revised:** 05.05.2017.

Пантюк Тетяна, Пантюк Микола, Волошанська Ірина, Бурковська Зоряна. Комунікативна компетентність як суб'єктна детермінанта: глобалізаційний та особистісний аспекти. *Журнал Прикарпатського університету імені Василя Стефаника*, 4 (1) (2017), 48–52.

У статті обґрунтовано зміст та специфіку процесу формування комунікативної компетентності особистості; визначено суспільні детермінанти, які визначають необхідність удосконалення цього процесу та узгодження її із потребами суспільства та окремої особистості. Проаналізовано педагогічні, психологічні, філософські джерела, в яких охарактеризовано основні напрями досліджень щодо означеної проблеми. З'ясовано сутність комунікативної компетентності як освітнього явища, доведено значущість комунікативної компетентності в умовах сьогодення. Акцентовано на пріоритетних принципах та методах формування комунікативної компетентності особистості.

Ключові слова: комунікативна компетентність, особистість, суспільство, спілкування, взаємодія, детермінанти, глобалізаційний аспект, особистісний вимір.