

SECTION 15.

PEDAGOGY AND EDUCATION

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COMMUNICATIVE COMPETENCE OF SENIOR GRADE STUDENTS: CHALLENGES, OPPORTUNITIES AND SOLUTIONS

The modern educational paradigm requires the school education system to prepare high school students for effective communication in a globalized society. The formation of communicative competence is a priority task for the successful integration of graduates into the social and professional environment. The paper explores the main problems, prospects and ways to activate the formation of communicative competence of high school students in the context of new educational trends.

Communicative skills are the ability to effectively interact with the environment, express one's thoughts, listen to others and build strong relationships [2]. The development of this ability is especially important for modern high school students who grow up in the era of digital technologies. However, they face many problems.

Challenges:

- Digital addiction: Overreliance on gadgets can limit personal interactions and make nonverbal communication difficult.
- Information overload: The sheer volume of information available online makes it difficult to think critically and find reliable sources.
- Fear of Speaking Up: The desire to be accepted can make teens afraid to express their opinions, especially if they differ from the majority opinion.
- Difficulty with Empathy: The fast pace of life and constant access to information can reduce the ability to empathize with others [3].

Insufficient language preparation is one of the most important problems, as it narrows the scope of communication of students themselves, leaving ineffective ways of communicating with each other. The reasons are the imperfection of curricula and not very high motivation of students. The latter is associated with

students underestimating the real importance of communication for their future life and professional activities [1]. Effective digital communication skills are also in increasing demand. It is necessary to learn effective communication strategies in an online environment, which includes the use of information and digital tools for exchanging information and working together on projects. Another aspect that plays an important role in the development of communication skills of high school students is wide opportunities. Innovative teaching methods have been introduced. Interactive teaching methods must be practiced through projects, cases, discussions and debates so that students can acquire practical communication skills. The development of digital literacy is facilitated by the use of modern digital technologies, which have long become an integral part of communication skills. Online platforms, interactive simulations and curricula open up new opportunities for communication in real and virtual environments.

Regarding extremely important decisions, an important point is the updating of educational programs with an emphasis on the development of communication skills. In turn, this requires the inclusion of a special type of tasks aimed at the development of oral and written communication skills, as well as the introduction of interdisciplinary moments that contribute to intercultural communication into the main type of lessons [6]. In this context, it is necessary to consider modern methods of teaching a foreign language, especially the use of blended learning.

Teacher training deserves special attention, since teachers play a key role in shaping students' communication skills. Teachers need to learn new methods and approaches and develop their own digital competences [5]. To do this, it is necessary to introduce training, seminars and advanced training courses with an emphasis on innovative teaching methods and digital technologies.

The development of communication skills of high school students is one of the key tasks of modern education and requires a systematic approach. The main problems are the low level of language training and insufficient motivation of students, and the main opportunities are interactive teaching methods and digital technologies. Among the effective solutions, one can highlight the updating of educational programs, the integration of blended learning and the advanced training of teachers. The implementation of these measures will contribute to the formation of graduates who are able to communicate successfully in modern social conditions.

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