

COMMUNICATIVE CULTURE AS A CONDITION FOR IMPROVING THE TRAINING OF FUTURE SPECIALISTS

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“If you speak a man with a tongue,
which he understands you talk to his head.
If you talk to him on his
mother tongue, you speak to his heart”.
Nelson Mandela

ABSTRACT

The article considers communicative culture as a person’s ability to use the language of the target language to carry out speech and written communication both in the sphere of professional activity and in society. The speech highlights the teacher-student interaction, the psychological features of the speech activity, the native speaker's vocabulary, and more.

Keywords: Communication, culture, communicative information, communicative culture, business communication, art of communication, training, discussions, knowledge.