

METHODOLOGICAL ASPECTS OF FORMATION OF THE  
COMMUNICATIVE CULTURE OF THE STUDENTS  
IN THE PROCESS OF TRAINING.

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*Communicative culture, terms, principles.*

The article is devoted to a selection and ground of complex pedagogical terms and principles which provide forming of communicative culture of future agricultural specialists. The paper discusses the pedagogical conditions, factors and principles of learning that affect the level of communicative culture of the students. It is determined that the content of educational material is one of the major educational factors. Pedagogical conditions and principles form the basis of the scientific concept of communicative culture system Students farmers during their training, that really connecting objectives, content of training material, presentation, learning and educational microenvironment. The conditions (formation of professional pedagogical competence of the teacher, the selection and structuring of the content of the material in accordance with the cognitive capabilities of students, the implementation of the system of teaching methods aimed at developing students' communicative culture) as the basis of the developed technique of gradual formation of the communicative culture, which includes a range of forms, methods and techniques to the development of communicative literacy students.