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## **THE CONTENT AND THE STRUCTURE OF RHETORICAL COMPETENCE OF TEACHERS IN HIGHER EDUCATIONAL INSTITUTION**

**Summary.** The article reveals the essence of the concept of rhetorical competence of the teacher, its transformation in the development process of mankind; the role of communicative skills acquirement in university teaching activity is highlighted. Different approaches to the interpretation of rhetorical competence content are analyzed, the basic components of rhetorical culture are considered, the structure of rhetorical competence of the teacher is presented.

**Key words:** competence, rhetorical competence, rhetorical culture, communicative competence, components of rhetorical competence.