

## ESSENCE OF THE CONCEPT OF "COMMUNICATIVE OMPETENCE.

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*Competence, ability, communicative competence, speech activity.*

The article notes the existence of a number of deficiencies in communicative activities of future specialists in different areas of preparation in high school. First, the low level of communicative competence, the lack of such skills as active implementation of information perception and mental analysis, modeling their own position and attitude of the interlocutor, installing and maintaining interpersonal business contacts. Study the educational process shows that not adequately implemented features content humanities, forms of organization, methods and tools for targeted training of communicative competence of specialists in higher education, not formed a coherent, phased process communication training. These issues have not received adequate coverage in the psychological and educational literature. Analysis of the process of communication training in universities can say that at present there are contradictions: between the requirements for the formation of the communicative competence of specialists and the formation of an imperfect model of communicative competence; between theoretical development problems of communicative competence of specialists and the lack of technology implementation.

Analysis of different approaches to the definition of «communicative competence». It is concluded that communicative competence is characterized by a set of motivated knowledge and skills required for the individual speech activities in the educational professional field.

