

INCENTIVES AND EDUCATIONAL SUPPORT TO STUDENTS
OF AGRICULTURE UNIVERSITIES IN SHAPING THE SKILLS
OF PROFESSIONAL COMMUNICATIVE CULTURE.

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Incentives, educational support, culture of professional communication, motivation, interest, skills, interactive learning tools.

The article deals with the means and incentives and educational support for students in the process of cultural skills for professional communication. It is determined, that the students pedagogical support in the process of cultural skills professional communication is a purposeful activities of teachers, aimed at providing favorable conditions for the formation of stable motivation and interest in developing the skills of professional communicative culture, implementation communicative potential students. To this end, teachers in the classroom should be possible to play professional environment with interactive learning tools (business and role-playing games). In order to ensure that students feel in this environment is not just a spectator, but it became active participants in the article we consider application of models of typical situations of professional communication, introduction of interviews and workshops to develop skills for professional communication. The task of teachers, therefore, is to use student-centered approach to each of the students.