

INNOVATIVE APPROACH TO DEVELOPING COMMUNICATIVE COMPETENCE IN STUDENTS

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**Abstract:** In the modern education system, the development of students' communicative competence is of great importance. Communicative competence is the ability of a person to clearly and effectively express his or her thoughts, communicate with others, and interact correctly and flexibly in various situations. The development of this competence in the educational process, in turn, serves the personal, academic and professional development of students.

**Keywords:** Communicative Competence, The Importance of the Role of Innovative Approaches, The Use of Information Technologies, Interactive Teaching Methods, Collaborative Learning. New Learning Format - "Flipped Classroom", Increasing Student Activity

**Main part:** Communicative competence includes such skills of a student or specialist as speaking and writing, listening and understanding, debating, and working in a team. The development of this competence, especially in the 21st century, is closely related to global communication and information technologies. New methods and technologies play an important role in increasing this competence through innovative approaches.

Innovative approaches help to effectively develop students' communicative competence by introducing new methods and technologies into the educational process. Such approaches differ from traditional methods in education, as they are aimed at increasing the student's activity, independent thinking and practical skills.

Computer technologies, the Internet and multimedia tools allow students to express their opinions, conduct scientific research, communicate globally through video conferences. For example, through online platforms (Zoom, Microsoft Teams, Google Meet), a student can share his or her thoughts not only with the teacher, but also with other students and specialists.

Interactive teaching methods enhance student interaction and encourage them to actively participate in communication. These include methods such as group discussions, role-playing games, debates, and project-based work. This approach allows students to develop skills such as expressing opinions, analyzing arguments, and listening to others.

Collaborative learning is an educational method based on students working in teams. This approach develops communicative competences by students working together. For example, by working together, a student improves communication skills by explaining his or her thoughts to others and listening to them, and discussing different opinions.

The "flipped classroom" model organizes the educational process in a new way. In this model, the teacher does not give direct lectures, but provides students with online materials and video tutorials. In the classroom, students learn through practical application and mutual discussion of educational materials. This approach allows students to express their thoughts and communicate with others.

*Advantages of Innovative Approaches in Developing Communicative Competence in Students*

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1. **Increasing Student Activity:** Innovative methods activate students, as they actively participate in the learning process, instead of passively receiving information from the teacher.
2. **Developing Independent Thinking:** With the help of new methods, students not only absorb information, but also develop the skills to analyze it and compare it with other ideas.
3. **Improving Teamwork Skills:** Innovative approaches encourage students to work in groups, which increases the ability to think collectively and solve problems together.
4. **Successful Use of Technology:** With the help of modern technologies, students can further consolidate their knowledge, easily access various information, and acquire new knowledge in an interesting way.

***In addition, the leading factors hindering the introduction of innovations into the educational process are:***

- insufficient provision of educational institutions with computers and electronic means (some higher education institutions do not have stable Internet, electronic manuals and methodological recommendations for practical and laboratory work are not enough);
- insufficient qualifications of professors and teachers in the field of ICT;

**Conclusion:** Innovative approaches to developing communicative competence in students allow making the educational process more effective and interactive. With the help of these approaches, the student develops skills such as not only acquiring knowledge, but also exchanging ideas, communicating with different people. Thus, the use of innovative methods in the educational system is an effective tool for improving the student's communicative competence.

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