

SECTION XXIII. PHILOLOGY AND JOURNALISM

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THE ESSENCE OF COMMUNICATIVE COMPETENCE

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Communication is a multifaceted phenomenon crucial for human interaction. It is the bedrock of this interaction, serving as a fundamental aspect of social, professional, and personal spheres. The concept of communicative competence encompasses a range of skills that enable individuals to effectively convey and interpret messages within a given context. Communicative competence is an integrated use of language and non-language means of communication. The basis of communicative competence are communicative skills formed through speech skills. It also implies the ability to interpret non-verbal forms of communication [1; 29]. The work explores the essence of communicative competence, analyzing its components and emphasizing its pivotal role in contemporary society.

Communicative competence is a term coined by linguist Dell Hymes in 1966, extending beyond linguistic proficiency to encompass the ability to use language appropriately in various social and cultural settings. It comprises four components: linguistic (grammatical) competence, sociolinguistic competence, discourse competence, and strategic competence [2].

✓ Grammatical competence involves the mastery of grammar, vocabulary, and syntax, ensuring the accurate construction of sentences. Proficiency in grammatical competence lays the foundation for effective communication.

✓ Sociolinguistic competence deals with understanding the social and cultural nuances of language which is vital for communicative competence. This component involves knowledge of appropriate language use in different social contexts, including variations in register, tone, and formality.

✓ Discourse competence. Beyond individual sentences, effective communication requires an understanding of how to structure larger units of language, such as conversations, narratives, or presentations. Discourse competence involves the ability to organize and convey information coherently.

✓ Strategic competence. Communication is not always straightforward, and strategic competence comes into play when individuals encounter difficulties or breakdowns in communication. It involves the ability to employ communication strategies, such as paraphrasing or seeking clarification, to overcome challenges.

There is no doubt about the importance of communication competence. In the professional realm, it is a key determinant of success. The ability to convey ideas clearly, engage in effective teamwork, and adapt communication styles to diverse audiences is highly valued in the workplace.

In an increasingly globalized world, communicative competence is essential for navigating diverse cultural landscapes. Individuals with high sociolinguistic competence can navigate cultural differences and foster meaningful cross-cultural communication. In contemporary times, the challenges associated with intercultural communication have gained heightened significance. This is due to the fact that the engagement between individuals from diverse linguistic backgrounds has evolved into an essential component of modern reality, extending across business, social, and socio-political domains [3; 51].

Strong communicative competence fosters positive interpersonal relationships. Individuals who can express themselves clearly, listen actively, and interpret non-verbal cues contribute to the development of healthy and robust connections.

We can conclude that communicative competence is an indispensable skill set that extends beyond linguistic proficiency, encompassing a nuanced understanding of social and cultural dynamics. By examining its key components and recognizing its significance in various aspects of life, we gain insight into the intricate nature of effective communication. As we navigate an interconnected and diverse world, the cultivation of communicative competence emerges as a cornerstone for success and meaningful human interaction.

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