THE IMPORTANCE OF DEVELOPING STUDENTS' COMMUNICATIVE COMPETENCE IN ENGLISH

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ABSTRACT
In this article, the importance of developing students' communicative competence in English, the use of new technologies in the English language class, and the impact of communicative teaching in English language teaching on students are fully discussed.

Keywords: English language, communicative competence, communicative teaching, interactivity.

Introduction
Currently, the main focus is on the student, his personality and unique inner world. Therefore, the main goal of a modern teacher is to choose the methods and forms of organization of students whose educational activities optimally correspond to the set goal of personal development. In recent years, the issue of using new information technologies in higher education has been increasingly raised. This is not only new technical tools, but also new forms and methods of teaching, a new approach to the educational process.

Literature Analysis and Methodology:
The main goal of teaching English is to form and develop the communicative culture of higher education students, to teach them to master the English language in practice. The task of the teacher is to create conditions for practical mastery of the language for each student, to choose such teaching methods that allow each student to demonstrate his activity and creativity.

The task of the teacher is to activate the cognitive activity of the student in the process of teaching English. Modern pedagogical technologies, such as collaborative learning, project methodology, use of new information technologies, Internet resources, help to implement a person-oriented approach in the educational process, individualization of teaching taking into account the abilities of children, their level of learning and ensures differentiation.

Students expand their thinking and the limits of language knowledge. They work with literature, dictionaries and computers. Working on a project is a creative process. The student solves the problem independently or under the guidance of the teacher, which requires not only knowledge of the language, but also a large amount of knowledge, creative, communicative and intellectual skills.

Results:

Currently, communication, interactivity, authenticity of communication, language learning in a cultural environment, autonomy and humanitarianism of education are given priority. These principles allow the development of intercultural competence as a component of communicative competence. The ultimate goal of teaching English is to teach the ability to navigate freely in an English language environment and to respond adequately to various situations.

To teach communication in English, you need to create real, real-life situations that stimulate the learning of the material and develop sufficient behavior. New technologies, in particular, the Internet, are trying to correct this mistake. Communicative approach is a strategy that simulates communication aimed at conscious understanding of the material and methods of working with it, creating psychological and linguistic preparation for communication.

Discussion:

It is not particularly difficult for the user to implement a communicative approach on the Internet. A communicative task should invite students to discuss a problem or question, students not only exchange information, but also evaluate it. The main criterion that distinguishes this approach from other types of educational activity is that students freely choose linguistic units to improve their thinking. In the communicative approach, the use of the Internet is very well encouraged: its purpose is to interest students in learning a foreign language by accumulating and expanding their knowledge and experience.

Conclusion:

In conclusion, it should be said that the use of new technologies in the English language class helps teachers to improve their work efficiency. In this case, the student will gain more knowledge by searching for it. They get more information using information technology in their free time. In general, it is easier for them to learn tasks using information technology. As students are very interested in new technologies today, it helps them to master English very well while using information technologies.

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