

Zhumbei M.M.

*PhD (Pedagogical Sciences), Assistant Professor,
Vasyl Stepanyk Precarpathian National University*

**ANALYSIS OF CONDITIONS, FUNCTIONS
AND REASONS OF GAINING COMMUNICATION SKILLS
BY THE FUTURE MANAGERS OF TOURISM**

Communication in foreign languages is one of the key competencies defined by the European Reference Framework (1986) which consists in the ability to understand spoken messages, to initiate, sustain and conclude conversations and to read, understand and produce texts appropriate to one's individual needs [1].

Communication as a process implements the functions of learning, education and development, which in turn are integral functions of communication. Today psychologists distinguish the following *communication functions*, which in our research are relevant to the career in tourism as well. They are: contact – making a connection between partners as a state of readiness to receive and send messages and support, interconnection and cooperation; informative – exchange of messages, thoughts, ideas, decisions; stimulating – encouraging a communication or training partner, directing his/her activity to perform certain actions; coordinating – mutual agreement of actions for organization of joint activities; understanding – adequate perception of the essence of messages and intentions, attitudes, mutual understanding of states, experiences; emotional – conscious or unconscious exchange of emotions; establishing relationships – realization of one's place in the system of business, interpersonal and other connections of the social community; influencing – change of the partner's behaviour, value-motivational states (intentions, thoughts, decisions, ideas, needs) [2].

There are certain pedagogical conditions required to create and maintain lasting, meaningful, and productive relationships through communication. For the communication in different situations in tourism industry to be effective the future experts should enhance the *capacity to listen*, focus on the other person instead of oneself, thoroughly understand, wait for answers to questions to be fully expressed before thoughtfully responding or forming the next question.

We should stress on the importance of *minding the metaskills*. The word «meta» means «most effective tactics available», which combined with the word «skill» we understand as the way of being, a stance or energetic field brought to a conversation [3]. By mindfully choosing a metaskill such as sympathy, curiosity or humor (when appropriate) the condition for a more thoughtful and productive conversation is created.

Another condition for effective communication is *being open* to different perspectives. Seeing an issue from someone else's perspective is crucial when a problem needs to be solved. When the employers are willing to do this, clients feel heard and understood.

Summing up the above mentioned conditions of the effective conversations we can make a conclusion that without them certain conflicts, misunderstandings, and mistrust may occur. It is essential to create these conditions in a student's personality and model these behaviours for others to follow.

There are certain reasons why communication skills are important for students. Communication skills help them in their study, career development, job interview, workplace, and social networking.

Reasons for gaining communication skills:

- communication skills help to learn more from teachers. Students need practical and deeper knowledge about the subject they are learning. Communication skills help them *to listen*, understand the point of view of teachers in the class;

- friendly teachers relieve stress while studying process. When there is atmosphere of respect, positive attitude and sincere communication in class it enhances the ability to understand and share the feelings and emotions of each other. Communication skills build strong and friendly *relationship*;

- teamwork in solving problems with other team members are an example of effective communication at work which increases *productivity* in the future. In the future students will communicate with clients by texting, audio and video conferencing at work. If they are not effective in emails, dialogueing, and social engagement it will negatively influence their career progress;

- communication skills develop future managers' *professionalism*. Tourism industry students in the future will need to communicate effectively with customers. They need politeness, friendliness, professionalism in their speaking and attitude while interacting with customers;

- while communicating, listening, expressing thoughts and understanding each other the *presence of mind* is improved. The focus lies on the listener

which enhances the brain power and memory. Students need brainpower and good memory to become successful in achieving their aim. The usage of communication skills increases their attention and they are ready to act because of the presence of mind. The presence of mind improves their vocabulary, communication skills and memory. Every student wants to become a real professional in his/her activity which becomes possible by usage of effective communication [4].

Interpreting the above mentioned functions, conditions and reasons of gaining communication skills ultimately leads us to the conclusion that good communication skills are a proof of a well-educated person.

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Пілішко А.О.

студентка,

*Національний педагогічний університет
імені М.П. Драгоманова*

МЕТОДИКА НАВЧАННЯ СТУДЕНТІВ ЗАКЛАДІВ ВИЩОЇ ОСВІТИ ОСНОВАМ ТЕХНІКИ АКВАРЕЛІ

Суспільні перетворення, що наразі відбуваються в Україні вимагають зміни у педагогічних орієнтирах. Вітчизняний ринок праці потребує висококваліфікованих працівників, які б мали практичний досвід зі