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## INNOVATIVE APPROACHES TO DEVELOPING STUDENTS' COMMUNICATIVE COMPETENCE

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***Annotation:** This article analyzes the application of innovative approaches to developing communicative competence among students in higher educational institutions. It explores how modern innovative technologies can enhance communication between students and teachers, bringing it to a new level.*

***Keywords:** communicative competence, innovative approach, technology, interactive methods, linguistic development.*

### **Introduction**

Communicative competence is a key factor in modern society, where information and communication technologies are rapidly advancing, forming the basis for essential skills required for a successful professional career. This is particularly significant in higher education, where communicative skills are crucial for students' learning process. The President of the Republic of Uzbekistan, Sh.M. Mirziyoyev, has emphasized the importance of providing youth with quality education and fostering their capabilities, highlighting the need for developing communicative skills in education.

### **Relevance of the Research**

Enhancing communicative competencies among students in technical higher educational institutions has become a pressing issue today. The development of

technology and digital tools necessitates not only technical knowledge but also communicative skills. Additionally, adapting to the demands of a competitive global job market and fostering mutual understanding and tolerance in society are essential.

### **Objective of the Research**

The main objective of this paper is to develop an innovative approach aimed at improving communicative competence among students in technical higher educational institutions. This approach seeks to elevate communication between students and teachers through technology and interactive methods, preparing students for successful professional careers.

### **Main Tasks of the Research**

1. Analyze existing studies and methods for developing communicative competence.
2. Identify the shortcomings of traditional education and complement them with new methods.
3. Develop an innovative approach based on interactive activities and technology.
4. Develop assessment methods and criteria for evaluating communicative competence.

### **Using Innovative Technologies**

Innovative technologies play an essential role in enhancing communicative interactions between students and teachers. By enriching the learning process with online platforms such as Moodle and Google Classroom, educational materials can be presented and assessment systems implemented. Virtual discussions, simulations, and video conferences further allow students to develop both technical and social communication skills.

A crucial factor in improving our communicative abilities is exposure to various communication styles and situations. This can involve engagement with different types of media, such as books, films, and news articles, and interaction with people from different backgrounds and cultures. By familiarizing ourselves with diverse communication styles, we can deepen our understanding of how language is used and

interpreted in various contexts. Furthermore, as we continue to improve our communicative competence, it is essential to remember the ethical considerations associated with effective communication. This includes respecting others' perspectives and recognizing the potential impact of our words and actions on those around us. By employing empathy and attentiveness in our communication, we can build stronger relationships and foster a more positive and inclusive communication environment.

Communicative competence refers to the ability to convey and understand messages effectively across different contexts. It encompasses linguistic, sociolinguistic, discourse, and strategic competencies. Developing communicative competence is critical because it enables individuals to engage in meaningful communication, manage social interactions, and succeed in academic and professional settings. Innovative approaches in language learning use technology, interactive activities, and task-based methodologies to create an engaging and immersive learning environment. By integrating these approaches, educators can encourage active participation, foster authentic communication, and provide opportunities for meaningful language practice, ultimately enhancing students' communicative competence.

### **Methodology for Developing Communicative Competence Based on Innovative Approaches**

The methodology for developing communicative competence based on innovative approaches offers a promising pathway for improving students' language skills and fostering effective communication. By incorporating interactive activities, leveraging technology, and providing targeted feedback, educators can create a dynamic learning experience that promotes communicative competence. Moving forward, consistently evaluating the impact of these approaches and committing to professional development will play a crucial role in advancing communicative competence pedagogy and ensuring sustainable progress in language learning. As educators strive to meet the evolving needs of language learners, the integration of

innovative strategies will undoubtedly play a central role in shaping the future of communicative competence development.

### **Interactive Teaching Methods**

Group work, role-playing, debates, and open discussions in education foster students' communicative abilities. Such activities not only enhance communication skills but also promote independent thinking and mutual understanding.

### **Assessment of Communicative Competence**

Portfolios, project work, and online tests form an integral part of the innovative approach to assessing communicative competence. Evaluating students' communication skills through practical projects enables testing their communicative abilities in real situations.

### **Example in Technical Higher Educational Institutions**

In technical higher educational institutions, developing communicative competencies in technical subjects involves teaching field-specific vocabulary and grammar, working with technical documents, and developing skills in preparing and presenting presentations. Additionally, group projects and communication with industry partners can enhance students' practical experience.

### **Conclusion**

Developing students' communicative competence through innovative approaches plays a crucial role not only in providing effective education but also in preparing them for successful professional careers. By utilizing technology, applying interactive methods, and engaging in practical projects, students can not only improve their technical knowledge but also strengthen their communication skills.

### **Recommendations**

Integrating innovative approaches into the educational process of higher educational institutions and adapting them to meet students' needs can create a more effective education system.

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