

Practical Aspects of The Application of Pedagogical Skill and Communicative Competence of Teachers of Higher Education Institutions.

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- **Abstract:** The relevance of this research involves a comprehensive consideration of the links between the concepts of "pedagogical excellence" and "pedagogical competence" of university teachers during classes. The study aims to establish the relationship between pedagogical excellence and communicative competence in the structure of pedagogical activities of HEIs teachers. Methodological basis: a sociological survey (drawing up a system of research questions), method of information analysis (processing of respondents' answers), ranking method (suggested for respondents during the provision of answers to the questions). Results of the research: updating the basic components of the pedagogical skill of the teacher: humanistic orientation of activity, professional competence, professionalism, pedagogical abilities, pedagogical technique, communicativeness. The main characteristics of pedagogical excellence and communicative competence of university teachers (inconsistency; interdependence; hierarchical organization) were revealed. Key dimensions of pedagogical excellence as an element of communicative competence (competence of nonverbal communication, competence of verbal clarity, competence of verbal richness of speech) were determined. The relationship between pedagogical excellence and communicative competence is proved. The basic components of pedagogical excellence are defined (humanistic orientation of activity, professional competence, professionalism, pedagogical abilities, pedagogical technique, communicativeness). The links of communicative-speech competence are presented. The characteristics of communicative-speech competence, which determine the quality of professional interactions of university teachers, are highlighted. The regularities and peculiarities of communicative-speech competence of teachers are presented. The practical value of the study was to present a summary of the causal links of the concepts of "pedagogical excellence" and "communicative competence" of university teachers during the classes.
- **Keywords:** pedagogical excellence, communicative competence, humanistic orientation,

