

## COMMUNICATIVE INTERACTION, AS A PART OF PROFESSIONAL COMPETENCE OF THE TEACHING STAFF

*The actual pedagogical problem, dedicated to the role of communicative interaction in the modern educational process of highest institutions, is highlighted in the article. Communicative interaction is characterized as part of professional competence of the pedagogical staff.*

*The role of communicative component in competitive specialist preparation is grounded in the article. Highlighted that communication is competency quality in the projectional, reflectional, analytical and predictive interaction with subjects.*

*Communicative interaction is a multifunctional phenomenon, that has two aspects: informational, interpretative (perception of information), that leads to concrete actions.*

*Proved, that communicative interaction does not form only professionalism, but also contributes to the cultural development of the individual through its own worldview and emotional world.*

*Reviewed components of communicative culture. Defined the reasons (barriers) of the effectiveness of communicative interaction in the pedagogical process: characteristics of temperament, negative emotions, self discrepancy and assessment of others, manners of communication, lack of understanding of the importance of interaction, underestimating by the individual interaction of socio-psychological mechanism of adaptation and socialization.*

*Noted that the practice of communicative interaction in the learning process is closely linked with pedagogical problems finding technology, conditions and mechanisms of this process.*

**Key words:** *professional competency, communication, communicational interaction, scientific and pedagogical staff, competitive specialist, communicative culture, pedagogical process.*