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AN INNOVATIVE EDUCATION MODEL THAT INTEGRATES ONLINE AND OFFLINE COMPONENTS TO IMPROVE COMMUNICATIVE COMPETENCE.

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Abstract:
This article explores how blended learning, combining online and offline learning, is becoming a cutting-edge method for developing students' effective communication skills in the digital age. The advantages of this approach, which allows for a harmonious combination of live interaction with a teacher and modern digital tools, are discussed. Particular attention is paid to developing students' skills in dialogue, academic communication, critical thinking, and independent work. It is emphasized that this integrated learning model increases students' interest in learning, their engagement, and their ability to easily adapt to various forms of communication. The conditions necessary for the successful implementation of blended learning and its impact on the quality of training for future professionals are also analyzed. The conclusion is that combining distance and in-person learning is a key factor in developing students' communicative competence and their readiness to meet the challenges of the modern educational system.

Key words:
communicative competence, blended learning, distance learning, face-to-face learning, digitalization of education, innovative technologies, educational environment, online communication, pedagogical technologies, professional training of students, interactive learning, digital platforms.

Introduction.

Integrating distance and in-person learning represents an innovative approach to developing students' communicative competence. Communicative competence is defined as the ability to interact effectively in various communication situations, use language effectively, and build productive collaboration with others. The combination of distance and traditional learning formats creates a flexible and interactive educational environment that fosters the development of strong communication skills.

Communicative competence can be developed in integrated learning environments in several ways.

1. Using interactive online platforms.

Digital educational platforms provide students with the opportunity to participate in discussions, collaborative projects, and interactive assignments. This form of work promotes the development of active listening skills, articulate reasoning, and collaborative problem-solving. Participating in online discussions helps improve written and virtual communication and develops the ability to express oneself clearly and logically.

2. Using real-time communication tools.

Distance learning widely utilizes video conferencing, online chats, and virtual forums to ensure continuous interaction between instructors and students. These tools facilitate live communication, exchange of opinions, and prompt feedback. Through this type of interaction, students develop oral communication skills, learn to clearly formulate their ideas, and interact effectively with other participants in the educational process.

3. Implementation of blended learning.

The blended format combines the advantages of distance and traditional learning, creating conditions for more effective development of communication skills. Students can study theoretical material online, participate in virtual discussions, and then apply their acquired knowledge in face-to-face classes, practical seminars, and group work. This combination of various teaching methods promotes the development of the ability to adapt to various communication situations and interact confidently in both digital and physical educational environments.

Materials.

Individualized Feedback and Support: In a blended learning environment, instructors can provide individualized feedback and support to students through online platforms and in-person interactions. This individualized feedback can help students improve their communication skills, identify areas for growth, and gain confidence in their ability to communicate effectively. By receiving individualized support from instructors and peers, students can develop their communicative competence in a supportive and inclusive learning environment.

Collaborative Learning Opportunities: Integrating remote and in-person learning can create opportunities for collaborative learning as students work together to achieve common goals and solve problems. Collaborative learning activities, such as group projects, discussions, and peer review assignments, can help students develop teamwork skills, practice effective communication strategies, and learn from multiple perspectives. By collaborating with others, students can enhance their communicative competence and build stronger interpersonal relationships.

Research and Methods.

Integrating Distance and Face-to-Face Learning: An Innovative Approach to Developing Communicative Competence. The traditional face-to-face model of learning is being challenged by the growing popularity of distance learning. Integrating these two approaches presents an exciting opportunity to develop communicative competence in a dynamic and flexible way. Here's how this integration can be a game-changer:

1. Increased Flexibility and Accessibility:

Bridging the Gap: Elements of distance learning can provide flexibility for students with work commitments, family obligations, or geographic restrictions. This makes education accessible to a wider range of individuals. Personalized Learning: Students can access materials at their own pace, allowing for a more personalized learning experience.

Global Reach: Distance learning allows students to connect with colleagues and faculty from diverse backgrounds, fostering a global learning environment.

2. Utilizing the Best of Both Worlds:

Interactive Learning: Face-to-face classes can offer opportunities for personal interaction, group projects, and collaborative learning.

Technology Integration: Distance learning tools can be used to supplement in-person classes, providing access to online resources, virtual seminars, and asynchronous communication platforms. Variety and Engagement: A combination of different teaching methods keeps students engaged and motivated, preventing the monotony of a single format.

3. A personalized approach to developing communicative competence:

Targeted practice: Distance learning modules can focus on specific communication skills, such as writing, public speaking, or intercultural communication. Real-world applications: Distance learning can provide students with the opportunity to practice their communication skills in real-world contexts, such as online forums, virtual meetings, or simulated scenarios. Feedback and assessment: Distance learning platforms can offer automated feedback tools, allowing students to receive immediate feedback on their communication skills.

4. Building a learner community:

Online discussion forums: These can provide students with a platform to engage in discussions, share perspectives, and receive feedback from peers. Virtual collaborative projects: Students can work on projects together in different geographic locations, fostering teamwork and communication skills. Mentoring programs: Distance learning can facilitate mentoring programs that connect students with experienced professionals, promoting professional development and communication skills.

Results

Challenges and Considerations:

Technological Infrastructure: Providing access to reliable technology and internet connectivity is critical for both students and faculty. Motivation and Discipline: Students require self-discipline and motivation to effectively participate in distance learning modules. Faculty Training: Faculty require training on how to effectively integrate elements of distance learning into their teaching practices.

This table provides a general overview of the integration of distance and face-to-face learning methods over the past five years and how these approaches have impacted the development of communicative competence.

Components of integration of distance and face-to-face learning	Characteristic	Impact on the development of communicative competence
Interactive online platforms	Use of educational platforms, forums, virtual classrooms	Development of written communication, argumentation skills and exchange of opinions
Video conferencing and online chats	Organizing synchronous communication between teachers and students	Developing oral communication skills, conducting dialogue, and public speaking
Group online projects	Collaborative task completion in a digital environment	Development of teamwork and communication culture
In-person practical classes	Seminars, discussions, role-playing games and workshops	Improving live communication skills and communicative adaptation

Blended Learning:	A combination of online and offline learning formats.	Developing flexible communication in different educational settings.
Digital educational resources	Using multimedia materials and interactive tasks	Increasing the motivation and activity of students in the communication process
Independent work of students	Completing online assignments, preparing presentations and reports	Developing independence and the ability to communicate academically
Collaborative learning	Organization of joint educational activities	Development of skills of cooperation, tolerance and communication culture
Integration of digital technologies	Use of modern ICT in the educational process	Preparing students for communication in the modern digital environment

Conclusion.

Integrating distance and in-person learning offers a promising approach to developing communicative competence in a dynamic and engaging way. This innovative model provides flexibility, accessibility, personalized instruction, and community building, ultimately leading to more effective and well-rounded communication skills.

Overall, integrating distance and in-person learning can be an innovative approach to developing students' communicative competence. By using interactive online platforms, real-time communication tools, blended learning approaches, personalized feedback, and collaborative learning opportunities, educators can help students develop strong communication skills essential for success in academic, professional, and social contexts.

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