

cause it should be well-structured. It is suggested to include the information that is not stated in the CV or in any other document. The purpose of the motivation letter is to write something special, something that would inspire the commission to choose a decent candidate.

To sum up, all the steps mentioned play a huge role. Applicants should operate a sound knowledge of English, be active in social activities and be enrolled in the university programme. It is predicted, that if an applicant meets all of the above stated criteria, he/she will go abroad to study at the university chosen and get valuable international experience.

*D.P. Zaikina, PhD candidate
N.O. Holiver, PhD, assoc. prof.
SIHE "Kryvyi Rih National University"*

FEATURES OF PROFESSIONAL COMMUNICATION

A person's success in life, his relationship with other members of society depend on his ability to communicate. Social language is a complex process of setting and development of contacts between people, the interaction of individuals based on exchange of thoughts and feelings.

Thus, social language is "a purposeful and social process of the exchange of information between people in different areas of their cognitive, labour, creative activity is realized mainly by verbal means" [1].

In fact, the notions of "communication" and "social language" are often used synonymously but it is not quite fair, between them, there is a significant difference. In everyday situations, social language is used, professional communication involves the interaction of communicators, each of which has the purpose of influence on the other and knows his partner communication task is the same. Emotions and feelings are not something characteristic of communication, they rather do not start the process, and are a service point of communication [2].

Analysis of these and other definitions makes the authors agree that the most important thing in communication is the exchange of

information between the two sides of the process by means of clear signs known to the parties.

A.V. Sokolov identifies four types of communication: physical, genetic, psychological and social. A subtype of social communication is a professional communication [2].

What is included in the concept of professional communication of higher-education teaching staff? This term is an example of terminological instability, because it is quite new to pedagogics. Traditionally, it is common to speak about the pedagogical social language, which refers to "professional communication of a lecturer and students in a holistic pedagogical process".

The professional activity of the pedagogue is impossible without communication and dialogue. In today's globalized world, the wealth of professional information flows, teamwork methods, implementation of interactive technologies in all spheres of activity of the pedagogue professional communication is one of the main means of solving professional problems. The pedagogue must not only carry out teaching, but also set up, establish and develop fruitful professional contacts, aimed at the effective exchange of information and development of common strategy of interaction, perception and understanding of the communicators. Today, pedagogues are an important professional group that has a significant influence on the culture of society, socio-political and economic processes.

Thus, there are socio-communicative relations that rise societal communication to a higher level. With this new type of social culture the societal and self-programming basis of cultural and information development is being formed.

References

1. Shevchuk, S.V. (2011). *Ukrayinska mova za profesijnym spryamuvannyam: Pidruchnyk*. [Ukrainian language for professional purposes: Textbook]. Kyiv: Alerta [in Ukrainian].
2. Utkina, Yu.V. (2012). *Podhodyi k utochneniyu ponyatiya «professionalnaya kommunikatsiya pedagoga»* [The approaches to clarify the concept of «the professional communication of pedagogue»]. 1 (30). — P. 123-128 [in Russian].