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Communicative Competence Role in Athlete-Football Player's Professional Activities

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Annotation: *in this article, we analyzed the characteristics of the formation of communicative competence among athletes, football players as a factor in the success of highly qualified football players. It is shown that professional mastery largely depends on professional communicative competence. In this paper, we present the main components of the content of professional-communicative competence: cognitive, communicative, organizational-operational, reflexive, affecting the high qualification of an athlete.*

In essence, communicative competence is the education of a person and his knowledge of etiquette. That is, the ability to negotiate with a person for more than five minutes without insulting his feelings and not shocking the complete lack of culture. To put it scientifically, communicative competence is the generalized communicative properties of the personality, which include communication skills, as well as social and sensory experience.

The first rule of communicative literacy says that you should not communicate to the interlocutor a thought that is not completely or is not completely clear to the speaker.

There is also a rule of concreteness, which requires avoiding vague, indefinite and ambiguous sentences in communication, moreover, one should not use unfamiliar terms and concepts.

However, communicative competence requires not only control of one's speech and the content of the transmitted message, but also control of facial expressions, intonation and gestures.

You also need to remember that your opinion may be wrong. This will help avoid serious mistakes.

The main trend of changes that are currently taking place in the educational system reflects the focus on humanistic values, communicative culture, development processes and self-actualization of the personality of each participant in the educational process.

According to state educational standards, one of the main requirements for personal results of mastering the basic educational program of basic general education is the formation of communicative competence in communication and collaboration with peers, older and younger

children, adults in the process of educational, socially beneficial, educational and research, creative and other activities.

Communicative competence is one of the most important qualitative characteristics of an individual, which allows them to fulfill their needs for social recognition, respect, self-actualization and helps the successful socialization process. However, a clear understanding and a clear structure of communicative competence, its features among adolescents in scientific sources have not been identified, which allows for further scientific research.

Professional activity of a specialist in the field of physical culture and sports is largely determined by the knowledge and skills of a communicative nature related to the organization and implementation of business and interpersonal communication, therefore the problem of developing communicative competence in football players is of great importance. Sometimes athletes who have a high level of professional knowledge, skills and abilities, have the necessary physical training, but do not have the rules for interacting with other players, with a coach, are completely helpless in the communication process, because any communication is effective only when people interacting each other, are competent in this situation (4, 6).

Based on the analysis of scientific literature, their own work experience in sports clubs, it was established that the communicative component takes the leading place in the structure of the professional activity of an athlete-football player. Communicative competence is expressed in a person's ability to recognize and control their social behavior, to understand the behavior of others, the causes of a particular emotional state, to possess the communication mechanisms necessary to successfully perform this activity, to see communication problems in their activities, to develop them and look for ways their adequate resolution.

All of the above elements characterize the communicative "profile" of the athlete's professional activity, since he must be able to establish psychological contact with teammates and opponents, with coaches and judges, with the audience, manage the process of communication, have formed speech and reflexive skills, have personal qualities: benevolence, tact, objectivity, tolerance, organization, initiative, etc., to be able to constructively solve non-standard tasks and arising in the process of competitive and training activities (2, 3).

Analyzing various points of view regarding the structure of professional communicative competence in particular of an athlete-football player that influences gaming skills, we can conclude that it includes both the narrowest and extremely wide range of mental, social qualities, processes, knowledge, communication skills and skills (2).

We have identified the following main components of the content of communicative competence: cognitive, communicative, organizational, operational, reflexive (1, 7):

- cognitive - a system of knowledge that allows an athlete to build effective communication in accordance with the goals and conditions of his professional and interpersonal interaction;
- communicative - a system of skills and abilities to interact with people (coach, teammates, judges), allowing communication to be adequate to a certain type of situations and situational tasks;

- organizational and operational - characterized by the presence of the following skills in an athlete:

- the ability to act in the interests of the team, to relate to group members accordingly, to organize optimal communication with partners when performing joint activities;
- the use of psychological and pedagogical technologies in the process of interaction with partners, control, correction of the results of activities in accordance with the goals set;
- reflexive - is determined by the sustainable motivation of self-knowledge, self-development and self-improvement in communication activities;
- readiness to take responsibility for the work performed;
- the ability to maintain internal autonomy for the interaction;
- empathy and social reflection.

It is these components, in our opinion, that determine the content of professional communicative competence.

It should be noted that communicative competence provides a high level of professional competence of an athlete-football player, since it implies knowledge in the field of communication (socio-psychological mechanisms, styles, methods and stages), professional skills (using effective communication techniques, establishing contact, giving feedback, behavior in business communication, active listening and conflict resolution), as well as professionally significant personal qualities of a specialist (empathy, reflexivity, sociability, psychological flexibility, cooperation, emotional appeal) (3).

Formation of professional-communicative competence among athletes-football players should be a targeted process of systematic accumulation of knowledge and skills that will allow to effectively carry out professional-communicative activities.

Consequently, the technology of the formation of communicative competence in a professional athlete-football player is a universal tool for the design of the training process in an educational and sports club, including:

- clarity and multi-level setting goals;
- the quantitative composition and qualitative filling of the training process with teaching methods, including pedagogical techniques and game situations created, and the forms of training organization (steam room, group, collective, individually-isolated);
- organizational and pedagogical conditions aimed at the qualitative transformation of individual psychological, communicative, activity and value-semantic components of an athlete's personality, which together provide ease and confidence in communication, psychological contact and communicative compatibility, as well as an active position in cooperation with partners by team, coach (5, 7).

Thus, a professional team based on the principle of professionalism and competence will ultimately provide a high result in competitive activities.

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