

# COMMUNICATION STRATEGY IN LEARNING FOREIGN LANGUAGES

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## **Communication competence**

Rapid process of globalization creates new demands on professional, social, intercultural and communication competence for all people in all areas of our society. “Communication competence in Turek's paper [Turek 2005] is one of the key competencies, which represents a set of knowledge, skills and attitudes necessary for personal fulfillment and development to engage successfully in life of society and the employability as well“. Communication regulates our actions and behavior, affects our aspirations, performance and overall view of life in society where we live.

## **Communication strategy**

Communication skills are one of the prerequisites for success, not only in term of employment but also good personal and working relations. Communication strategy focuses attention on the actual language of the user in particular situation considering the relationship of partners and communication target. The aim of successful communication training represents practical training of students in order they might communicate effectively in different situations. Induced model situation, the environment and the overall focus creates very good conditions for selection and application of modern methods for development of personal and professional communication skills in students. Nowadays it is not sufficient to learn a foreign language by “thoughtless learning by heart as it was criticized in Javor's paper [Javor 2009]” and also only understanding the grammar and learning vocabulary. In modern learning languages it is necessary to maintain social skills (respect for rules and communication standards and principles of social interaction), linguistic knowledge (knowledge of language system) and interpretative ability (the relevant knowledge in the communication situation). It is also important to keep the distinction between words spoken or written, between prepared and unprepared speech, between dialogue and monologue, between factual and artistic expression and the fact if it is public or private environment where the use of substandard words and slang expressions is allowed should be considered. “Virostková [2008:262] highlighted that semantics of statements is associated not only with the context, situation but also with phon knowledge of speakers.“ We should know when and how to engage in conversation, when to be silent when to give an opinion of something nonverbally, or to know how to finish communication tactfully. We should rely mainly on permanent training and practical training of communication competence.

## **Effective communication**

Communication will be effective if:

- there is mutually a fair relationship of communicating people,

- objectives are clear and people who communicate have their interest in common achievement,
- contents and means of communication are adequate,
- there are not significant barriers to external disturbances,
- context of communication (time, place, gender, age) is equivalent,
- both partners use communication skills.

Effective communication will certainly help you in the successful progress in professional life but, of course, it may also improve your personal life.

## **Conclusions**

A new interpretation of contents and emphasizing that learning is a lifelong process of development a permanent human communication acquires series of competencies needed in the globalization era of the world. Nowadays university education in foreign language teaching requires a teacher who has to create space for dialogue, discussion, cooperation, and encourage students' self-esteem and strive to develop the maximum communication competence while teaching their course, but also such a teacher should encourage students to develop communication skills outside university education, especially in their leisure time.

## **LITERATURE**

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## **Summary**

The paper shows the importance of individual components of communication in learning foreign languages in terms of linguistic, paralingvistic, sociolinguistic and socio-cultural. The components of communication must be emphasized in teaching a foreign language by means of properly selected exercises and authentic situations, it is necessary to cultivate awareness among students by listening and reading and also to develop productivity by writing and speaking. Communicative competence is one of the key competencies, it represents a set of knowledge, skills and attitudes which are needed for personal satisfaction and development, involvement in society and successful employment in the labour market.