
**THE ROLE OF COMMUNICATIVE COMPETENCE IN TEACHING WRITING
SKILLS**

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Abstract

In today's interconnected world, effective written communication has become a vital skill. Teaching writing with a focus on communicative competence enables students to develop the ability to express their thoughts clearly, coherently, and persuasively. This article explores the importance of communicative competence in teaching writing skills and offers strategies to enhance this competency in the classroom. This article focuses on understanding the components of communicative competence, investigating its impact on writing proficiency, and examining practical approaches to incorporate communicative competence in the classroom.

Keywords: communicative competence, teaching, writing techniques, pre-writing, drafting, revising, editing, publishing, peer feedback, revision, constructive criticism.

The goal of teaching writing is the “building students’ writing communicative competence, which includes punctuation, content and the form of written speech”. The module gives the opportunity for students to develop creative thinking and disclose some hidden writer’s abilities. Furthermore, this is done consistently, from simple to complex, from the stage of recording ideas, key sentences, the transformation of texts into their own independent works of different length, genre, and character [1] .

Secondly, we try to “switch off” the traditional psychological brake – fear to make a mistake in spelling or grammar, as students know that, the creative process of writing is always followed by an editing [2]. Therefore, sometimes students check each other’s work, as they do it with interest and passion, find errors and make valuable comments on content.

Understanding Communicative Competence:

Communicative competence goes beyond grammatical accuracy and vocabulary knowledge. It encompasses the ability to use language appropriately in various contexts, understand

cultural nuances, and engage in meaningful communication. In the context of teaching writing, communicative competence involves teaching students how to convey their ideas effectively, engage with readers, and adapt their writing style to different purposes and audiences [2].

Strategies to Enhance Communicative Competence in Writing Instruction:

1. **Authentic Writing Tasks:** Provide students with real-life writing tasks that mirror authentic communication situations. This could include writing emails, letters, blog posts, or articles on topics of interest to them. Authentic tasks offer students the opportunity to apply their writing skills in a meaningful and purposeful way.
2. **Process-Oriented Writing Approach:** Emphasize the writing process, which includes pre-writing, drafting, revising, editing, and publishing [3]. Encourage students to engage in peer feedback and revision, fostering collaboration and improving their ability to receive and provide constructive criticism.
3. **Audience Awareness:** Teach students to consider their audience when writing. Help them identify the needs, interests, and expectations of their target readership [3]. This awareness enables students to adapt their writing style, tone, and content accordingly, enhancing the effectiveness of their communication.
4. **Genre Exploration:** Introduce students to various genres of writing, such as narratives, descriptive essays, persuasive texts, and argumentative essays. Guide them in analyzing and understanding the specific characteristics and structures of each genre, enabling them to produce writing that meets genre expectations [4].
5. **Language Functions and Register:** Teach students how to use appropriate language functions, such as expressing opinions, giving advice, or making comparisons, in their writing. Additionally, guide them in understanding the concept of register, helping them choose appropriate language styles for different writing contexts.
6. **Collaborative Writing Activities:** Incorporate collaborative writing activities where students work together on shared writing tasks [5]. This fosters communication, cooperation, and the exchange of ideas, enhancing students' overall communicative competence.
7. **Technology Integration:** Utilize technology tools that promote writing and communication skills. Online platforms, collaborative writing tools, and digital feedback mechanisms can enhance students' ability to engage in written communication and receive timely feedback [6].

Communicative competence can be understood as a readiness and ability to interact, verbal and non-verbal (facial expressions, body language), with other people, is the most important quality necessary for a person in all situations of life. However, especially in recent years, complaints from employers and university teachers have become more frequent than school

graduates have this ability to an unsatisfactory degree [7]. This also corresponds to the observations of the teachers themselves. The situation is further aggravated by the fact that various open forms of learning alternative to the traditional lesson, such as: research projects involving team forms of work, collective discussions and presentation of results, aimed at developing key competencies, depend on the students' basic readiness and ability to communicate.

In most Western educational programs, communicative competence is among the "key" ones, which means, in particular, the transfer of "responsibility for the formation" of this competence from a separate subject area to the educational process as a whole [8]. Before talking about what this means and what changes this will require in the organization of the educational process in a particular school, in a particular lesson, we must explain why communicative competence is key? The first reason that can be pointed to is public demand, or, in modern language, "the call of the times." More specifically, there are several such requests - "challenges" [9].

- 1) A request from an adult professional business world that is acutely aware of the lack of practical communication skills of school graduates. It is no coincidence that we are now seeing a surge of interest in various communication trainings, business communication courses, etc. The role of communication in the modern business world is constantly increasing. The solution to a problem today is determined not by the unique thinking of one or another specialist, but by the effective organization of collective work of different specialists, i.e. their communicative competence. The role of electronic communication systems has increased. In this regard, many new concepts have appeared [15]: "virtual negotiations", "virtual transaction", "teleexchange", "virtual conference", etc. We can say that communicative competence is becoming the most important requirement for many modern professions [10].
- 2) Request from the emerging civil society. Firstly, it consists in the development of horizontal social relations as opposed to vertical, hierarchical ones, which requires a change in the communicative culture of society. Secondly, the blurring of boundaries and the mixing of different ethnic and social groups leads to the emergence of a so-called multicultural society, which requires the development of competence in the field of intercultural communication.
- 3) The development of mass communication, its totality, and the use of manipulative technologies require modern people to have the ability to navigate in this area, mastering the role of a "critical viewer" or "critical reader." The second reason can be formulated based on the needs of the education sector itself [11]. If we define the main meaning of education as the development of practical abilities/skills necessary for a person to

achieve success in personal, professional and social life, then one of the key ones is his communicative competence.

Moreover, if we look at the list of “general educational abilities, skills and methods of cognitive activity” proposed by the Standard, we will see that half of them are related to communication, but are presented in the form of disparate skills and abilities that do not have a common basis [12]:

- adequately perceive oral speech and be able to convey the content of the listened text in a compressed or expanded form in accordance with the situation of verbal communication;
- select and use language means in accordance with the communicative task and communication situation [14];
- master monologue and dialogic speech, observing accepted ethical standards of communication, etc.

The third reason putting forward communicative competence is that communication, understood as “the exchange of meanings (information) between individuals through a common system of symbols (signs),” is not reduced only to verbal communication and is a method and at the same time a condition for the existence of any macro- or microhuman society [13].

Developing communicative competence in teaching writing skills equips students with the necessary tools to express themselves effectively in written form. By incorporating strategies that focus on authentic tasks, audience awareness, genre exploration, and collaborative activities, educators can empower students to become confident and competent writers.

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