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CULTURE OF COMMUNICATION IN MODERN EDUCATION

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Introduction. Changes in the life of mankind due to technical development and the emergence of new knowledge are also associated with the emergence of new or actualization of previous problems of language use [3]. A huge amount of texts, a huge number of opportunities to present and transmit information as well as opportunities for direct communication of people have occurred.

Methods. Communication between people located in different geographical points of the planet helps expand opportunities for learning languages. Here, new teaching methods as well as polygraphic and information technologies are important [1]. There are more opportunities for travel to different countries for a long time or for permanent residence, which increases the number of representatives of the same languages in different territories of the Earth, which allows, on a larger scale than before, receiving from such people using traditional letters, telephone communication and technical means based on the latest information technology the information that does not require translation of events in different geographic locations. Thanks to the expansion of information capabilities, people more and more begin to understand the interrelation of various phenomena in different places of our planet. Many people already understand that peace and harmony, the absence of conflicts, the expansion of opportunities for contacts and joint creative activities, and not for quarrels, wars, boycotts, etc., are necessary for their prosperous existence, which in the past (in historical perspective) and in modern conditions did not bring well-being to the overwhelming majority of the population of the Earth but only destroyed the created values, stopped creative, constructive activities for the sake of senseless and destructive ones, directed the intellectual potential of humanity for the creation of means of destruction.

Currently, modern information technology is used for the manipulation of public consciousness. It is done in the interests of individual groups in order to achieve political and economic goals that may be unfavourable for other people. Therefore, direct communication of positively thinking people is of major importance. Modern information technology can also help them. The exchange of direct information (direct exchange of information) between people who trust each other reduces the negative impact of the virtual information space created to form consumers that are beneficial for merchants and producers of goods as well as to create "controlled chaos" in the interests of certain political forces whose activities are often based on racism, xenophobia and intolerance (to other opinions), or to distract people from problems that are more important to them [2].

Results. The need for mutual understanding of people and constructive cooperation requires the development of their communicative skills, improvement (development) of the native language and other languages not only within the language norm but also for the purpose of being able to create utterances (language forms) most

conducive to creating an atmosphere of trust and goodwill, dissemination of positive ideas.

To achieve these goals, among other things, developing a culture of speech is of great importance. At the same time, there is a trend when the concept of the "culture of speech" is interpreted not only as a linguistic correctness of the statement and not only as a striving for observance of the speech norms recorded in educational and reference literature but also the ability to briefly, clearly and convincingly express own thoughts in writing and verbally, find and use language means to establish positive, mutually beneficial contacts with other people. The culture of speech, therefore, is increasingly associated with the general culture of a person with the desire for conflict-free, benevolent communication, constructive solution of controversial problems and the denial of violent ways to achieve personal and social goals. Such an interpretation of the "culture of speech" can be taken into account when determining the content and methods of teaching native and foreign languages, the search and development of which may become one of the tasks of researchers and practitioners in the field of training and education.

Conclusion. The authors emphasize the urgent character of the problem whether the Internet is becoming a new type of linguistic behavior and what its impact on the teaching learning process is.

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