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Экономика и управление

PRESENTATION AS A MEANS OF COMMUNICATION SOFT SKILLS DEVELOPMENT IN DOCTORAL STUDENTS IN FOREIGN LANGUAGE TRAINING

Keywords: soft skills; doctoral students; doctoral training; foreign language.

Abstract: The aim of the study is to describe making presentation as a means of communication soft skills development in doctoral students. The tasks of the study are to describe soft skills development as a trend in modern education; to review the main ideas on the problem of communication soft skills development; to substantiate the importance of presentation skills for doctoral students. As a research method, a review of the literature and foreign experience gained during the internship at Brunel University (London) was selected. It is concluded that foreign language training contributes to the development of communication soft skills in doctoral students, presentation being one of the relevant means.

The role of foreign language training in the world higher education system has changed because of global transformations in the social, political, and economic life of society. A foreign language has become a means of achieving professional growth and personal development. In modern conditions, foreign-language training of specialists and doctoral students is becoming the basis for wide-profile training in the context of life-long learning, which will require new approaches to developing a system of specialists training for foreign-language communication in the professional field [6, p. 273].

The need to change the priorities in doctoral students' training has become obvious. One of the most important problems that teachers have to solve is the search for approaches and methods aimed at professional self-development of young scientists, developing their abilities to communicate creatively

and effectively in a professional environment [7, p. 75]. The main idea of education – idea of development (as a natural sign and essence of life: life is development) the personality, and through it and societies. The main objective of education is forming the capable structure to self-development and the personality aiming development [2, p. 1702]. National research universities have enormous potential for applied research, which allows solving very accurately the tasks of industrial enterprises. Unfortunately, due to various circumstances, very little of this potential is used. Universities have problems in close contact with industry, and the research they conduct is not always demanded by industry [4, p. 398].

The demand for soft skills today can be explained by increased integration of the economy and labor markets and, as a result, increased demand for competent workers with good knowledge of foreign languages, social and intercultural skills. As global economies become more interconnected, the importance of multilingualism and intercultural skills is becoming increasingly important on a global scale [2, p. 1698].

Being a trend in modern education the development of soft skills requires thorough study. “Soft skills” is a relatively new term (also called flexible or cross-cutting). Unlike “hard skills”, which are directly related to the qualifications and professional competencies, soft skills are more universal, not specialized, and more associated with personal qualities and social skills. Soft skills are responsible for the successful professional and scientific adaptation of university doctoral students and young scientists. Soft skills in the higher education system traditionally include: project management, teamwork, solution of problems, thoughtful leadership, innovation, trading in

financial markets, intercultural communication, communication skills, academic writing, public speaking, knowledge of foreign languages, use of the Internet, e-mail, social networks, content creation, knowledge and information skills, data and information management, ability to use IT applications and knowledge of programming languages, writing reports.

Presentation is a means of communication in academic environment. As presentation involves all kinds of speaking activities, strong presentation skills are best developed through foreign language training. For a doctoral student, public speaking is one of the forms that allow presenting the results of their research to the scientific community and demonstrating readiness for cooperation. Presentation is an effective means to develop and show communication skills. A presentation in the broad sense of the word is a comprehensive demonstration of the entirety of theoretical, factual and visual material in the form of a sequence of visual material (slides) logically replacing each other. At this stage of the development of education, a presentation is the best way to optimize information, in particular, a sufficiently large amount of material that is provided to students in current educational institutions [1, p. 266]. In a foreign language lessons, not only the speaking skills are developed; here one can develop the art of oratory, body language, the ability to demonstrate enthusiasm, capturing audience attention, develop the skills of making the speech in such a way that it is interesting and understandable not only to specialists, but to all interested people. Besides, one of the most important tasks of modern foreign language education is the regulation of human speech in accordance with the norms and rules of linguistics and philosophy, with the goal of a targeted impact on linguistic consciousness and personality behavior [5, p. 62]. Previously, all these skills were being mastered at real conferences, which were the actual training sites for it. Now, doctoral students have an opportunity to compete: competitions for the presentation of their scientific research are becoming increasingly popular. From competitions held on the university level, a doctoral student can go to the international level, improve oratorical skills, the ability to function in two linguistic cultures, develop horizons and tolerance [6, p. 347].

Thus, Brunel University (London) holds a competition for doctoral students 3-Minute

Thesis © Competition Practice (Thesis in three minutes). Participation in the competition gives a chance to win a prize of up to £ 500 and represent Brunel University at the national final. Three Minutes Thesis (3MT ©) is a communication research competition created by the University of Queensland. It allows researchers to present their work to non-specialists in just three minutes, using one slide, without any support or professional jargon. Participation encourages the development of academic, presentation and research communication skills. The Brunel 3MT © competition is open to all researchers (PhD, MPhil, PhD, DPH, EdD and LLM) registered at Brunel University in London. The competition is open to students at all stages of their research and participation is recommended for everyone. Students and doctoral students can prepare for the competition during special seminars. At these workshops, the rules and requirements for the 3MT © contest are voiced, and tips and tricks for presenting the study are provided. Those who undergo this training usually perform better in the competition (according to information posted on the university's website), and all the winners of the competition took full advantage of this opportunity [5]. The main results of training at the seminar include the practice of presenting a short presentation to a small audience of peers, constructive feedback about the individual presentation style, individual technique and static slide (in the context of participation in the 3MT ® contest). In addition, doctoral students can improve, where necessary, aspects of the presentation of the study, have a better understanding of how to effectively and fully communicate with non-specialists.

Thus, a foreign language becomes a means for solving professional and scientific problems. Drawing up a high-quality training program for presentations and competitions within foreign language training for doctoral students is a serious task challenging teachers and supervisors. Presentation contests in a modern format can be organized at any Russian university, and can also be held at inter-university, national or international levels. The introduction of the course and its compatibility with existing training programs is another challenge for universities [6, p. 276].

Based on the results obtained, the following conclusions are drawn:

- foreign language training contributes to the successful communication in academic environment;

- foreign language training meets the social demand for soft skills development;
- presentation is a relevant means of communication soft skills development in doctoral students;
- participation of doctoral students in the competitions will provide an opportunity to develop

soft skills and prepare young scientists for effective competition in the world of modern science and technology;

- doctoral students who have completed training and participate in the competitions will receive an advantage in getting a job or further career development in science.

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