**Nataliya Kondratenko**

**LINGVODIDACTICAL CONDITIONS OF FORMATION OF THE COMMUNICATIVE COMPETENCE OF FUTURE JOURNALISTS**

*Abstract*. In the article linguodidactic conditions for developing communicative competence of future specialists in the educational process of higher educational establishments are specified and defined, notably, enlargement of the vocabulary, development of the students’ speech creativeness and rhetorisation of the educational process in institutions of higher education. It is established that the development of the future journalists’ speech could not be reduced to a mere automatic enlargement of their vocabulary at the expense of introducing a range of words or collocations into active usage. It is crucial to ensure that mastering the word semantics and the context of its usage, which occurs in the process of working at all aspects of a word. It is stressed that creativity is seen both as a journalist basic skill necessary to tackle professional tasks, and a capability to work creatively, produce a new, original, intellectual-and informational product and generate new and distinctive ideas. It is ascertained the maturity of the rhetorical competence is crucial for future journalists. It involves deliberate and responsible attitude to the professional speech; the experience of mastering professionally-oriented speech styles; the ability of purposeful and efficient usage of strategies and tactics of information-influential communication. Linguodidactic conditions for developing communicative competence of future journalists are construed as a complex of either objectives or reconstructed means or circumstances within a higher educational establishment which are seen as indispensable and sufficient means of achievement the prospected outcomes within a certain educational process.

The communicative competence of future journalists is specified as a complex of students’ knowledge on effective communication and a scope of professionally-oriented skills indispensable for both efficient and literal perception of other individuals’ patterns of speech behaviour and flexible formation of proper communicative strategies relevant to the purposes, scope, style and situations of communication.

***Key words***: *linguodidactic conditions, communicative competence of future journalists, enlargement of the vocabulary, speech creativeness, rhetorisation of the educational process.*