

THE IMPORTANCE OF DEVELOPING STUDENTS' COMMUNICATIVE COMPETENCE WITH THE HELP OF VISUAL MEDIA

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Abstract: The competence also develops social skills such as group work, collective discussion and effective exchange of ideas among students. Visual aids play an important role in this process, as they help motivate students, enliven learning activities and clearly express ideas. Visual aids serve as an important methodological tool in the development of communicative competences, and research in this area makes a significant contribution to improving the quality of education.

Keywords: Competency, education, pictures, diagrams, videos, slides, diagrams, tables, graphs.

In today's fast-paced, technology-driven world, effective communication skills are more critical than ever. Communicative competence—the ability to convey and interpret messages clearly and appropriately in various contexts—is a cornerstone of success in both academic and professional settings. One of the most effective ways to develop this competence in students is through the use of visual media. Visual media, including images, videos, infographics, and presentations, not only enhances engagement but also fosters deeper understanding and retention of information. This article explores the importance of developing students' communicative competence with the help of visual media and how it can transform the learning experience.

➤ **Why Communicative Competence Matters**

Communicative competence goes beyond mere language proficiency. It encompasses the ability to express ideas clearly, listen actively, adapt to different audiences, and use non-verbal cues effectively. In a globalized world, where collaboration and cross-cultural communication are essential, these skills are indispensable. Students with strong communicative competence are better equipped to navigate complex social and professional environments, build relationships, and solve problems collaboratively.

➤ **The Role of Visual Media in Developing Communicative Competence**

Visual media serves as a powerful tool to enhance communicative competence in several ways:

1. **Enhancing Engagement and Motivation:** Visual media captures students' attention and makes learning more interactive and enjoyable. Videos, animations, and infographics can simplify complex concepts, making them easier to understand and discuss. This engagement encourages students to participate actively in discussions, ask questions, and share their perspectives.
2. **Improving Comprehension and Retention:** Visual aids help students process and retain information more effectively. For instance, a well-designed infographic can summarize key points of a lesson, while a video can demonstrate real-world applications of theoretical concepts. This clarity enables students to communicate their understanding more confidently.
3. **Encouraging Creativity and Expression:** Visual media allows students to express their ideas creatively. By creating presentations, videos, or digital posters, students learn to organize their thoughts, design compelling messages, and present them effectively. This process

strengthens their ability to communicate ideas in innovative ways.

4. **Facilitating Collaborative Learning:** Group projects involving visual media, such as creating a short film or a multimedia presentation, encourage teamwork and communication. Students learn to negotiate roles, share responsibilities, and provide constructive feedback, all of which are essential components of communicative competence.

5. **Developing Digital Literacy:** In the digital age, the ability to use visual media effectively is a key aspect of communication. By incorporating tools like PowerPoint, Canva, or video editing software into the curriculum, educators can help students develop technical skills alongside their communicative abilities.

6. **Bridging Language Barriers:** For students learning in a second language, visual media can serve as a bridge to overcome language barriers. Images, gestures, and visual context provide additional cues that aid comprehension and expression, making communication more accessible.

➤ **Practical Strategies for Educators**

To harness the power of visual media in developing communicative competence, educators can adopt the following strategies:

- Incorporate multimedia resources into lessons, such as TED Talks, documentaries, or educational videos.
- Encourage students to create visual projects, such as digital storytelling, podcasts, or video essays.
- Use visual aids like mind maps, charts, and diagrams to facilitate discussions and brainstorming sessions.
- Provide opportunities for students to present their work using visual tools, fostering public speaking and presentation skills.
- Integrate collaborative tools like Google Slides or Padlet to promote teamwork and idea-sharing.

Developing students' communicative competence is essential for their academic and professional success. Visual media offers a dynamic and effective way to enhance this competence by making learning more engaging, accessible, and interactive. By integrating visual media into the classroom, educators can equip students with the skills they need to communicate effectively in a visually oriented world. As technology continues to evolve, the role of visual media in education will only grow, making it an indispensable tool for fostering confident, creative, and competent communicators.

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