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Yavtushenko V. Projective-recursive technology as a predictor of efficiency
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Анотація: The issue of forming a professional culture, and in particular a culture of business communication, requires special attention and study, since professional education involves not only mastering knowledge and skills for performing specific work in a certain profession, but also a high general cultural level, a broad professional outlook and professional interests that form the ability to creatively and productively solve production tasks. Taking into account modern educational realities, digitalization is gaining momentum, therefore, one of the means of information and communication technologies that creates a modern digital learning environment is the Moodle system, which makes it possible to organize a full-fledged educational process. The Moodle system has functional capabilities for using training technologies in the educational process aimed at forming a professional culture and a culture of business communication of a future banking specialist. The scientific work proves that modern training technologies used in classes in the humanitarian disciplines showed positive dynamics in the levels of formation of a culture of business communication and a professional culture of higher education applicants.

Keywords: professional culture, culture of business communication, higher education institution, digital educational environment, training technologies.