



Communicative Competence and Ethical Competence as the Key Competencies for the successful Future Education

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Abstract

Journalism is a profession closely related to the communicative skills. It relies on collecting and passing on information of various media character and journalism genres. This profession assumes also permanent contact with people, both real and virtual, which requires well-developed communicative and ethical competence, since these two skills are the expression of the professional social and ethical capabilities, indispensable in the private and social life, as well as in the labour market.

The authors are going to present here their own research concerning the communicative and ethical competence of the journalism students in Poland.

While researching on the subject of the communicative competence they focused – above all – on its understanding by the students, their ability to make self-assessment and to develop this competence, by drawing from the educational offer of the journalism studies in Poland.

On the other hand, the notion of the ethical competence was analyzed in the context of the general evaluation of the subject, the opinion on the program and the changes introduced in reference to the professional challenges.

The researchers paid also special attention to the contemporary communication environment, in which the social media play a significant role.

Therefore, the main idea of this research is to demonstrate to what extent the journalism studies favour the development of the communicative and ethical competence, as well as what kinds of communicative styles and ethical challenges might be characterized and categorized on the basis of this research.

The purpose of this analysis is then determining and offering the most important guidelines necessary for shaping the communicative and ethical competence for the successful future education.

Key words: communicative competence, ethical competence, successful education

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