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## THE LANGUAGE ASPECT IN THE FORMATION OF THE VOCATIONAL CULTURE OF FUTURE PHYSICAL EDUCATION TEACHERS

**Annotation.** The article is devoted to the analysis of the issue of the formation of language skills and language etiquette as components in the formation of the level of professional language culture of future teachers of physical education during the educational process in a higher education institution. It was concluded that the awareness and identification of this issue will strengthen the tendency to rethink the methods of formation of language competence during the educational process in institutions of higher education.

**Keywords.** vocational culture, personal qualities, abilities, higher education.

**Introduction.** There is an important goal in the field of education to prepare such a specialist who will understand and feel culture in general and professional culture, will realize himself in a mobile, changeable, complex and controversial professional field, will actively and creatively apply the acquired knowledge, thereby contributing to the development of society's culture.

**The purpose.** In this regard, the priority direction of the development of higher education in Ukraine is the training of a responsible, competent, mobile specialist who is not only fluent in the profession, but also knows how to improve himself, quickly adapt to new conditions in the direction of his activity, orient himself in areas adjacent to it activities, work at the level of world standards; a specialist who will be aware of the importance of his professional culture and will be ready for professional self-development.

**Material and methods of the investigation.** Theoretical analysis and generalization scientific and methodical literature. The object was the process of determining the level of mastery of language skills, language etiquette and verbal image as factors of the language component of professional culture among future physical education teachers and trainers. The subject was chosen criteria and factors of forming the level of language competence of students of various sports and courses during the educational process in a higher education institution. The methods used by us during the research were the survey of students of the 1st and 5th years.

**Research results and their discussion.** The conducted questionnaire was aimed at determining by students their level of formation of language skills, language etiquette, verbal image and mastery of a foreign language by professional direction, determining the level of awareness of the role and importance of these components by students of various courses of a higher education institution. It should be noted separately the importance of mastering a foreign language in a professional direction, language skills especially during communication in a foreign language with international team representatives, judges, managers and organizers of competitions and meetings.

**Conclusions.** Analyzing the received questionnaire data, we came to the following conclusions: 1st-year students assessed the level of their speaking abilities with very low scores, namely, as an unsatisfactory level, they defined the following as the level of saturation - the richness of vocabulary, grammatical forms, expressive language means that prevail over them minimum level. Thus, they were aware of the insufficient amount of theoretical knowledge and practical classes to develop the necessary skills and abilities. First-year students defined the level of correctness as a satisfactory level (observance of language norms; normativity of speech). At that time, 5th-year students rated their level as satisfactory in these questions, but they rated their ability to reason and powerfully persuade, work on the development and improvement of their verbal image with very low scores, which may be an indicator of insufficient number of practical classes for the purpose of mastering certain skills. The above allowed us to highlight the inadequacy of practice in language skills and theory and clarify the role of the verbal image of future teachers of physical education and their language etiquette. We see a perspective in further research work in the direction of the development and formation of language skills as a component of language competence in the formation of the professional culture of future specialists in the field of sports.

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