

## **Zalyubivska O. B. An issue of creating interactive educational technology of forming rhetorical culture of future teachers of the universities**

*In the article, interactive technology for the forming of the rhetorical culture of future lecturers of the university is proposed. It combines traditional, active and interactive methods of rhetoric education with a tangible advantage of the latter. The technology is based on humanistic, axiological, communicative, innovative methodological approaches and principles of partnership of subjects of the pedagogical process, thought-speech activity and interactivity, the unity of rhetorical theory with the practice of speech, autonomy and the choice of an individual educational trajectory, creative productivity, stimulation of scientific research activity, competition and emotional comfort.*

**Key words:** *rhetorical culture of the university lecturer, training technology, interactive teaching methods, classification of interactive teaching methods.*

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(cooperative learning).

[14].

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(broad student learning outcomes),

specific learning outcomes).

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