

non-standard situations, in conditions of shortage of time, as well as under the condition that the subject of management has sufficient influence to impose his will. The effectiveness of such decisions is directly proportional to the experience of the subject and his knowledge in the field to which the decision is made.

Based on the fact that political and managerial decisions regarding the development of political strategies are determined by long-term planning of social development for a period of up to 50 years and by dividing it into 5–10-year cycles. Only the integrated use of elements of all three models will make it possible to make effective political and management decisions.

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## **HOW TO BECOME AN EFFECTIVE COMMUNICATOR**

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Communication is the process of exchanging thoughts, feelings, impressions, and messages in general. According to John Lubbock, an English banker, politician, scientist and polymath, to succeed in life, the ability to communicate with people is much more important than the presence of talent. The ability to communicate effectively is one of the most important success factors in any area of modern life. It is impossible to build a career, make reliable friends, arrange your personal life, and achieve success and recognition without the ability to communicate effectively.

Communicative competence is a reliable basis for good interpersonal relations and professional success. Improving interpersonal communication skills opens up new opportunities for a person. When we express our thoughts correctly and accurately, our position becomes clear to other people. Therefore, it is more likely that we will be able to reach mutual understanding.

The process of communication has always been an important issue in human relationships. And the modern period in history is not an exception. Perhaps on the contrary, the problem of communication (namely, “live”) is becoming more relevant than ever. Recently, people increasingly prefer network communication (computer-mediated communication), which does not depend on spatial proximity and can be provided by means of remote communication. Communication in network communities performs a number of functions: cognitive, developing, motivating, unifying. Communication peculiarities in the virtual space are associated with a limited ability to use non-verbal means of communication, which lead to difficulties in emotional perception and obtaining complete information [2, p. 97].

So, what is effective communication and what communication barriers exist?

Effective communication is an exchange of information in which the message was delivered by the sender and feedback was received from the receiver. If the main message is conveyed, then the goal of communication is considered achieved, and communication is effective. By definition, it seems to be a simple process, but communication does not always work out exactly as planned by the communicants. It often happens that the content of the message sent by us does not match what the interlocutor receives.

Before starting communication, you should not only set a goal for yourself, but also clearly formulate a message in order to save yourself and others time and leave a positive impression of communication in general [3]. To be persuasive, it is necessary to be able to correctly apply certain techniques and methods of effective communication. For example, you need to be specific and honest when answering questions. Dishonesty immediately repels.

An important tip is active listening. Give the interlocutor signals that you are listening carefully and trying to understand. Doing this, from time to time repeat in your own words the most important statements of the interlocutor. Do this with a positive or interrogative intonation.

During a conversation, maintain eye contact with the interlocutor, use adequate non-verbal signals that can tell the interlocutor more than words (gestures, movements, facial expressions, facial expressions, etc.).

During communication, many experience certain difficulties (communication barriers) that affect the effectiveness of information exchange, interaction, people’s perception of each other. They are social or psychological in nature. Communication barriers can be related to the characters of people, their aspirations, attitudes, language features, manners of communication, religious views, etc. However, the process of communication can be carried out even with these difficulties [1, p. 55]

The following communication barriers can be distinguished:

- barrier of mutual understanding;
- semantic barrier of understanding;

- stylistic barrier of understanding;
- logical barrier of understanding;
- socio-cultural barrier of understanding;
- barrier of authority.

Ineffective communication is an argument with others, the division of interlocutors into winners and losers. Disagreements and conflicts are clear indicators that we are dealing with ineffective communication.

Without positive communication, it is impossible to achieve mutual understanding on any issue. To make sure that other people correctly perceive the source information, a number of requirements must be met. Communication barriers understanding and the ability to overcome them is the most important component of effective communication skills.

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## **ОСОБЛИВОСТІ ВИКОРИСТАННЯ НАВЧАЛЬНО-ТРЕНУВАЛЬНОГО ПОЛІГОНУ «МІСЦЕ ДОРОЖНЬО-ТРАНСПОРТНОЇ ПОДІЇ» ПІД ЧАС ПІДГОТОВКИ ЗДОБУВАЧІВ ВИЩОЇ ОСВІТИ**

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За даними патрульної поліції України у 2022 році, на території нашої держави, було вчинено 18628 дорожньо-транспортних пригод, в результаті яких 2791 особа загинула, а 23145 отримали травми різного ступеню тяжкості [2].

У таких умовах необхідна постійна та ефективна підготовка майбутніх поліцейських до роботи на місцях ДТП. Одним із найбільш ефективних