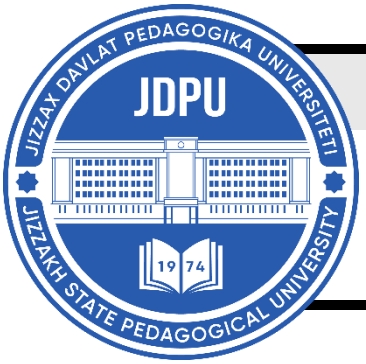
DOI: https://doi.org/10.37547/mesmj-V5-I8-39 Pages: 304-310

MENTAL ENLIGHTENMENT SCIENTIFIC – METHODOLOGICAL JOURNAL



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DIGITAL LITERACY IN THE DEVELOPMENT OF COMMUNICATIVE COMPETENCE OF PHYSICAL EDUCATION STUDENTS

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ABOUT ARTICLE

Key words: digital literacy, competence, physical education (PE), communicative, skills.

Received: 12.11.24
Accepted: 14.11.24
Published: 16.11.24

Abstract: This article describes the notion of digital literacy that plays a pivotal role in shaping the communicative competence of physical culture students, contributing to their ability to interact effectively in academic, professional, and social contexts. This article examines how digital tools and resources enhance the development of communication skills among students in physical education and sports-related fields. As digital platforms become more integrated into education, the need for physical culture students to be proficient in utilizing these technologies is essential for both their learning process and professional growth. The author states that digital literacy not only improves their ability to access, evaluate, and create content but also facilitates collaboration, virtual interactions, and networking within the global sports community.

Introduction. Digital literacy plays a vital role in enhancing the communicative competence of physical education students in today's technologically driven world. As communication methods evolve, being digitally literate allows these students to effectively engage in academic, professional, and interpersonal communication through various digital platforms. Digital literacy helps students access, evaluate, and disseminate information efficiently, which is essential for professional growth, especially in the realm of physical

education where students must often communicate instructional strategies, training techniques, and health-related information. Incorporating digital tools and resources, such as video analysis, virtual collaboration, and online learning platforms, into physical education promotes interactive learning and bridges gaps between theoretical knowledge and practical application. Furthermore, it enhances students' ability to articulate complex physical activities, exercises, and health guidelines both in written and verbal forms, ensuring they are prepared to meet the diverse communication needs of the modern workforce.

The development of digital literacy is also crucial for fostering teamwork and collaboration in a globalized environment, as physical education professionals often work with diverse populations. Through digital literacy, students can collaborate with peers, coaches, and experts around the world, expanding their understanding of different approaches to physical training and wellness. In sum, digital literacy is not just an auxiliary skill but a critical component in developing well-rounded, communicative, and capable physical education professionals who can thrive in the digital era. Digital competence is one of the newer concepts that describes competencies related to modern digital technologies. Currently, several terms are used to describe various levels of proficiency in using digital technologies, such as "information competence," "ICT literacy," "information literacy," "digital skills," and "digital literacy." These terms are often used in close relation to each other, particularly "digital competence" and "digital literacy." The term "digital literacy" was introduced earlier, referring to an individual's ability to solve problems effectively in a digital environment. Digital competence encompasses a range of abilities related to the use of information and communication technologies (ICT), including:

Technical skills for using digital technologies;

The ability to use digital technologies efficiently in daily activities;

The capability to critically evaluate digital technologies;

Motivation to participate in digital culture.

According to the sources, it is identified four types of digital competence:

Information and media competence – the knowledge, skills, motivation, and responsibility associated with searching for, understanding, archiving, and critically reflecting on digital information, as well as creating information objects using digital resources (such as text, visual data, audio, videos).

Communicative competence – the knowledge, skills, motivation, and responsibility necessary for various forms of communication (email, chats, blogs, forums, social networks, etc.) and for achieving different purposes.

Technical competence – the knowledge, skills, motivation, and responsibility required to use hardware and software effectively and safely to solve various issues, including those involving computer networks and cloud services.

Consumer competence – the knowledge, skills, motivation, and responsibility that enable individuals to use digital devices and the Internet to solve everyday tasks related to specific life situations and meet various needs.

Literature review. In today's educational landscape, digital literacy plays a crucial role in shaping students' communication skills, spanning written, verbal, and non-verbal dimensions. Digital literacy involves the ability to effectively use digital tools, platforms, and resources, and it has become essential in enhancing communication competencies in various forms. Research demonstrates that students who develop strong digital literacy are better equipped to engage in diverse forms of communication, whether through written essays, presentations, or even non-verbal cues in digital settings.

Written Communication: The influence of digital literacy on written communication is profound. Tools like word processors, collaborative platforms (*Google Docs),* and writing apps (*Grammarly*) facilitate the drafting, revising, and sharing of written texts. These tools also enhance students' ability to self-edit and receive real-time feedback. According to Jones & Hafner [1], digital writing practices encourage students to adapt their writing for different audiences and purposes, moving beyond traditional academic contexts to more public and informal communication platforms like blogs and social media.

Moreover, digital literacy enables students to better understand the multimodal nature of contemporary writing, which often includes images, videos, and hyperlinks to enrich the text. Scholars like Warschauer [2] argue that digital literacy not only improves the mechanics of writing but also supports more creative and interactive forms of expression, which is essential in developing a well-rounded written communication skill set.

Verbal Communication: Digital literacy also impacts verbal communication, particularly in the way students interact with peers and teachers in digital learning environments. Video conferencing tools (*Zoom, Microsoft Teams*) and digital presentations (*Prezi, PowerPoint*) are now common platforms where students practice verbal communication skills. As noted by Weller [3], these platforms require students to articulate their ideas clearly and effectively in virtual spaces, fostering both formal and informal speaking abilities.

Furthermore, digital platforms encourage collaborative learning, where verbal discussions are not confined to physical classrooms but extend to online forums, chat rooms, and discussion boards. According to Hockly [4], these digital platforms promote a more flexible

and inclusive environment where students can engage in verbal exchanges, developing their ability to communicate ideas verbally in diverse digital contexts.

Non-Verbal Communication: Non-verbal communication in digital settings is equally influenced by digital literacy. In online communication, non-verbal cues such as body language, facial expressions, and gestures are conveyed through video conferencing tools or even avatars in virtual worlds. Research by Jewitt [5] highlights the importance of students understanding how non-verbal communication functions in digital interactions, particularly in contexts where video or image-based communication is central.

Moreover, students must learn to interpret and use emojis, GIFs, and other visual symbols, which have become important components of digital communication. These forms of non-verbal communication often supplement written texts in social media or instant messaging, allowing students to convey emotions, tone, and meaning in subtle ways. According to Suler [6], mastering the use of these digital non-verbal tools is key to navigating contemporary communication platforms effectively.

Research discussion. In the field of physical education (PE), communication plays a crucial role in the interaction between students, teachers, and peers. Digital literacy has emerged as a transformative element that significantly impacts the communication abilities of students, enhancing their written, verbal, and non-verbal communication skills. This discussion explores how digital literacy affects each of these aspects within the context of PE, drawing from research and practical examples.

1. Digital Literacy and Written Communication: Digital literacy empowers students to articulate their knowledge of physical education concepts more effectively in written form. The use of digital platforms, such as learning management systems (LMS), online assignments, and collaborative writing tools (e.g., *Google Docs*), allows students to organize and present their thoughts more coherently and with greater precision. Moreover, digital literacy enables students to access a wide range of resources, thereby improving their ability to write reports, assignments, and analyses related to physical activities, sports, and health education. Research by Cheung & Slavin [7] emphasizes that integrating digital tools in classrooms significantly enhances students' academic writing and critical thinking abilities. Similarly, García-Valcárcel et al. [8] noted that students' use of digital technologies improved their ability to engage in reflective writing, a key component of assessing performance in physical education.

2. Digital Literacy and Verbal Communication: Verbal communication in physical education is essential for providing instructions, feedback, and encouragement. Digital literacy enhances verbal communication by introducing students to tools that facilitate better

expression and articulation of ideas. For instance, platforms like video conferencing tools (e.g., Zoom) allow students to engage in discussions with peers and instructors, improving their public speaking and verbal communication skills. Recorded video feedback systems also allow students to review and refine their spoken communication, leading to more effective verbal interactions. Moreover, researchers like Koehler et al. [9] highlighted that technology-enhanced learning promotes oral presentations and discussions, helping students develop more organized and impactful verbal communication. In physical education, this translates to better communication during group activities, leadership in team settings, and clearer instructions during physical training.

3. Digital Literacy and Non-Verbal Communication: Non-verbal communication in physical education, such as body language, gestures, and facial expressions, is critical for effective teaching and learning. Digital literacy helps students improve their non-verbal communication through the use of video-based tools that record and analyze movement. Tools like Dartfish and Hudl allow students and instructors to review and assess physical performance, giving them the opportunity to focus on the nuances of non-verbal communication during physical activities. Studies have shown that when students can observe and analyze their non-verbal cues via digital tools, they become more aware of their body language and can adjust it to improve their physical performance and leadership in group settings. For instance, research by Claver et al. [10] demonstrated how video analysis tools in physical education programs enhance students' understanding of non-verbal cues and movement efficiency.

4. The Integration of Digital Literacy in Physical Education: Incorporating digital literacy in physical education not only improves communication but also fosters collaboration, critical thinking, and problem-solving. For instance, using wearable technologies (e.g., fitness trackers), virtual fitness apps, and online collaboration platforms allows students to track and share their progress, which in turn encourages peer-to-peer communication. The gamification of physical education activities through digital platforms also promotes interaction, collaboration, and communication among students.

Moreover, as physical education is increasingly becoming digitized, students must navigate and engage with digital platforms to participate in virtual physical training sessions, record their physical activities, and communicate with peers and instructors. As Chalmers et al. [11] argue, digital literacy in physical education goes beyond using digital tools; it involves the capacity to critically evaluate information, engage in digital communication, and utilize technology to enhance both physical and cognitive development. Digital literacy is becoming

increasingly critical for the development of students' written, verbal, and non-verbal communication skills in physical education. By integrating digital tools and platforms, students can enhance their ability to communicate effectively in a variety of formats, leading to improved learning outcomes. As educational institutions continue to adopt digital technologies, fostering digital literacy will remain essential to preparing students for future roles in the field of physical education. This research underscores the need for educators to prioritize digital literacy in their teaching strategies to maximize students' communication competence and overall learning experience.

Conclusion. Thus, this paper studies various digital tools, such as e-learning platforms, social media, virtual simulations, and mobile applications, which serve as mediums for developing communicative competence. The author highlights the impact of digital literacy on students' written, verbal, and non-verbal communication, as well as their ability to engage with diverse audiences, including peers, instructors, and industry professionals. Moreover, it addresses the challenges students face in navigating these digital environments and the strategies educators can implement to promote the integration of digital literacy into the curriculum effectively. Digital literacy is a crucial aspect of developing students' written, verbal, and non-verbal communication skills. As the digital world continues to evolve, students who are proficient in digital tools and platforms will be better equipped to communicate across different contexts and media. From improving the clarity and adaptability of written texts to enhancing verbal exchanges in virtual environments, digital literacy fosters more effective and comprehensive communication practices. By focusing on the intersection of digital literacy and communicative competence, this research underscores the importance of equipping physical culture students with the necessary skills to succeed in an increasingly digital world. The analysis suggest that fostering digital literacy in physical education not only enhances students' academic performance but also prepares them for the demands of the modern workforce, where digital communication and collaboration are vital.

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