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## **DEVELOPING COMMUNICATIVE CULTURE AT FUTURE NURSES MEDICAL STAFF**

Educational policy is a very significant developmental strategy of the health care industry. The level of training of medical personnel depends not only on the formed professional skills but also on the communicative culture. Deneral characteristic feature of communicative culture is its moral orientation and moral culture worker is disclosed during the communication process.

The communicative culture is perceived as totality of knowledge about a commonication in various terms and with different participants [2, p. 92]. The development of such culture at future health workers involves the posession of verbal abilities and skills, and the knowledge of standarts and rules of communication. The content of medical workers' communication is conveyed through the verbal and nonverbal contacts. While talking to the patient, medical staff must take into account his psychological and physical condition be calm and friendly.

Communicating with patients, their relatives, close friends, medical specialists primarily affects them not by the content of the information but by the way how this information is presented, i.e. by the communicative culture. The role of communication is particularly important in the process of formation of professional ethics and culture, because it is the basis of both professional and personal skills of medical workers [1, p. 51].

**Conclusion.** The knowlegde of communication, at its culture patterns, functions, mutual exchange and issues, form the basis of implementing and improving the relations between and patients, as well as the satisfaction of their needs.

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