

LINGUODIDACTIC CHARACTERISTICS OF PRESENTATION AS A FORM OF PROFESSIONAL COMMUNICATION

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The article studies the linguo-didactic characteristics of various types of presentations. A presentation as a form of oral professional communication can be informative, persuasive, demonstrating a good will from the point of view of their functions. Other types of presentations are individual, team, internal or external. The linguo-didactic characteristics of various types of presentations should be taken into consideration while teaching specialists in cross-cultural communication.