**Professional and communicative competence of the teacher of higher education**

The domestic experience in the formation of the competences of teachers takes more into account the list of competences that are part of the professional competence-special, subject, personal, social, information, scientific, innovative, etc. This is the correct approach, but it can be supplemented by competencies in the context of the learning strategies that the teacher must possess.
The analysis of foreign experience in the definition of competencies shows the selection of didactic competencies: competence in planning, competence in methods, competence in counseling, qualification competence, media competence, examination competence, evaluation, contextual competence, etc.
It is necessary to enrich our experience of the system of professional development of faculty in Europe and the USA and for comparison the experience that has developed in Kazakhstan.
We can adopt: supervising - compiling an individual trajectory of development of young teachers; the development of centers of professional development for the teaching staff of universities, etc.
Professional and personal growth and development of the teacher, mainly in modern pedagogical science, is connected with the theories of self-actualization, the "I-concept" of a person's personality. Self-actualization is a person's ability to more fully identify and develop his or her personal abilities. Self-actualization is connected with the search for the meaning of human life. Self-improvement is the desire to change yourself in accordance with some ideal. Thus, the basis of personal growth is the "I-concept" of personality.
The structure of the I-concept is diverse
- "the physical self," the emotional self, "the intellectual self";
- "I'm real", "I'm perfect", "I'm mirror"
-the actual I, the retro-sapient Self, the ideal, reflexive I, and others.
Professional growth and development of the person are connected with concepts "professional advancement", "career", "professional self-improvement".

One of the most important components of the communication society is professional communication. The study of various interpretations of the concept of "professional communications" (communication, in the process of which communities are constructed, the process of the emergence of mutual understanding in a certain subject area, the process of information exchange between specialists professionally conditioned process of information exchange between representatives of one profession, information dissemination system, exchange of professional experience of professional activity, transfer of scientific knowledge) allows us to conclude that any professional communication is inherent in generalizing and transferring professional experience and scientific knowledge of certain specialists to a certain subject region or adjacent areas to others.

 The effectiveness of any professional communication is manifested when it is analyzed from two sides: as a channel for transmitting information in a professional environment and as a system of social communication between representatives of a specific professional community.

 The process of communication in this case can be represented by various forms-scientific conferences, symposia, seminars; trainings, presentations, professional publishing activities, creation and distribution of professional journals and newspapers; personal contacts and meetings of scientists; lecturers, students, etc.

 Levels of implementation of professional communications extend from interpersonal communications through group professional contacts to mass media. M.G. Vokhrysheva singles out the publication of the results of bibliographic research and generalization of practical experience as an important means of professional communication.

With the help of professional communications, it becomes possible to discuss joint professional problems, provide methodological assistance and support, prepare and issue joint publications, participate in professional development events, and get acquainted with the experience of other information institutions.

 Successful work of a modern specialist is impossible without comprehension of universal mechanisms of communication and interaction of people, social institutions and human communities. Such knowledge is necessary for the performance of professional tasks in the management system, mass communication, in the search and development of a dialogic image that allows achieving meaningful and emotional contact in communication, and in many other professional fields.

In the era of technogenic civilization, the system of professional communications is dynamically expanding due to the wide introduction of electronic technologies. There are new forms of self-organization of specialists. Internet technologies are actively used, such as teleconferences, web forums, chats, Internet conferences, electronic journals, electronic libraries accessible via the Internet.

 The introduction of electronic means of communication allows us to achieve the scale, high efficiency in professional communications, whеrein enriching the traditional means of professional communication. Consequently, the most effective is the combination of traditional and electronic means of professional communication.