

symbols, the verbalization of graphics, the interpretation of schemes, the systematization of the vocabulary items according to the principles of logic order, the definition and interpretation processes and operations, finding the meaning of words in context, etc. Moreover, the teacher should also take into account the students' individual variables (i.e. their individual special skills, such as "a good ear", "power of imitation," "superior verbal memory", previous linguistic experience, learning pace and style, motivation, desire to be praised and encouraged).

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PROFESSIONAL COMMUNICATION SKILLS AND ESP TEACHING IN THE DIGITAL WORLD

Abstract: For a long period of time, ESP teaching process has been only dealing with teaching specialized and professional terminology and understanding texts whereas nowadays the digital age has transformed the resources and the sources of information into an accessible tool opening new perspectives. Nonetheless, today's globalized professional climate asks for its members to also master important communicative skills that strengthen their specialist abilities whether they are to fulfill their tasks productively and secure their way to accomplishment. Albeit the probable need for competent proficiency in communication, there looks to be deficient available research producing an exact discerning of the rules of teaching experienced communication to college scholars as a segment of the ESP curriculum. The paper takes into consideration the essential skills supporting rewarding professional communication and tries to discuss a functional combined professional communication example to be put into practice in the academic environment, highlighting the value of English in an engineering setting.

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