

SOCIAL COMMUNICATION IN SYNERGY WITH PROJECT-BASED LEARNING

Zornitza Kaneva

Abstract. *The article examines the synergy between social communication and the development of key skills for effective learning and personal development in students through the implementation of project-based learning (PDP). It analyzes the role of different types of communication – verbal, non-verbal, active listening, conflict resolution and teamwork – in the context of a project implemented in a school environment. The practical example is a model of an educational approach that demonstrates how social communication between students, teachers and the community is not only a tool, but a major factor in building soft skills – social, emotional and entrepreneurial competencies, self-confidence and a sense of community. The article emphasizes that integrating social skills into PBO not only improves learning outcomes and leads to higher motivation, but also forms responsible, competent and emotionally mature individuals.*

Key words: Social Communication, Project-Based Learning, Synergy, Emotional Intelligence, Teamwork, Learning Outcomes, Motivation.

Zornitza Kaneva
Paisii Hilendarski University of Plovdiv,
Faculty of Mathematics and Informatics,
236 Bulgaria Blvd., 4003 Plovdiv, Bulgaria
Corresponding author: zory_kaneva@abv.bg